



Discussion Guide: Advocacy

The following discussion guide lists recommendations for delivering content from Advocacy and Public Trust.

Document	Delivery methods	Time required	Additional resources
Advocacy and Public Trust	This module is best presented with the Board as a whole unless the Board has an Advocacy Committee.	1 hr.	<p>Saskatchewan Library Trustees' Association Advocacy web page: http://slta.ca/advocacy</p> <p>United for Libraries website (a division of the American Library Association): http://www.ala.org/united/powerguide</p> <p>Alberta Library Trustees' Association Advocacy Presentation: http://www.librarytrustees.ab.ca/trustee-learning/</p> <p>Canadian Library Association Advocacy web page: http://www.cla.ca/AM/Template.cfm?Section=Advocacy&Template=/CM/HTMLDisplay.cfm&ContentID=17365</p> <p>Canadian Library Association Advocacy Training document: http://www.cla.ca/divisions/capl/LibraryAdvocacyNow.pdf</p> <p>iLOVElibraries web page: http://www.ilovelibraries.org/get-involved</p>
Defining Your Library's Value	<p>Gather statistics and information before the meeting. Check to see if other organizations in your community have done studies or surveys that will give you additional insight.</p> <p>Review previous years' annual reports and financial statements.</p>		<p>Toronto Public Library Economic Impact Study: http://martinprosperity.org/media/TPL%20Economic%20Impact_Dec2013_LR_FI_NAL.pdf</p> <p>iLOVElibraries calculator (adjust the categories to match your services): http://www.ilovelibraries.org/what-libraries-do/calculator</p> <p>Statistics Canada – Their community profiles are full of useful information: http://www.statcan.gc.ca/start-debut-eng.html</p>

Document	Delivery methods	Time required	Additional resources
Plan Your Campaign	<p>This can be done as a whole or in small groups.</p> <p>Identify your targets using directories and personal knowledge.</p> <p>Find out who is in Cabinet and who is in the opposition's shadow cabinet.</p>		<p>Dr. Cindy Blackstock – Mosquito Advocacy: http://childhealthpolicy.ca/mowafaghian-visiting-scholar/dr-cindy-blackstock/</p> <p>A Power Guide for Successful Advocacy/United for Libraries: http://www.ala.org/united/sites/ala.org.united/files/content/powerguide/united-power-guide.pdf</p> <p>Government of Saskatchewan's page describing their current goals, their current budget and how the budget is developed: http://www.saskatchewan.ca/government/budget-planning-and-reporting</p> <p>Government of Saskatchewan list of MLAs, which includes biographical information: http://www.legassembly.sk.ca/mlas/</p> <p>Government of Canada Senators and Members of Parliament: http://www.parl.gc.ca/SenatorsMembers.aspx?Language=E</p>
Implement Your Plan	<p>Make sure you build in ways to monitor the progress of your plan.</p>		
Evaluate Your Plan	<p>Schedule a date now to do your evaluation after you have reached your goal.</p>		