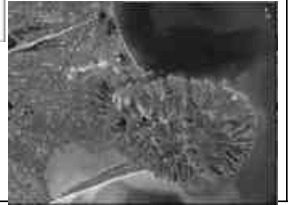


SLANZA Advocacy

“Turning heads”

Glenda Fortune RLIANZA
glenda.fortune@natlib.govtnz

Where I am coming from.....



LIANZA

Professional registration

- Lead
- Organise
- Initiate
- Demonstrate
- Work with
- Highlight
- Provide
- Collaborate
- Develop
- Reach
- Devote
- Build
- Host
- Aim to become

SLANZA VISION

SLANZA aims to strengthen and promote the role of the school library, to enable all school communities to become information literate.

Your school library vision

Perception

- How people perceive you is how they treat and value you
- How they perceive you is measured by how they see you as making their job easier or them more successful

Otago Information Literacy Research

Curriculum Alignment Project
Otago Polytechnic 2006

Secondary Teachers information
literacy expectations of their students

..... with librarian support

Deciding / Understanding	1.1%
Finding/Searching	8.7%
Using/Selecting/Evaluating information	1.1%
Acknowledging appropriate use	4.3%
Presenting / Evaluating	0.4%

*What you are shouts so
loudly in my ears that I
cannot hear what you say*

Emerson

Show me the evidence

“ Don't tell me what you believe, show me what you do that makes a difference to student learning..... then I will think about my priorities.”

School Principal

Prof Gary Hartzell says

No curriculum (library) has life in and of itself - it always requires someone to breathe life into it.

The life in every bureaucracy is dependent on who occupies the boxes in the organization chart - not how the boxes are arranged .

What is advocacy?

- speaking on behalf of someone
- OR
- acting in support of a cause

WHY ?

- to influence change in political or beaurocratic processes
- to use information strategically to change policies (or behaviours)
- to advocate on behalf of the voiceless

Statistical Snapshot: NZ schools

NZ schools: 2581 (total)

Primary:	2023	78%
Intermediate:	123	4.7%
Composite:	135	5%
Secondary:	243	9.4%

Statistical Snapshot: NZ school library hours..... Primary

1-50	2 hours	400-450	20 hours
50-100	3 hours	450-500	24 hours
100-150	5 hours	500-550	24 hours
150-200	8 hours	550-600	25 hours
200-250	10 hours	600-650	25 hours
250-300	13 hours	650-700	32 hours
300-350	15 hours	700-750	30 hours
350-400	20 hours	750-800	32 hours
		800 +	33 hours

Statistical Snapshot: NZ school library hoursSecondary

1-500	30 hours	20.5 %
500-1000	38 hours	26.7%
1000-1500	54 hours	13.5%
1500- 2000	66 hours	7%
2000-2500	74 hours	2.3%
2500 – 3000	88 hours	0.9%

At this conference

Of 140 schools represented at this conference

- 32 primary 22%
- 6 intermediate 4%
- 9 Y1 – 13 area 6%
- 93 secondary 66% representation

Goals

- To provide a national voice for the school library community
- To advocate the critical role of school libraries in reading, teaching, and learning
- To represent all school library staff: Teacher Librarians, Teachers with Library Responsibility; School Librarians and support staff
- To lobby for improved funding to provide better library facilities within the school library field
- To create opportunities to recognise excellence within the school library field
- To improve the professional standing, working conditions and qualifications for all staff involved with school libraries
- To support professional development through conferences, regular newsletters and a web site
- To develop links with associated national and international professional organisations

School Libraries : Critical for Literacy

Strong libraries empower strong students

School libraries make a difference to student achievement

When effective school libraries are in place, students learn

Better grades?
Thank a Librarian

Dick and Jane go to the head of the class

13,000 kids cant be wrong

Test scores and access to school libraries linked

Strong media centres boost students test scores

Inferring

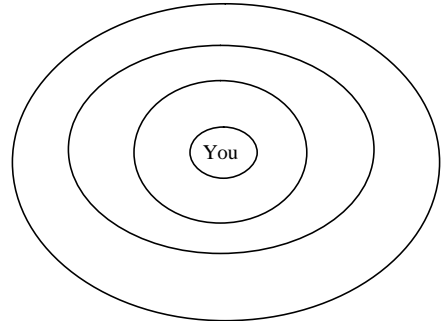
The message is not getting to the right people
or
it is not convincing to them

SLANZA: at a national level

- Ministry of Education
- NLNZ; policy and governance
- LIANZA; remuneration survey, registration etc
- Standards for NZ school libraries
- Website / Blog
- ASLA , IASL
- Strategic Advisory Forum
- Multiple literacies working group
- EGG
- and many more.....

Think nationally, act locally!

Spheres of influence/ concern

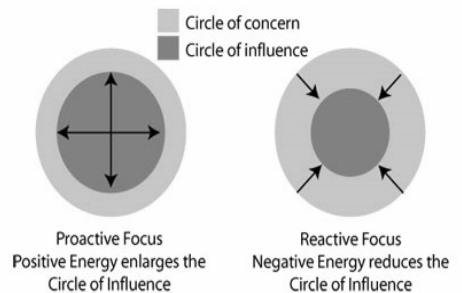


Pro-activity

Pro-active people

- look for change opportunities
- set effective change oriented goals
- anticipate and prevent problems
- do different things or do things differently
- take action
- persevere
- achieve results

Stephen R. Covey The 7 Habits of Highly Effective People



Advocacy Principles

- Working from knowledge (not opinion)
- Entering into dialogue over priority issues
- Working in partnerships (win:win)
- Creating and promoting awareness
- Building capacity

It involves

- Motivation and commitment
- Being prepared to tackle the apparently impossible
- Acting consistently
- Preparedness to challenge and be challenged
- Proactivity rather than reactivity
- Commitment to the long term

Advocacy Guidelines

1. Being very clear about what you are advocating for
2. Deciding who needs to hear these messages
3. Speaking their language

Acting locally

But what about **you** in **your** school?

How do you advocate for your services and your school library

Direct Control – problems involving our own behaviour

Indirect Control – problems involving other people's behaviour

No control – problems we can do nothing about, such as past or situational realities

Urgent versus important

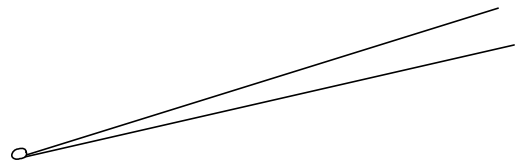
The things that matter most must not be at the mercy of things that matter least

Goethe

	Urgent	Non urgent
Important		✓
Not important		

1 degree changes

Small change : high impact



Lord, grant me the serenity to
accept the things I cannot
change, the courage to change
the things I can, and the
wisdom to know the difference.

Vision Goals

What is your message?

Problems or opportunities?

- Resources available to us
- Hours of work and employment conditions
- Physical surroundings of our work environment
- Management perceptions of our role, functions and importance of position
- Teachers perceptions of our role, functions and importance of position
- How we are treated / acknowledged as co-professionals
- Levels of respect with which peers view us

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SLANZA Goals: SWOT Analysis

Strengths: What I am doing well?

Weaknesses : What I could be doing better ?

Opportunities: What new things might I be working on?

Threats: What might get in the way?

Advocacy Toolkit

- Research evidence
- Quotable quotes
- Anecdotal snapshots
- Sample FAQ answers

What else ?

WHAT NOW?

In summary advocacy is

- planned
- professional
- thoughtful
- long term