

Library Advocacy Unshushed

Welcome!

What's at stake?

Motivations & principles

Week 1 Values and Communities

Reflect on engagement of others

Consider & apply ways to exert influence

Dynamics of influence

Perceptions of libraries & assumptions of decision makers

Influence and Relationships

Week 3

Perceptions and Advocacy

Week 2

know the research

Adopt a strategic perspective for planning advocacy

Communicate & develop relationships

Strategy and Communication

Week 4

Basic steps for moving forward

Planning and Implementation

Week 5

Pulling it all together

Week 6

The End!