



The Advocacy Continuum: An incremental evolution of a librarian/staff member or an issue from isolation, the initial stage, to advocacy, the ultimate goal. Each stage is important and depending on the issue, a particular stage may be the end all and be all. However, if the ultimate goal is to advocate, then the issue needs to progress through each step as a stepping stone, moving from internal focus to one that takes into consideration and harnesses external factors and pressures and also creates a new understanding of the issue with alternative possibilities.

Isolated librarian/staff worker or issue

- A library staff or issue that is primarily focused on his/her library and immediate community without involvement or connection to overall profession or wider library activities/participation

Support

- to hold up/maintain/or esteem libraries and library values
- to furnish evidence for, substantiate value claims around libraries
- to aid or promote the cause of libraries and library values

Example: A librarian joins a professional organization like OLA and participates in that organization, as in joining a round table or participating in creating standards (like OASL standards)

Promote/Market

- further an understanding and value of libraries and librarianship
- contribute to the progress or growth of libraries and librarianship
- to urge the adoption of libraries and library values
- to attempt to popularize libraries

- to (sell) attract prospective library partners, users, patrons, supporters
- to offer libraries, librarianship, library values, and information literacy
- promote libraries, librarianship, library values, and information literacy

Example: A librarian actively participates in a professional organization and helps to create educational/marketing materials based on existing standards and identified audiences. Actively promotes and educates to those audiences

Advance

- To move or bring forward or onward
- To aid the growth or progress of libraries and library districts
- To make progress in educating stakeholders about libraries
- To raise in value, mount, rank
- To cause to occur sooner, hasten the development of libraries
- Act or process of moving forward
- Improvement
- Progress

Example: Builds on previous steps. Proactively identifies and approaches situations to strategize, enact changes, and advance library causes. An example may be how the OLA Legislative Committee is working with the library in Josephine County towards a library district. An essential part of the project will be to also document the strategies, steps, the promotional/marketing materials so that others may learn from and emulate the overall process.

Advocate

- To argue for the value of libraries, librarianship, and information literacy
- To speak in favor of libraries and library values
- To fight for or defends libraries, library values
- To defend or support

Definition:

Example of advocacy project:

- Harnesses existing support: OASL Standards
- Promotes/markets that information in meaningful ways to diverse audiences
- Advances – identifies power structures and works to influence decision making there within
- Advocacy – harnesses all the steps, vested people and activities to actively drive the project but also to create new knowledge and possible solutions related to the issue. An example – in school districts with no librarians left, a push for librarian positions partially funded by school and local community college, or by school and local public library. Positions that bridge the two libraries' needs and work toward the 40-40-20 goal in a K-20 mind frame. The idea would then need to go back through the advocacy continuum: support, promotion/marketing, advance, etc.