

Draft Advocacy Proposal Form

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Description of Advocacy Project, Proposal, or Initiative **Please describe the project you would like OLA to support.**

I'm currently undertaking an audio project for libraries in my community – collecting personal stories of community members and the transformative effect that libraries have had in their lives. The goal is to collect interviews and weave them together in a story arc to resonate with community members on the personal level and to advocate for libraries within the community. In addition I'll also create a best practices document for other communities in Oregon to emulate – recording, interviewing, editing. The hope is that librarians could use these collections or parts of to advocate for libraries, that the personal, powerful narratives could end up tipping the balance in decisions pertinent to the present and future of libraries and librarians.

So far, I've collected direct interviews from diverse members of the community. I've also received essays from community members answering my "call to the community." These audio essays will emulate the *This I Believe* series on NPR. Furthermore, recently, I received some excellent counsel from Donna Lanclos, an anthropologist that works in a major university library on the east coast. She's guided me in using more specific questions aimed at discovering the information seeking behavior of high school students. I have already drawn on our conversations to interview several local high school students. The interviews with these students point strongly to the need for school librarians. Together, all of the interviews that I've received will be pieced into an overall narrative and full podcast/radio show.

The goal is to complete editing by March/April and produce by May/June of 2014. The production will be aired on community radio and also hosted on the Oregon Library Association website.

What kind of support are you requesting for your project? **Please describe resources you are requesting**

Association support / Buy-in: I have no funding request from OLA. What I desire is institutional/organization support. There's a big difference between individual advocacy and institutional advocacy. While both are valuable, I believe that institutional advocacy is more powerful and carries with it a stronger punch for change. So, for this project, for example, it would be an accomplishment in itself to successfully finish and air this project on the local level. But, with OLA buy-in it becomes a much more powerful project. That support legitimizes the

project and provides the systematic mechanism for providing and spreading state-wide best practices and emulation.

For example, in support of this project I request that OLA:

- Provide links to the project on an OLA web page
- Promote the project through OLA social media outlets
- Host and/or disseminate the project's "best practices" documentation
- Issue a press release about the project
- Consider using the content for OLA Legislative Day

These suggestions are examples of how OLA can provide the much-needed association support and buy-in for this project.

Describe how your project fits with OLA's Mission Statement

OLA provides advocacy, education, leadership and collaboration to continually strengthen Oregon's libraries and the communities we serve.

Please describe how your project fits in with OLA's mission, specifically to provide advocacy.

Advocacy: If I were to use the Advocacy Continuum to help me understand how this project fits the term "advocacy," this is what I would find.

1. I see a project that has developed over time, moving from a single idea in a somewhat isolated environment to one that has developed community partnerships to move forward with a stronger foundation.
2. The project *supports* the cause of libraries and library values, as well as furnishes evidence for and substantiates value claims around libraries.
3. It *promotes/markets* libraries by furthering an understanding and value of libraries and librarianship; attempting to popularize libraries; and trying to "sell" the library to prospective library partners, users, patrons, and supporters.
4. It *advances* libraries by harnessing the previous steps and, especially, community partners to approach this issue with a common voice and with institutional support.

Education: One of the goals of this project is to provide a combination of truth and narrative. The truth refers to the research and data that exists about the value of libraries and librarians. This truth educates the community in one respect. The narrative, on the other hand, approaches education from a different direction, by providing meaning. Narrative refers, in part, to the individual stories provided by community members about their belief in libraries and, in large part,

to the community partnerships that have been formed and harnessed along the way to collaboratively educate the community about a common goal, that of libraries. Together, the ultimate goal is to utilize the combination of truth and narrative to educate and, overall, advocate for libraries.

Collaboration: As mentioned, this project would not be as robust as it is without the full collaboration of community partners. These partners include KMUN Community Radio, Oregon Youth Authority, and, notably, the Oregon Library Association.

Provide a timeline for your project.

This project began in the summer of 2013 and will be completed by May or June of 2014.