



# Transforming from Advocate to **Activist**

*intentional change in the school library*



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The background of the image shows a flock of birds, possibly geese or swans, in flight over a body of water. The sky is a mix of dark blue and orange, suggesting a sunset or sunrise. The birds are silhouetted against the lighter sky, and their wings are spread out in various directions, creating a sense of movement. The water in the foreground is dark and reflects the light from the sky.

*Servant*

Leadership

Let's examine how school librarians can change the mindset from advocate to activist with intentional changes. This session will include discussing characteristics of an advocate, explore the meaning of advocacy and activism, and will provide ideas for initiating change. The presenter will address the various types of advocacy and activism, including legislative advocacy at the local, state, and national levels; school and district level programs; and community-based initiatives.



Nobody cares  
about the  
school library.



Nobody cares  
about the  
school library.

*\*as much as we do\**



# Until...

*...it impacts educators*

*...it impacts learners*

*...it impacts the community*



# Advocate

A person who **listens** and  
**passively** seeks to invoke change



# Activist

A person who takes intentional  
action to bring change

TO BE AN **ADVOCATE** IS TO  
LISTEN. TO BE AN **ACTIVIST** IS TO  
SPEAK. SOCIETY NEEDS BOTH.



**BE A  
CHANGE  
MAKER**



# FOCUS ON THE ACTION.

01

Connect and open  
dialogue.

02

Data.  
*information activism*

03

Let students lead.



# GET CONNECTED.

We *must* become connected to the goals of others:

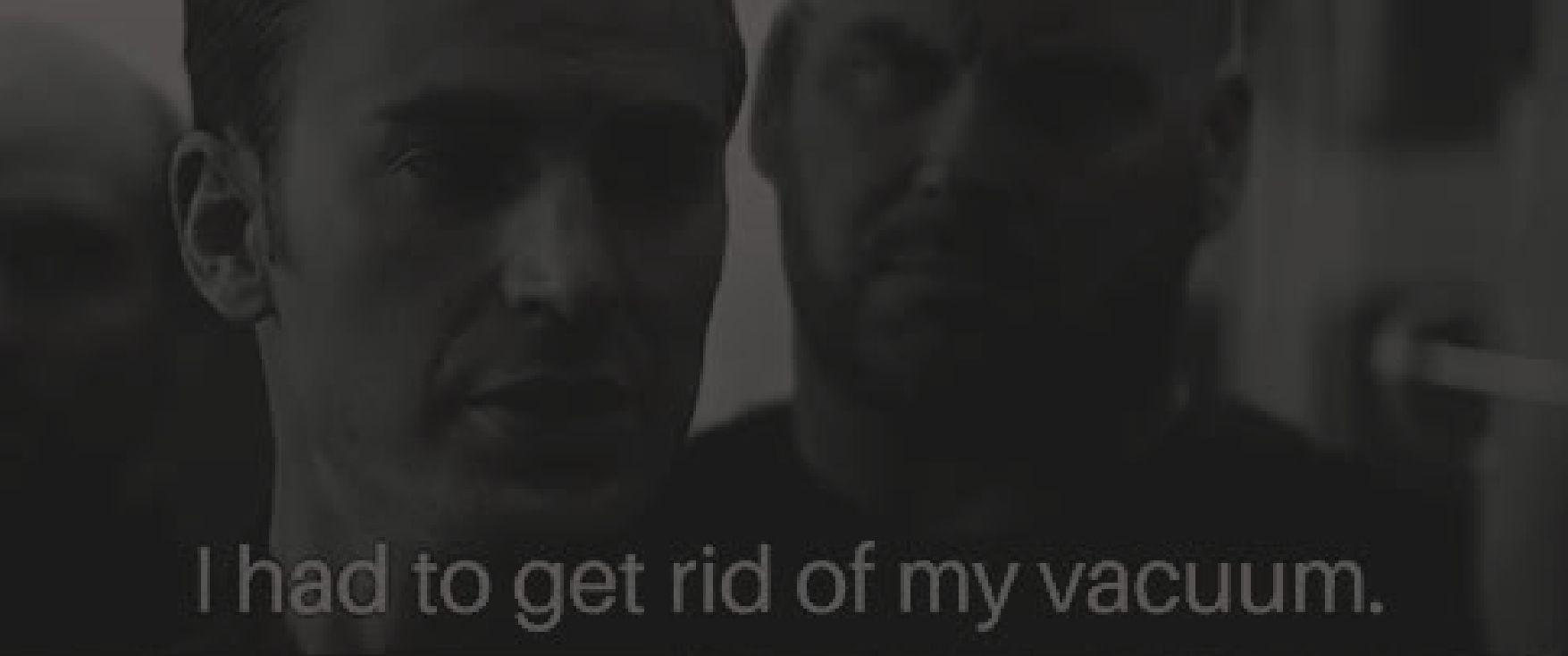
- school & district's goals and priorities
- people who make choices about the library
- learners, their needs, and their preferences
- the greater community who can support the school library & influence decision makers

# Invite Decision Makers *Into* the Library

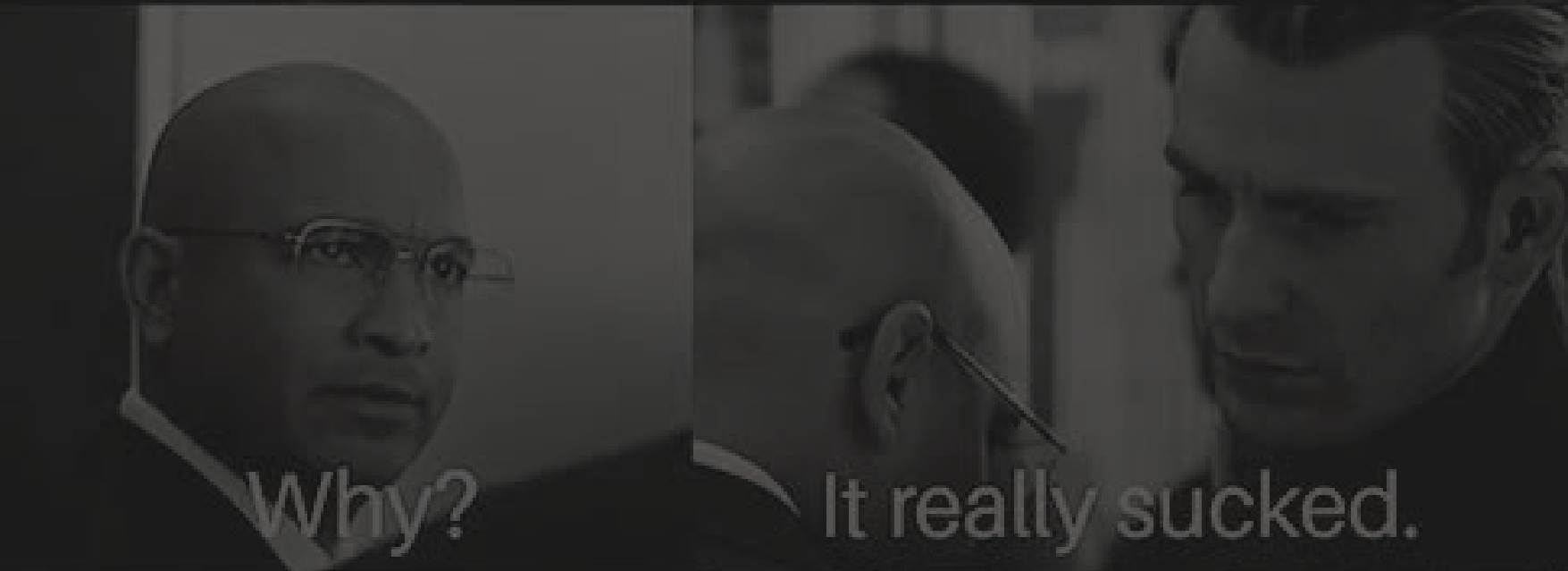
## WHO SHOULD YOU INCLUDE?

- Invite your admin team to everything - any guest speaker event, virtual visit, programs, book clubs, etc.
- PTA
- School Board members
- Local community members (especially as mentors, business partners, guest speakers)
- Local government officials - city council members or legislators
- and never give up an opportunity to host something for open house, curriculum nights, and STEM/literacy evenings





I had to get rid of my vacuum.



Why?

It really sucked.



# Maximize Your Elevator Speech

# The Power of Story

## *Strengthen your story*

- consistent communication
- data-driven and data-informed
- connect the library to student's academic success
- adapting your vocabulary
- align your programming with policies and goals of the school, district, and state
- tell your library's story through students and teachers





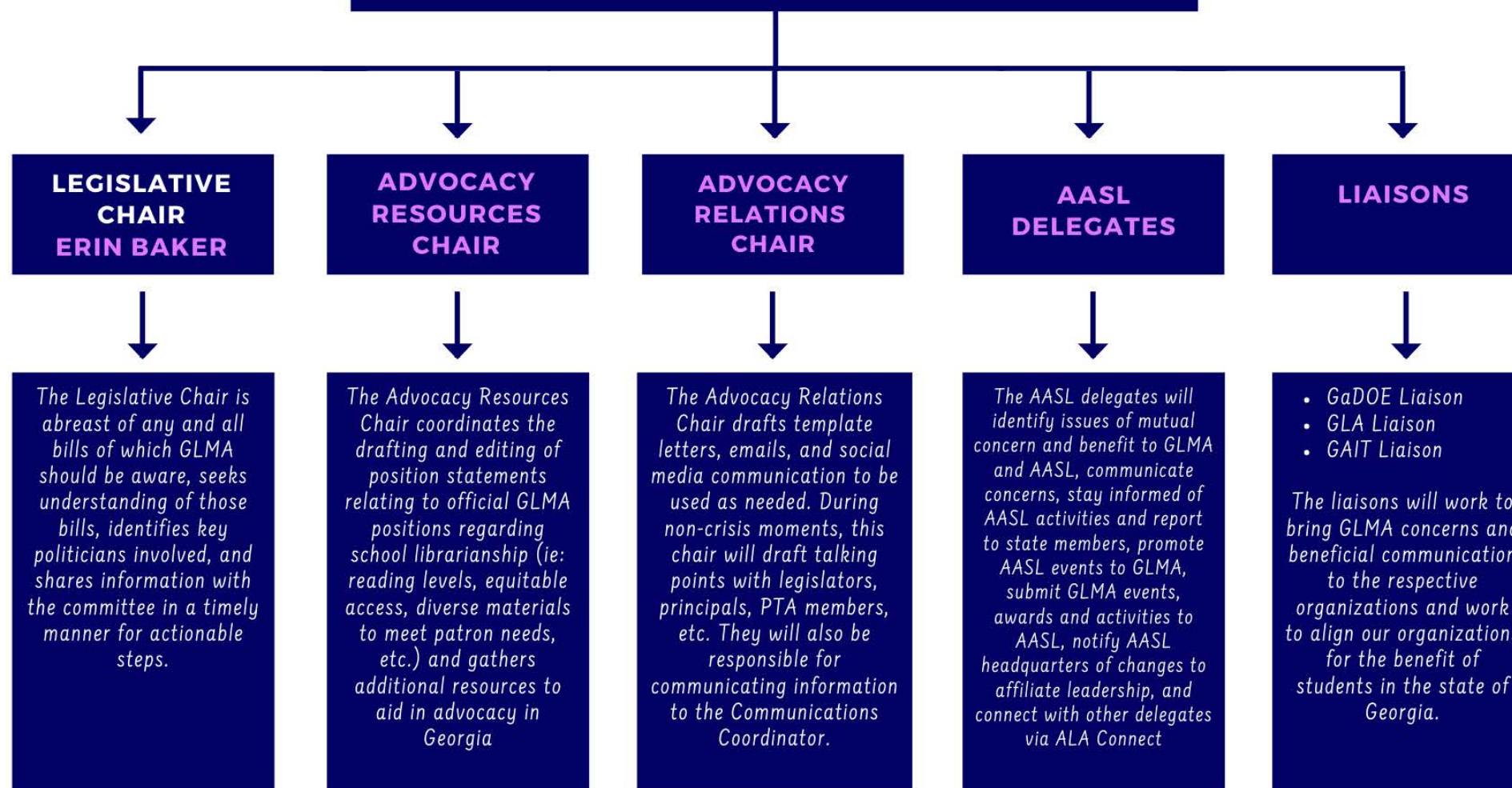
# ADVOCACY COMMITTEE

GLMA is dedicated to the advancement and empowerment of school library media specialists and to quality education in Georgia. In order to do so, the Advocacy Committee is dedicated to being proactive and aware of educational issues arising in the state of Georgia as well as within the school librarianship sector.

## ADVOCACY COORDINATORS

**NAN BROWN & AMANDA LEE**

*Co-coordinators work together to establish the advocacy vision for GLMA, identify key areas of advocacy needs, and coordinate the advocacy team.*



UPDATED JULY 2020

## GEORGIA LIBRARY MEDIA ASSOCIATION *awards, recognitions, & grants*

An award-winning library media program speaks volumes about your work! Awards can also be a way to thank your supporters and gain resources for your program.

*Judy Serritella  
Exemplary Library  
Media Program*

*Library Media  
Specialist of the Year*

*Mable Wyche  
Underwood Grant*

**APPLY BY MARCH 14, 2020**

The ELMP was created to recognize those library media programs that empower students to be critical thinkers, enthusiastic readers, skillful researchers, and ethical users of information both in vision and in practice.

**APPLY BY MARCH 14, 2020**

The Georgia School Library Media Specialist of the Year award recognizes K-12 library media specialists with dynamic, innovative programs and whose instructional collaborations foster student engagement and achievement.

**APPLY BY MARCH 14, 2020**

This grant allows library media specialists who are members in good standing of GLMA to develop, design, implement, or continue an ongoing program which promotes the use of the library media center in the instructional program.

*Intellectual Freedom  
Award*

*WILLIAM E. PATTERSON  
AWARD*

*Distinguished School  
Administrator Award*

**APPLY BY NOVEMBER 19, 2019**

The GLMA Intellectual Freedom of Information Award recognizes an individual for upholding the principles of intellectual freedom as set forth by the American Library Association of School Librarians and the American Library Association.

**APPLY BY NOVEMBER 19, 2019**

The William E. Patterson Award was established to honor library media professionals for outstanding and continuous service to the Georgia Library Media Association, Inc. The recipient of this award is determined by the GLMA President.

**APPLY BY NOVEMBER 19, 2019**

The Distinguished School Administrator Award honors a school administrator who has made worthy contributions to the operations of an exemplary school library and to advancing the role of the school library in the educational program.



## Promote Your Library Using The Monthly Theme

Tweet  
Post to Facebook or Instagram  
Send an email  
Write a blog post  
Share other people's posts or retweet



# LET'S PROMOTE SCHOOL LIBRARIES IN GEORGIA

## Share your news!

### 1. Community Members

- \*District Administrators
- \*School Board Members
- \*Business Partners
- \*PTSA
- \*Parents
- \*Students

### 2. State Leaders

- @georgiadeptofed
- @SuptWoods
- @BrianKempGA

### 3. Hashtags

- #glma
- #GaLibChat
- #GaLibChat
- #LibrariesTransform

## Monthly Themes

Did you know that your school librarian...

...collaboratively plans instruction and develops the library media program using state and district curricula and standards, instructional calendars, effective strategies, resources, and data to support teachers and address the differentiated needs of all students.

September

plans and provides instruction that addresses multiple literacies, including information literacy, media literacy, and technology literacy.

October

develops a culture of reading and promotes reading as a foundational skill for learning, personal growth, and enjoyment.

November

fosters the success of all students by serving on decision-making teams in the school, designing and delivering professional learning, and contributing to a shared vision of teaching and learning that leads to school improvement.

December

teaches and models developmentally appropriate best practices for learning and research.

January

provides a well managed, safe, and welcoming environment that supports personalized learning, includes flexible and equitable access to physical and digital resources, ensures a well-rounded education, and encourages respect for all.

February

fosters the success of students by demonstrating professional standards and ethics, engaging in continuous professional learning, and contributing to the profession.

March

supports the curriculum through selection and management of resources that meet the needs and interests of patrons.

April

\*The GLMA graphic was inspired by Brooke King's "Let's Promote Libraries."



# Tips on Talking to Your State Legislators



## Your Message



Time with your legislator is precious – they have many demands and can usually only spare 5 minutes or less. Your message should be clear, to the point, and as brief yet concise as possible. Identify the issue that is important to you and state why an elected official should support it, vote against it, or amend the legislation. Summarize your point within one minute or less. Practice speaking ahead of time. Example: This is important to libraries because...

## Tips on Communicating

- Be brief. A legislator's time is limited and so is yours.
- Be appreciative. Acknowledge past support and convey thanks for current action.
- Be specific. Refer to local library needs.
- Be informative. Give reasons why your point should be supported.
- Be courteous. Ask – do not threaten or demand. Be assertive yet polite.



## School Library Facts to Quote

The following facts have been curated by the American Association of School Librarians for advocacy work:

- Students in high-poverty schools are almost twice as likely to graduate when the school library is staffed with a certified school librarian.
- Cutbacks in school librarians may be yielding unintended consequences. According to a study by Stanford University, more than 80% of middle schoolers cannot tell the difference between sponsored content and a real news article.
- Research shows the highest achieving students attend schools with well-staffed and well-funded school libraries.
- School libraries give students a unique opportunity for self-directed inquiry. Four out of five Americans agree that libraries help spark creativity among young people.

<http://www.ala.org/advocacy/quatable-facts>

For more information and one-pagers to help form your personal message, visit <https://standards.aasl.org/project/stakeholders/>.

# DATA

## *INFORMATION ACTIVISM*

Data is the language of decision makers.



# SAY WHAT?

This year the library was very busy with students using the OPAC to find books, place holds, and check out books. We had over 2,200 visits from patrons with a total of 25,672 circulations. Over 300 Library lessons were taught, including read alouds, information literacy skills, and digital literacy skills. Patrons also accessed databases 15,678+ times over the course of the year. Additionally, the library hosted several different reading programs including Six Flags, Half-Price Books, and the Georgia Children's Book Awards. Our MakerSpace was actively visited virtually by 2,034 patrons who worked to design and create products from a variety of tools and resources available to them. As part of my role in managing the library space, I also genrefied, added new signage, and acquired 300 new books for various collections.

# LEARN & SPEAK THEIR LANGUAGE

01

Instead of reading, advocate for equity and access

02

Instead of ed tech, advocate for college and career readiness

03

Instead of information literacy, advocate for curriculum and instruction

04

Instead of collection development, advocate for Universal Design for Learning



# KNOW WHAT DATA TO SHARE

## Qualitative Data

- quotes from students
- survey results from staff
- emails
- social media curation
- pictures are worth a thousand words

## Quantitative Data

- circulation stats
- ebook circulation
- database use
- collection development - weeding, funding, lost books, etc.
- number of students using the space
- number of teacher collaborations





# Autrey Mill Middle School *library media center* 2018-2019 Library Report



76,000

virtual miles  
traveled



7,500+  
unscheduled  
library visits

432

collaborative  
lessons



62%

increase in  
circulation of  
physical,  
ebook, &  
audiobooks

## Program Highlights

- 40 Book Challenge
- monthly author Skypes or visits
- Banned Books Week
- Genre Lessons
- Blind Date with a Book
- GA Student Media Festival
- Digital Learning Day
- MakerSpace Challenges
- Hour of Code
- #FirstPageFriday
- #WonderWednesday

## Library Snapshot

- AMMS is the number one school in Fulton County for our use of OverDrive!
- With the help of our 7th grade library aids, we genrefied the library.
- Our students have traveled over 76,000 virtual miles to 6 different countries with visits from authors and on virtual field trips.
- Students participated in monthly collaborative lessons and programs which included library orientation, introduction to research, information literacy skills, Banned Books Week, International Dot Day, digital breakouts, MakerSpace orientation, Hour of Code, Digital Learning Day, genrefication orientation, a genre personality quiz, speed dating with a book, blind date with a book, the FCS Technology Competition, the GA Student Media Festival, and more!
- AMMS hosted the Helen Ruffin Reading Bowl in January.
- Mrs. Bongiorno welcomed new students to our Student Library Advisory Board. They have big plans for future programs and ideas on continuing the transformation of the library.
- Loo Book Reviews were added to student bathrooms.
- Over 1,500 new, or new-to-us, books have been added to our collection focusing on books for dormant readers, high-interest choice books, and books with diverse characters.
- Mrs. Bongiorno created a brand new library website, which along with the blog, have been added as a shortcut on every student iPad.
- Mrs. Bongiorno attended and presented at RESA collaboratives, Future of Education Technology Conference, and Georgia Educational Technology Conference. She will be presenting at GLMA Summer Institute, Google Summit, International Society of Technology Education Conference, and the American Association of School Librarians Conference this year!



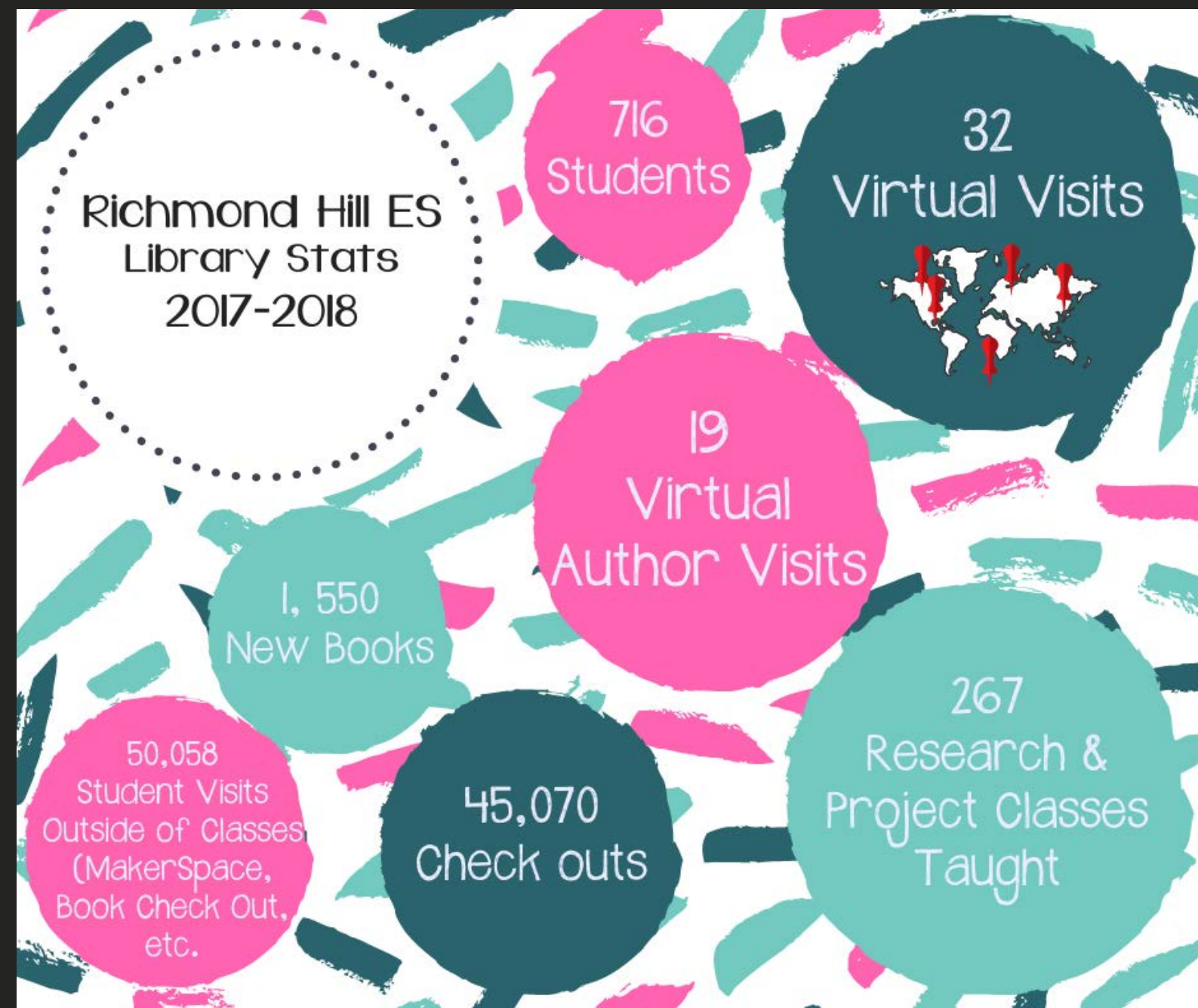
PREPARED BY *Martha Bongiorno, Library Media Specialist*



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@mrs\_bongiorno







Let  
**Students**  
Lead

# It's **not** about **you.**

## IT'S ABOUT THE STUDENTS.

- If you haven't yet, start a Student Library Advisory Board.
  - [School Librarians United Podcast with Amy Hermon and Wendy Pray](#)
- Involve students in a diversity audit of your collection
- Surveys and feedback from student body
- Passion projects in the MakerSpace
- Choice books in reading clubs
- Tech or Maker Faires
- Podcasting about all the things
- Provide opportunities to build bridges of understanding between different cultures, beliefs and perspectives



# PROACTIVE ADVOCACY

Social Media - Twitter, Instagram, Facebook, TikTok

Share your news & join meetings - grade levels, PLCs, leadership, PTA, with the board, in the newspaper

Get involved - attend after school events, sporting events, art fairs, recitals, etc.

Bookmarks!

Connect with local makers to teach MakerSpace skills and projects in the MakerSpace

Look for ways your MakerSpace can assist needs in the community (MakerCare/Compassionate Making)

Connect and collaborate with your feeder schools to bring literacy activities to your students

[Link to Resources](#)