Do They Know Your Worth?

Showcasing Your Value in the Library and How AJL Can Help.

AJL 2020 Virtual Conference
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Chair, SSCPL Advocacy Committee
Agenda

- SSCPL Advocacy Committee Overview
- AJL Website - Advocacy Resources
- Stakeholders - Alignment and Messaging
- COVID - Experience and Plans
SSCPL Advocacy Committee Overview

NewCAJE
Re-Imagining Jewish Education for the 21st Century

Tablet
A New Read On Jewish Life

PRIZMAH
Center for Jewish Day Schools
AJL Website - Advocacy Resources

- Advocacy Tool-kit
- Other advocacy materials
- Love Your Neighbor series
- Accreditation program
Stakeholders - Alignment

Alignment with parent organization

- Library’s Mission Statement and Vision using same verbiage
- Supporting unofficial/unwritten organizational goals
  - Decision Maker’s themes, visions, or agenda
- Physical safety; Recruitment; Retention
- Other Stakeholders’ agendas
Stakeholders - Messaging

- Emotional Bank Account
- Using their ‘voice’
- Explicit tie-in
COVID - Experience

● Ed. Tech
  ○ Training Teachers
  ○ Joined all Live Lessons
  ○ School-wide Zoom events
  ○ Troubleshooting
    ■ Computers
    ■ “G”-Suite
    ■ Converting lessons

● Curating resources
  (families/school)

● Teacher Collaborations

● Recorded Story times

● Personalized Reader Advisories
COVID - Future Plans

- Expand Collaborations and unparalleled access to Teachers
- Library 3D printer was given to Hospital Volunteer Group to make face shields, will have Middle School do the work instead