

## How to Get Attention aka Library Advocacy

*Toby Harris*

**Description:** Learn how to flaunt your assets, get attention, and practice library advocacy. This session will be directed to synagogue and center libraries, but can also be applied to schools and other settings. We will go through the AJL Advocacy Toolkit, its talking points, value calculator, and other resources. We will also touch on community assessment, as well as share ideas for effective action and programming to improve visibility for your library.

**Toby Harris** has been a librarian at a large Reform synagogue since receiving her MLIS at the University of Washington in 2005. She is also an active member and former conference chair at AJL. Prior to becoming a librarian, she worked in many fields including community history, education, law and the arts. She also has a BA in Speech Communication.