**Advocacy Plan**

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| **Target Audience (overview, interests, needs)** | ***Audience***  “Perhaps the best way to reach teachers is to give them the personalized attention and professional concern that will aid them in preparing, organizing, and presenting instructional programs—in short, providing the collaborative support that will help them to become better teachers.” (Morris, 2010, pg. 99). The target audience for this advocacy plan will be the High School Special Education Department. The department consists of three full time certified Special Education teachers and two full time para professionals. The Library Media Center will advocate using teachers/SPED teachers. The staff for the advocacy plan will include but not limited to:  SPED Department   * Mrs. Edigar- Classes: Modified English II, Modified English III, Modified English IV, Modified Reading II, Modified Reading III, Modified Reading IV * Mrs. Stoltenberg * Mr. Behrens   Para Professionals   * Shelly Rowley * Shawna Hamer   History Department   * Mr. DeMaranville   Library Media Specialist   * Mrs. Boggs   Library Media Clerk   * Robin Schadwinkel   ***Interests from the SPED Department (taken from a meeting that took place on 2/10/2012)***  The SPED department is interested in increasing student reading scores on the NeSA state testing. The testing window is March 26-May 4. The SPED Department would also like to increase the selection of materials available to low level readers. The teachers are interested in the use of updated technology and cost effectively purchasing books.  ***Interests from the Library Media Center***  The Library Media Center is interested in assisting the SPED department to increase student reading scores for low level readers. The librarian would like to build a desire in students to become lifelong readers. The Library Media Center would like to increase the use of technology and promote Standards for the 21st Century Learner. “School libraries provide equitable physical and intellectual access to the resources and tools required for learning in a warm, stimulating, and safe environment. School librarians collaborate with others to provide instruction, learning, strategies, and practice using the essential learning skills needed in the 21st century” (American Library Association, Revised 2012). The Library Media Center is interested in the engaging all students in Academic learning.  ***Needs***  The Library Media Center needs to build a strong relationship with the SPED department to better serve low level readers. Building a strong relationship with the SPED department will increase the visibility of the partnership to other departments in the district. Therefore, increasing the value of the Library Media Center to staff and administrators. “To be an effective advocate and leader, the school librarian must respect others’ needs, perspectives, and priorities (NEMA, 2010) |
| **Goals of the Advocacy Plan** | ***Goals:***  The **first** goal of the advocacy plan is to develop an environment of collaboration between the SPED department and the Library Media Center. “Instruction occurs best in the context of the school curriculum where students have a need to know and are guided by a standard of excellence set by their classroom teachers in collaboration with the school librarian.” (American Library Association, Revised 2012).  The **second** goal is to increase the scores for the SPED students on the NeSA state test. “Using student performance on standardized tests as a means of measuring student achievement, Lance successfully correlated quality school library media programs with increased school performance on  Standardized tests. For example, an aggregate of the results from  previous studies indicates that in ten or more of these states, a positive correlation exists between higher scores on standardized achievement tests and the size of SLMC staff, the number of hours the SLMC is open, how often students use the SLMC, the amount of materials the SLMC owns, and whether the SLMS teaches students (e.g., IL skills). In several of these state studies, a positive correlation was found between higher scores on the standardized tests and the presence of a trained SLMS, Internet access, networked computers in the SLMC and classrooms, higher SLMC expenditures per student,  cooperative lesson planning between the SLMS and classroom teachers, and SLMS–led in-service for teachers” (Smith, 2009).  The **third** goal is to instill a desire to read in our lower ability students. “Learning for life…whether the focus is on readiness for the next grade, college and career readiness, the school library program plays a crucial role in preparing students for informed living in the 21st century” (American Library Association, Revised 2012). |
| **Marketing** | ***Marketing:***  Marketing for the advocacy plan:   * Show Animoto Video of the Library Media Center as an introduction to the Library. <http://animoto.com/play/QmzLhl90uj8iITIyw0pjVg> * Post posters in the SPED rooms that relate to 21st Century Standards and Key Questions. * Does the student have the right proficiencies to explore a topic or subject further? * Is the student disposed to higher-level thinking and actively engaged in critical thinking to gain and share knowledge? * Is the student aware that the foundational traits for 21st century learning require self-accountability that extends beyond skills and dispositions? * Can the student recognize personal strengths and weaknesses over time and become stronger, more independent learners? * Invite the local newspaper to interview the students and teachers about the collaboration project and the use of updated technology. The contact person is Elizabeth Gross from the Gering Citizen, [elizabethgross@geringcitizen.com](mailto:elizabethgross@geringcitizen.com). She will publish the article in the YOUTH section of the paper. 2/27/2012 * Follow up with a summary and invitation for other staff members to sign up for a collaboration project with the Library Media Center. This will be in a post card format and will be place in the teacher’s mailbox. * Pass out flyer to the SPED students promoting Book Club. |
| **Sources** | ***Sources:***  AASL Standards for the 21st-Century Learner | American Association of School Librarians (AASL). (n.d.). ALA | Home - American Library Association. Retrieved from <http://www.ala.org/aasl/guidelinesandstandards/learningstandards/standards>  *Guide for developing and evaluating school library programs*. (2010). Santa Barbara, CA: Libraries Unlimited.  Morris, B. J. (2010). *Administering the school library media center.* Santa Barbara, CA: Libraries Unlimited.  Position Statement on the Role of the School Library Program | American Association of School Librarians (AASL). (n.d.). *ALA | Home - American Library Association*. Retrieved February 16, 2012, from <http://www.ala.org/aasl/aaslissues/positionstatements/roleslp>  Small, R. V., Snyder, J., & Parker, K. (2009). The Impact of New York's School Libraries on Student Achievement and Motivation: Phase 1. *The Impact of New York's School Libraries on Student Aachievement and Motivation: Phase 1*, *12*, 1-34. Retrieved February 18, 2012, from <http://eric.ed.gov/ERICWebPortal/search/recordDetails.jsp?eric_displayNtriever=false&searchtype=basic&eric_viewStyle=list&pageSize=10&accno=EJ859484&ERICExtSearch_SearchValue_0=school+library+or+media+center+and+grades+or+student+success+or+achievement+and+library+literature+or+library+program&eric_displayStartCount=1&_pageLabel=RecordDetails&ERICExtSearch> |
| **Comments** | I hope to build solid relationships with the SPED students and Staff. Without positive relationships advocacy will not happen. |
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