

SPOTLIGHT *on* COMPETENCIES

The Library Education Committee is committed to helping libraries incorporate competencies into their training and staff development efforts. Each month we will highlight one of the OLC competencies by providing a short definition, a few related skills or behaviors, and resources for more information. As always, we want to know how your library uses competencies. Please send your stories to cathy.wilkymacky@cincinnati.org.

COMPETENCY: **Advocacy**

Definition: The ability to promote and support the library needs of adults, young adults, teens, and children through materials, services, and programming.

Select Skills and Behaviors:

- Advocates for adults, teens, and children before library administrators and the community to define and communicate the needs of these groups and promote the need to acknowledge and honor the rights of all to receive quality and respectful library service.
- Ensures full access to library materials, resources, and services.
- Extends library service to individuals and groups presently not served.

Training Resources:

- *Advocacy Skills: Communicating the Value of Librarians and the Resources They Provide* – www.sirsidynixinstitute.com (2005 archived webinar)
- ALA Advocacy Resource Center – <http://www.ala.org/Template.cfm?Section=issues>
- Carroll, Holly; Epling, Jimmie; and Pasadyn, Terri: *Library Advocacy: A Handbook for Ohio Public Libraries* – http://www.olc.org/pdf/in_advocacy_bklt.pdf
- *Everyone Serves Teens* (esp. the Participant Resources) – <http://brooklynpubliclibrary.info/youth/> (training program)
- Gnehm, Kurstin Finch, ed. *Youth Development and Public Libraries: Tools for Success* (book)
- Ohio Library Council. *OLC Community Connections: A Toolkit for Public Libraries* (toolkit)
- Siess, Judith A: *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. Chicago: American Library Association, 2003 (book)
- Walter, Virginia A: *Teens and Libraries: Getting It Right* (book)

Training Opportunities:

www.ceohio.org

Complete List of Competencies:

www.olc.org/CoreCompetencies.asp

More Information:

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2007 CHAPTER CONFERENCES

April 27 Central Chapter, The Fawcett Center, Columbus
May 3 North Chapter, Holiday Inn, Independence

Registration fees are \$70 for OLC members, \$35 for students, and \$115 for non-members. Library staff can register online (www.olc.org/chap_confs.asp).