

Advocacy Bootcamp: Agenda

Virginia Library Association Conference -- October 26, 2016

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| 2-2:05 | Welcome |
| 2:05-2:35 | Listening Exercise |
| 2:35-3:05 | Why we are here <ul style="list-style-type: none">▪ The Big Picture – and what challenges do you see in your library/community/state▪ ALA/Libraries Transform updates▪ A new generation of leaders, a shift of direction: you |
| 3:05-3:35 | Telling the Library Story |
| 3:35-3:40 | The Four Messages |
| 3:40-4:00 | Coalition Building Exercise |
| 4:00-4:20 | Elements of an Advocacy Plan |
| 4:20-4:45 | Librarian as Expert: Intellectual Freedom and Who We Are |
| 4:45-5:00 | Wrap-Up |