**School Librarians’ Public Relations, Marketing, and Advocacy Checklist**

<table>
<thead>
<tr>
<th>Assessment Question</th>
<th>Possible Evidence</th>
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| Have I done my school library program promotion homework and have clearly branded all communication tools? | • Ubiquitous brand  
• Meme/slogan  
• Website  
• Blog and other social media  
• Newsletters and reports  
• E-mail blasts  
• Brochures  
• Flyers  
• Business cards |
| Have I listened to stakeholders, including library nonusers, by conducting and responding to marketing efforts? | Follow-ups from:  
• Surveys  
• Focus groups  
• Suggestion box  
• Informal conversations  
• Feedback after events |
| Have I directly involved stakeholders, including students and families, in guiding library program policies and practices? | • Library Advisory Committee  
• Website Committee  
• Advocacy Committee |
| Have I involved stakeholders directly in learning about the library program through hands-on experiences? | • Classroom-library collaboration  
• Library student aides  
• Stakeholder volunteers supporting instruction and literacy events |
| Have I involved stakeholders in collection development and resource curation? | • Resource requests  
• Collaborative curation efforts  
• Pathfinders and other instructional tools  
• Book fair or other fundraising expenditure priorities  
• Publishing student work products |
| Have I served on or taken leadership roles on school, district-level, and other professional or community-based committees? | • Site-based committees  
• District-level committees  
• Professional organization committees  
• Community organization boards |
| Have I collaborated with people who serve in other literacy-focused organizations or agencies in the community? | • Public library children’s/teen librarians  
• Early childhood educators and providers  
• Community recreation centers  
• Universities and community colleges |
| Have I been interviewed or have I published in school librarian and non-school librarian news and information sources? | • Articles or quotes in articles  
• Letters to the editor  
• Opinion editorials  
• Social media, e.g., Twitter chats |
| Have I made presentations to school, district, local, state, or national organizations or entities regarding the role of the school librarian and library in future ready learning? | • PTA presentations  
• School board presentations  
• Civic clubs or chambers of commerce  
• State or national legislative day participation  
• Other meetings with decision-makers |