FIGURE 8.2

School Librarians' Public Relations, Marketing, and Advocacy Checklist

	Assessment Question	Possible Evidence
☐	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