

PERSONAL PUBLIC RELATIONS

What can I do about promoting school library media programs and staffing/supplies for those programs? What is at stake?

In your own building/local outreach:

- Invite people in to your media center - students, staff, administrators, parents, community groups (for meetings, receptions, etc.)
- Invite an evaluation of the school library media program - the collection, the staff and the program itself
- Provide the administrator with the standards for school library media programs as developed by MEMO and endorsed by MDE (found at the MEMO website)
- Offer to present on staff development days and at a school board meeting - topic? Anything that is happening in your world from offerings available in the media center to the latest in classroom technologies to what you learned at the conference you recently attended
- Present at community group meetings - this could be tied to a request for support, equipment, or funding
- Offer to serve on district/building committees, particularly curriculum committees and site teams - staff needs to know who you are and what your school media center has to offer
- Take advantage of leadership opportunities (e.g. committee chair positions)

Outside your building/expanded outreach:

- Answer calls to help - to staff a booth, serve on a committee, to present, to contact legislators or congressmen, assist at a conference as a facilitator or at the registration desk
- Attend meetings - MEMO conferences and region meetings, multitype library meetings, other related professional meetings and conferences
- Present at the meetings and conferences you are attending
- Serve on a statewide committee or board
 - Curriculum standards committee to help embed the information and technology literacy standards
 - State library board
 - Legislative committee
 - Local public library board
- Get to know and keep in contact with your local legislators and state Congressmen
 - Invite them to visit your media center
 - Know about the legislation that affects your program and position
 - Call, email, write letters about matters that concern you, your job and your program - this is easier if you create an email group for legislative issues