Connecting the Dots: A Look at the National School Library Standards for Policymakers

Mary Keeling
Kathryn Roots Lewis
Kathy Mansfield
Learning Objectives

Common Beliefs: The Why
Participants will examine the six Common Beliefs and develop an understanding of these core principles that empower learners through school libraries.

Shared Foundations: What does this do for Learners?
Participants will explore the six Shared Foundations and their implications for teaching and learning as they relate to the total school landscape and how they support the goals of local school administrators and state policymakers.

Standards Frameworks: How does this look in practice?
Presenters will share how Frameworks are integrated and what they should see in practice.
Learning Objectives

Message Box: How is a customized message different from talking points? Presenters will demonstrate how to use the School Libraries Transform Learning Message Box to craft messages for policymakers.

Call to Action: Next Steps for Engaging with Policymakers
● Craft a message that can be shared with school and/or state policymakers.
● Craft a communications plan/messaging plan.
● Develop a local- or state-specific social media outreach campaign to continue sharing information, resources, and innovations.
Common Beliefs

1. The school library is a unique and essential part of a learning community.
2. Qualified school librarians lead effective school libraries.
3. Learners should be prepared for college, career, and life.
4. Reading is the core of personal and academic competency.
5. Intellectual freedom is every learner’s right.
6. Information technologies must be appropriately integrated and equitably available.
Common Beliefs

Think about which **Common Belief** resonates most with you.

Please respond in the Chat Box:

- Which **Common Belief** resonates with the most influential stakeholder you have?
Common Beliefs

1. The school library is a **unique and essential** part of a learning community.

2. **Qualified** school librarians lead **effective** school libraries.

3. Learners should be prepared for **college, career, and life**.

4. **Reading is the core** of personal and academic competency.

5. **Intellectual freedom** is every learner’s right.

6. **Information technologies** must be appropriately **integrated** and equitably available.
Shared Foundations

Take a moment to look at each of the shared foundations infographics at this link.
Respond in the Chat Box:

Which of the six Shared Foundations jumps out as one that most directly supports a particular goal or policy within your school, district or state?

(Ex: STEM focus=Explore; PBL focus=Inquire; Equity=Include)
Integrated Frameworks

➔ Learners
➔ School Librarian
➔ School Library
Poll

How often do you have face-to-face conversations with your administrator about goals for the school library?

a. I’m supposed to meet with my principal?
b. Once a month
c. Once a year
d. Random hallway conversations
Communication Plan for Stakeholders

➔ Who can help you make the most impact?
➔ In conversation, identify wants, needs, values.
➔ Create a value proposition for each (Align with the stakeholder’s view).
➔ Determine plan and set follow-up timeline.
The School Libraries Transform Learning Message Box is not a handout and is by no means a script. It is your notes—a crib sheet that prompts your customized response.
Message Box Strategy

- Less is more.
- Choose your strategy.
- Use words that stick.
- Tell your story.
- Avoid false debates.
- Stay on message.

Unique Message for Each Policymaker!
How do you see yourself using the Message Box strategy?
Call to Action: Next Steps for Engaging with Policymakers

- Who might you contact first to share your message?
- Which Common Belief(s) would you guess is/are the most important to that person?
  - What questions will you ask to find out?
- What are strategies to develop social media support around your communication plan?

Use the **Communication Plan** to organize your conversations. Consult the **Message Box** for ideas as you negotiate a shared plan.
Common Beliefs

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One-Pagers for Stakeholders

• Administrators
• Educators/Classroom Teachers
• Parents/Guardians
Q & A

Join the Discussion!