



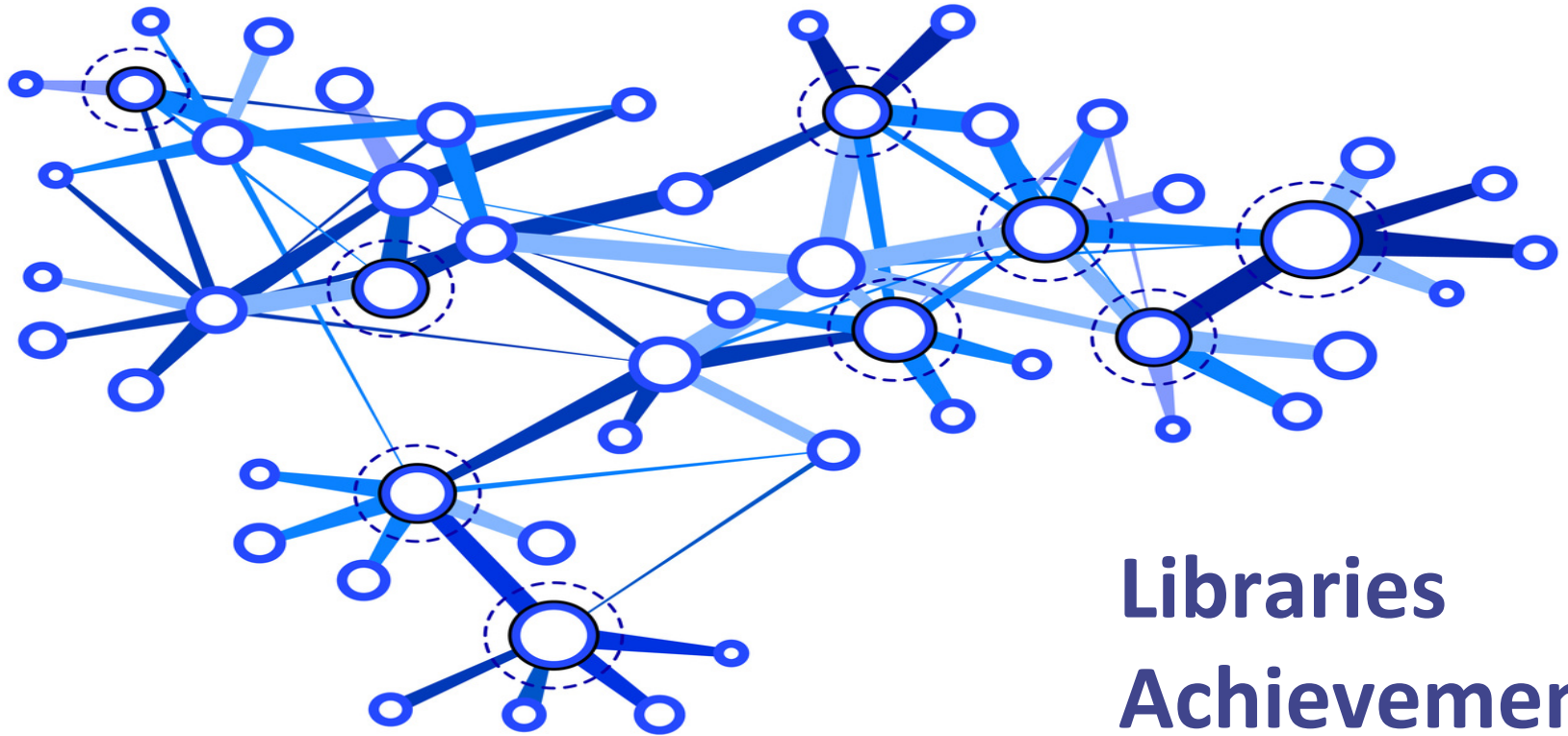
∴ ontario library association

Actually Achieving Change: Strategic School Library Advocacy

Dr. Ken Haycock
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Connecting the Dots...



**Libraries
Achievement
Evidence
Funding**

Face the facts.

Unearth the evidence.

School libraries do not affect student achievement—teacher-librarians (TLs) do.

Oh, wait, TLs alone do not affect student achievement, specific behaviors do.

But then what?

How do you influence support?

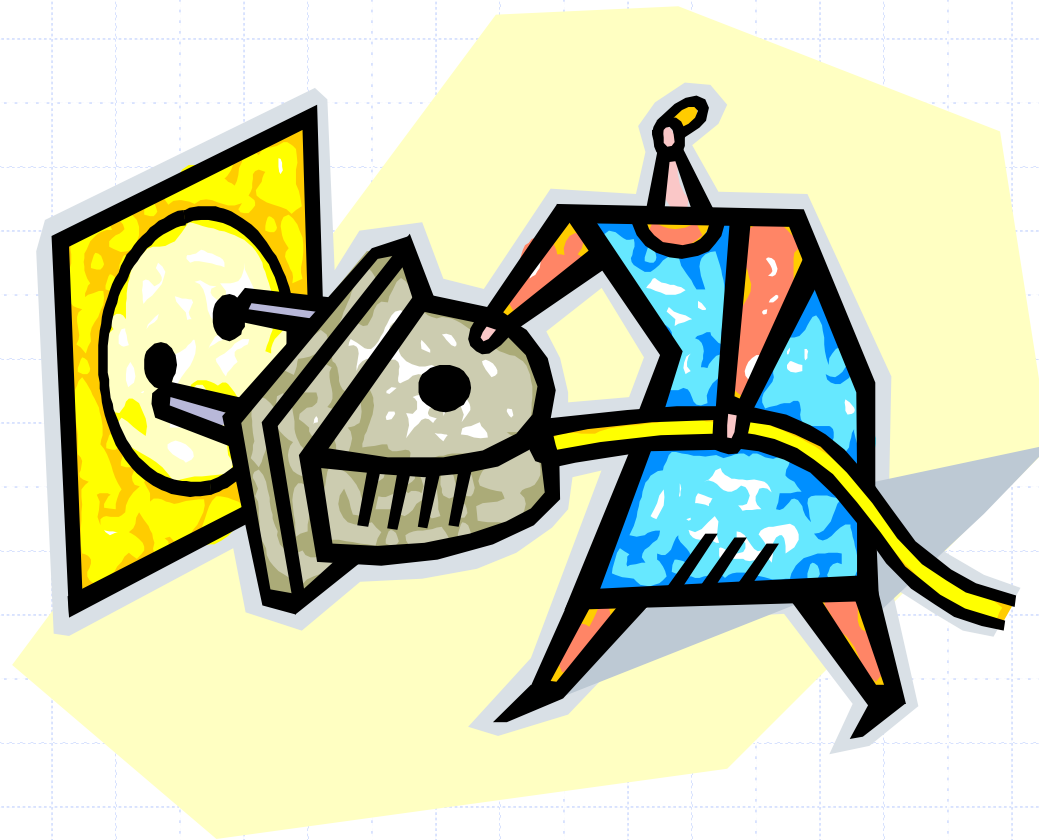
It is not rocket science, Sherlock —
the predictors of effect and of support
have been there for fifty years.

Why is no one listening?


What Works... and does not...



Advocacy Rules



SO
WHAT?



TOP SECRET

Scaredy School Teacher's Great Adventure

I needed to reflect on the process of promoting inquiry-based instruction this week. The Scaredy Squirrel inspired story below shares my perspective on how we are trying to nudge staff to take steps toward inquiry based learning in my school district. We work with the willing (Mr Innovative) teachers and try to shine a little light on what is happening in their classes. Word starts to spread and other teachers start to ask questions.

Scaredy School Teacher never strays from his tried and true instructional strategies.

He'd rather stay in his safe and familiar classroom than risk venturing out into the unknown. The unknown can be a scary place for a school teacher.

There are a few things Scaredy School Teacher is afraid of:

- new school initiatives like Inquiry Based Learning
- standardized tests scores dropping
- students not succeeding
- even more time spent planning and assessing
- parents breathing down his neck

He sees the advantages of never leaving the familiar classroom:

- more time for me
- I can use my plans over again
- I know what to do

Scaredy School Teacher's daily routine:

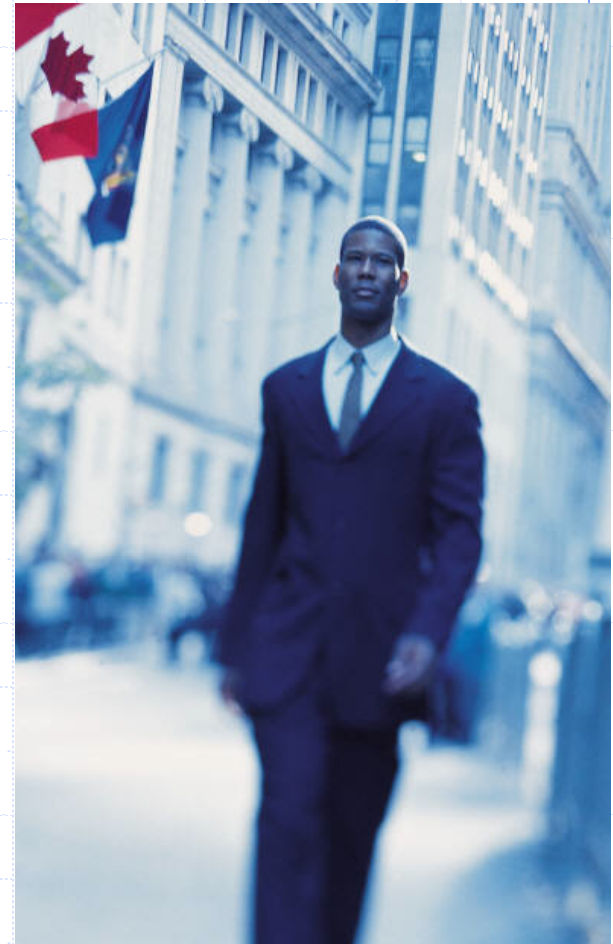
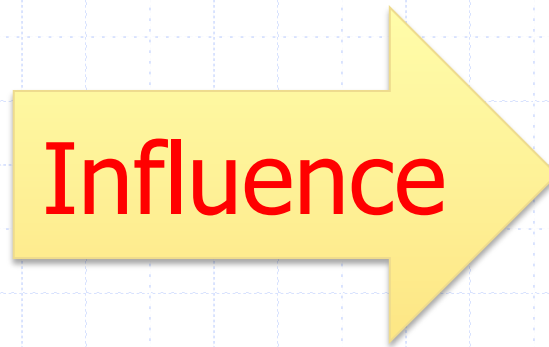
In Scaredy School Teacher's classroom, every day is the same. Everything is predictable. All is under control.

- go to school
- tell students some stuff
- assign some reading
- assign some writing
- give a test
- have some lunch
- tell students some stuff
- assign some reading
- assign some writing
- give a test
- dismiss students
- get ready repeat it all the next day

BUT, let's say, just for example, that his school administrators mandated that all teachers must plan an inquiry based unit this school year. You can rest assured that this School Teacher is prepared.

and how is this helpful?

The Means Not The End



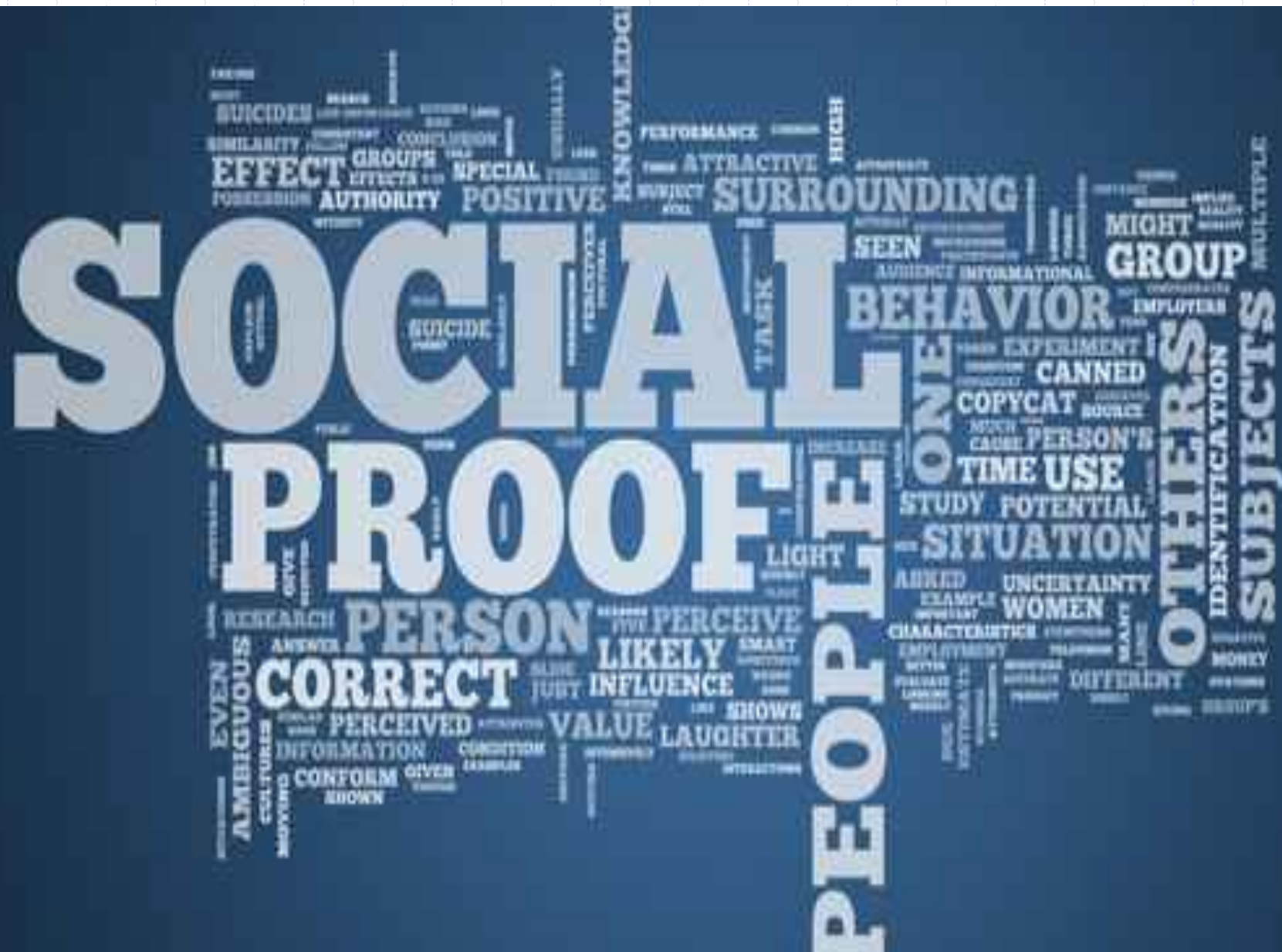
Universal Principles





Like







core
values



LEADERSHIP

LEADER

TEAM

RESPONSIBILITY

POWER

SUCCESS

MANAGER

ROLE

RESPECT

DELEGATING

INFORMATION

APPRECIATION

SKILLS

DISCIPLINE

GOAL

MEMBER

NEEDS

COMPETENCE

SUPPORTING

SOCIAL

TOOLS

DIRECTING

COMMITMENT

COLLABORATING

COACHING

FEEDBACK

EMOTION

TRUST

STYLE

SAFETY

BEHAVIOR

SELF-RELIANT

ATTITUDE

MANAGEMENT

ESTEEEM

INSPIRING

MOTIVATION

EMPOWERING


EXPERT

So Networking...

- ◆ Opportunity is Everywhere
- ◆ Never Leave Home Without It
 - ◆ The 4Es
 - ◆ Follow-up / Social Media
 - ◆ Seven Secrets
 - ◆ N.E.T.W.O.R.K.

So...

- ◆ It is about leadership and relationships...
- ◆ Evidence is not the issue... although...
- ◆ It is understanding the target...
- ◆ It is understanding the strategies... whining...
- ◆ We need to exercise social influence...
- ◆ The relationship is the message... networks...
- ◆ Tomorrow is too late to start...



**The relationship
is
the message**

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Further Reading...

◆ For fun...

- *Work the pond! Use the power of positive networking to leap forward in work and life.* Darcy Rezac, Judy Thomson, and Gayle Hallgren-Rezac. Old Tappan, NJ: Prentice-Hall, 2005.
- *Yes! 50 scientifically proven ways to be persuasive.* Noah Goldstein, Steve Martin and Robert Cialdini. Free Press, 2008.

◆ More heavy duty...

- *Influence: Science and practice.* 4th edition. Robert Cialdini. Allyn & Bacon, 2001.
- Also recent articles by and about Cialdini in *Harvard Business Review* and *Scientific American*.