



**Advocating to
Grow Collections
Mentoring to Grow
Leaders**

**LLA GODORT
Breakfast 2015**



My Story

- ◆ 1997 New Documents Librarian and New Library Director wanting to get rid of the documents collection
- ◆ 2003 Depository Library of the Year



Triage to save collection

5 and 10 year plan

Train staff to be advocates

Use collection to assist administration with decision making

Marketing to increase use



Advocacy

- ◆ Community Support
- ◆ Data Driven Decisions
 - How much is it costing the library
 - What is the value
 - Not just quantitative data, also need qualitative data
- ◆ Tie collection into overall mission and strategic plan of library and institution



Skill Set

- ◆ Passion
 - Passionate people are more persuasive than apathetic ones
- ◆ Statistician
 - Statistics tell your story
- ◆ Politician
 - Timing can be everything
 - Always have a 5 minute elevator speech prepared



Questions to Ask

- ◆ How does the collection impact economic outcomes in the area served?
- ◆ How does it impact quality of life for the community?



Mentoring

- ◆ Anyone can be a mentor
- ◆ Terminology matters
- ◆ Learn to recognize enthusiasm for government information
- ◆ Market to other groups
- ◆ Network Network Network
 - 5 minute elevator speech