



TO: IHLS Board of Directors  
 FROM: Ellen Popit  
 DATE: October 20, 2020  
 RE: Communication: Advocacy Notes....in Conference Season

IHLS staff is deep into conference season. These conferences include:

- Library Advocacy and Fundraising September 14-16
- Association of Rural and Small Libraries September 28-October 1
- Association of Bookmobile and Outreach Services October 13-16
- Online Audiovisual Catalogers Conference October 13-16
- Illinois Library Association Conference October 20-22
- Library Marketing and Communication Conference November 4-6
- Association of Illinois School Library Educators November 5-14

With the exception of the conference developed for catalogers, each of these “virtual” activities will give system staff the opportunity to hone our advocacy skills. Not all of us are naturals at advocacy. In a profession with its fair share of introverts, the exposure to different approaches to advocacy initiatives is always helpful.

A sample of conference programs can be seen below:

- Leading from Your Mission: From Good Messaging to Great Rhetoric
- Proving Your Library’s Value: Persuasive, Organized & Memorable Messaging Using The E’s of Libraries®
- Speak So They Listen
- Advocacy Tips & Tricks from Legislators
- Neutral or Necessary: How Libraries Can Find Their Voice in Times of Unrest
- Library Data: The Essential Guide to Growth and Advocacy

In addition to the learning that goes on, there is also the very valuable exposure to speakers on the statewide and national levels. That exposure and connections that can be formed is invaluable to system staff as we move forward.

The above represents plenty of activity over eight weeks and the silver lining of a virtual experience is that much can be done as it fits into a personal timeframe. We look forward to gathering with our colleagues when we know it is safe, but grateful to those who have provided virtual opportunities.