

**TURNING***the***PAGE** **2.0**  
BUILDING YOUR LIBRARY COMMUNITY

*Participant  
Notebook*

**Getting Started!**

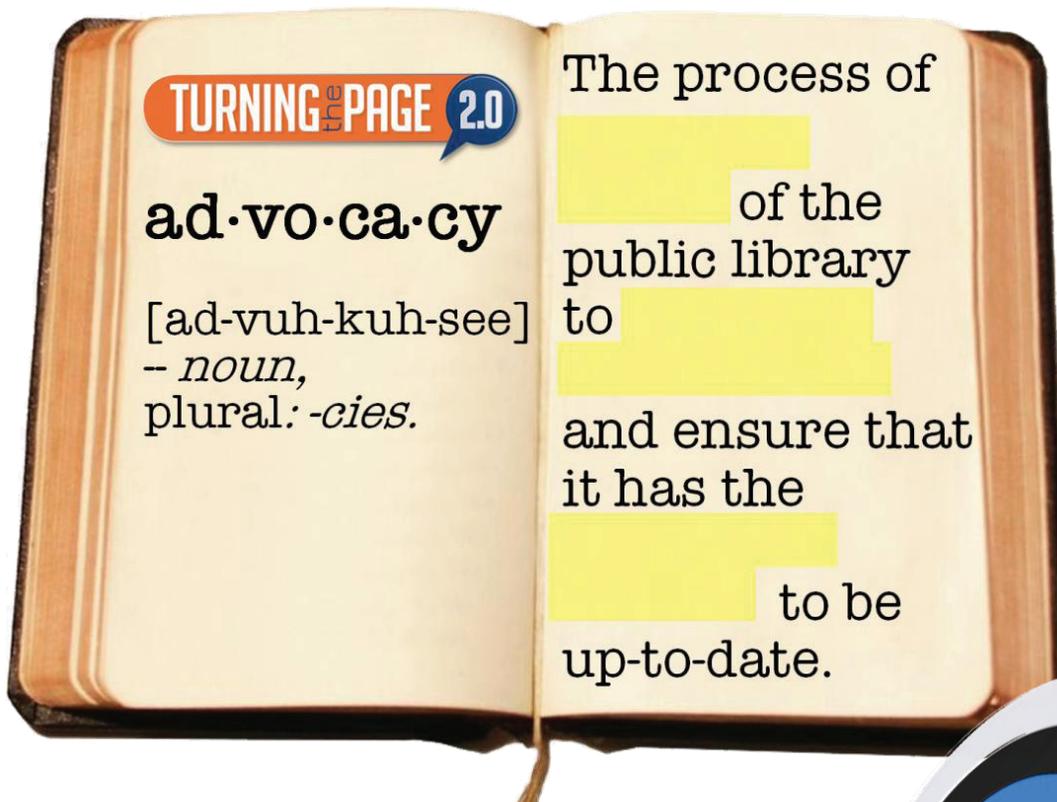
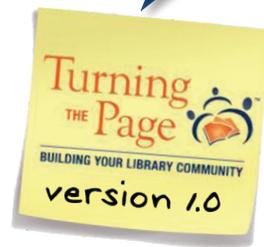
How This Advocacy Program Is Different



What's In It For You?

W.I.I.F.M.  
?!?

- ✓ 1,700 libraries
- ✓ Over 3,000 librarians from 32 states at 20 events
- ✓ + 500 more did the online training
- ✓ 98% met match, raising over \$6 million!
- ✓ everyone loved it!
- ✓ nearly ½ secured technology funding for next budget
- ✓ 88% regularly engaged in advocacy 6 months after attending
- ✓ teams had significantly higher rates of confidence and success



TURNING the PAGE 2.0

ad·vo·ca·cy

[ad-vuh-kuh-see]  
- *noun*,  
plural: *-cies*.

The process of

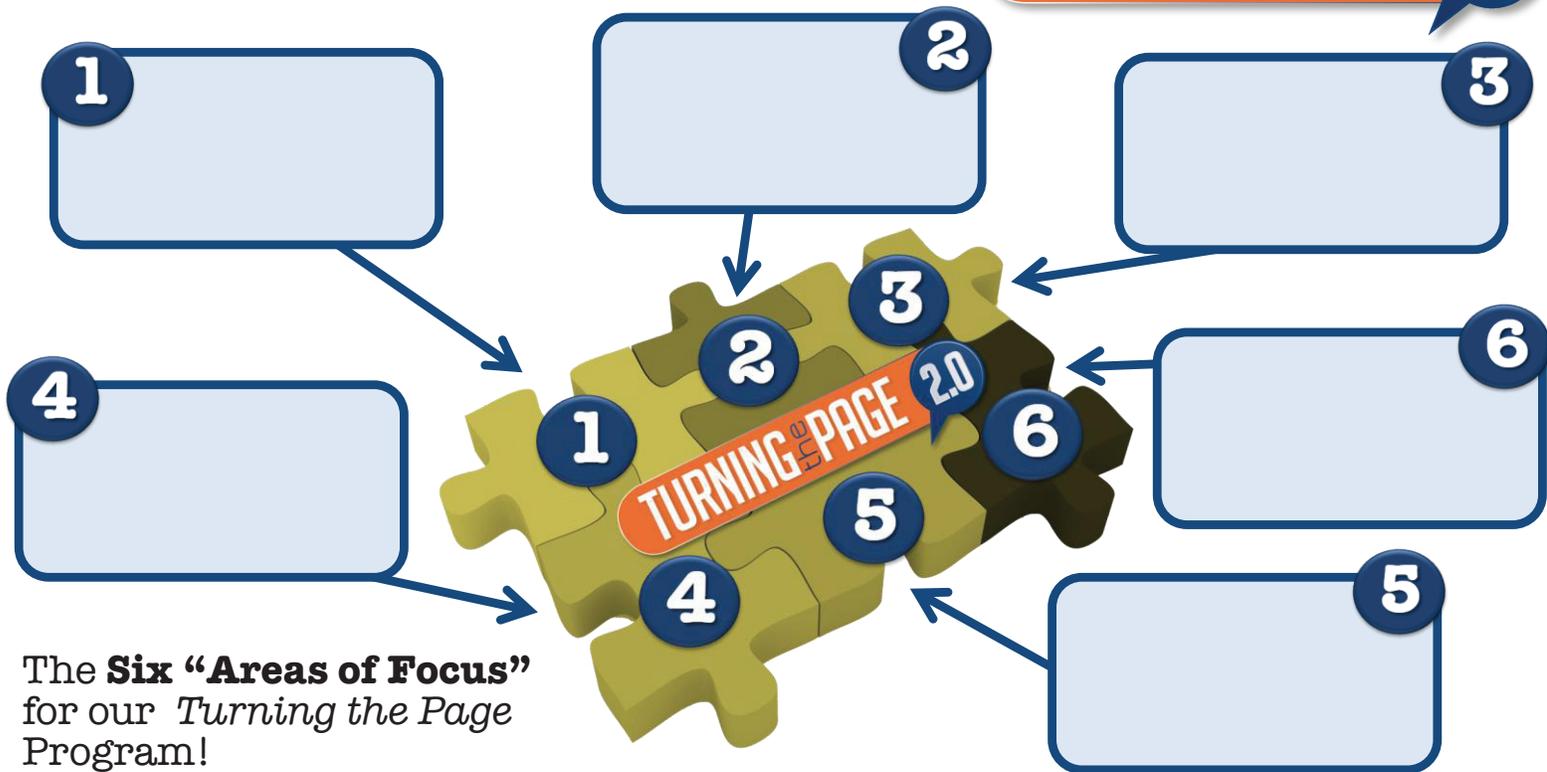
[redacted] of the  
public library

to [redacted]  
[redacted] and ensure that  
it has the

[redacted] to be  
up-to-date.

What's Our Library's Advocacy Goal?

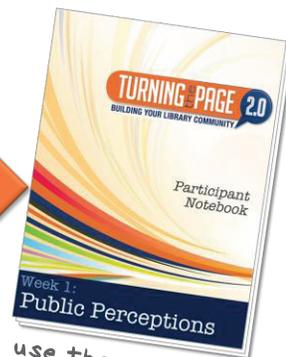




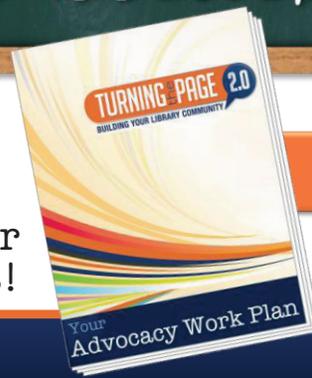
The **Six “Areas of Focus”**  
for our *Turning the Page*  
Program!

## A Typical Week:

- ✓ Review Web-based Module(s)
- ✓ Participate in OPTIONAL Threaded Discussions
- ✓ Participate in Online Virtual Classroom Session (1 hour)
- ✓ Turn in Homework (Work Plan) & leave feedback



use the optional  
Participant Notebook  
each week to guide  
you along!



Your Work Plan is your  
Roadmap to Success!

My Cohort Group is:



My Facilitator is:

Our Virtual Classroom Tool

Audio /  
Video  
Controls

Content  
"Pod"

Participant  
Tools

Facilitator  
(and your!)  
Video "Pod"

Attendee  
"Pod"

Open Chat  
"Pod"



It's better  
with a Mic!



this kind of mic...

... not this kind

\* More resources, tutorials and tools available at <http://www.adobe.com/products/adobeconnect.html>

**NEXT STEPS**

- ✓ Download the *optional* Participant Notebook
- ✓ Review Web-based Training Module: "Public Perceptions"
- ✓ View the Threaded Discussion Board via ALA Connect (*optional*)
- ✓ Participate in the Weekly Virtual Classroom Session
- ✓ Complete the appropriate section(s) of the Work Plan
- ✓ Complete the Weekly "Goldilocks Questions" (*online*)