

THE POWER OF ADVOCACY: MOVE YOUR LIBRARY FORWARD

COURSE OUTLINE

Course Description

Are you part of a non-profit organization constantly challenged to do more with less funding, less staff, and less time? Do you find it increasingly important for your organization's staff, board members, and other stakeholders to show your community the value of your organization? If you answered yes, this course is for you. Advocacy is an increasingly important focus of a non-profit organization's activities. Everyone has a role to play in advocacy. Yet, many are nervous about taking on this challenge, as they fear they lack the necessary skills.

This course gives you the opportunity to collaborate with others sharing similar advocacy interests. You will start the class by sharing your reasons for being involved in advocacy and discussing your advocacy experiences. You will then work through a series of activities designed to help you build an advocacy plan based on your specific project goal. Through online discussions and other activities, you will have the chance to get feedback on this plan. At the end of the course, you have a chance to practice a short advocacy presentation targeting a specific stakeholder. You will also leave with a toolbox of strategies to use when developing future advocacy projects.

General Learning Outcomes

Upon completion of this course, you will be able to competently perform the following:

1. Establish a clear purpose for an advocacy project
2. Define advocacy and related terms
3. Explore advocacy roles and responsibilities of board members and staff
4. Develop tools needed to develop a successful advocacy project, including:
 - a. Setting goals
 - b. Developing project timelines
 - c. Researching project needs
 - d. Clarifying key advocacy messages
 - e. Developing supporting resources
 - f. Identifying strategies to assess and revise a project
5. Create a short presentation targeting a specific advocacy group



Course Delivery Method

You will be participating using your own computer from your office or home (your choice). You will need the following:

- Desktop or laptop computer
- High-speed internet
- Sound – both speakers and a microphone for the LIVE Online classes

Module 1 will be self-paced. Modules 2-4 will be delivered through a series of LIVE online webinars supplemented by self-paced activities. Students can expect to spend up to 12 hours taking part in online classes and activities, including:

- A. Orientation: One hour LIVE online to review the course and technology
- B. Module 1: Up to three hours for self-paced reading and activities
- C. Modules 2-4: Four LIVE Online webinars for a total of nine hours

Participants can also expect to complete approximately two or three hours preparing for each class.

Resources

Most content is available online, including links to several online resources. Participants will need access to their most recent Strategic Plan or Plan of Service

Course Assessments

Participants will complete the following assignments

Discussion 1: Advocacy and You: Why are you taking this course?

Discussion 2: Your Advocacy Goals

Discussion 3: Your Message

Final Assignment: Your Advocacy Presentation

Assignments can be completed individually or as part of a group.

Evaluation Details

Participants who successfully complete the course will receive a Certificate of Participation from Northern Lakes College. Completion is based upon the following:

Criteria	% of Total Grade
Attendance: Participants complete one self-paced module and attend four LIVE Online webinars	60%
Assignments: Participants will complete the following assignments Assignment One: Discussion #1 Assignment Two: Discussion #2 Assignment Three: Discussion #3 Assignment Four: Participants share an advocacy presentation	40%

Timeline

Module/Class	Date	Time
Orientation Class LIVE Online	March 12	1:00-2:00 pm
Module 1: Advocacy and You (self-paced)	To be completed by March 26	Self-paced
Module 2: Your Advocacy Plan LIVE Online	March 26	1:00-3:00 pm
Module 3: Your Message LIVE Online	April 9	1:00-3:00 pm
Module 4: Implement and Assess LIVE Online	April 23	1:00-3:00 pm
Module 4: Implement and Assess, Presentations LIVE Online	May 14	1:00-4:00 pm