

Marketing Learning4Life

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Advocacy Verses Marketing

- What is Advocacy?
 - AASL Crisis Tool Kit
 - AASL Advocacy Tool Kit
- Talking Points or Message

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Advocate

- For the Profession
 - School libraries do not function without a trained librarian
 - School librarians should be viewed as critical teaching staff

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Advocate

- For Educational Reform
 - Traditional educational model is problematic
 - Falling behind other developed nations
 - Every American has a right to an education
 - Civil rights issue
- Economic Impact of Information Illiteracy
 - Future job opportunities
 - Tax implications

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Advocate

- Against Budget Cuts
 - Models for school funding are obsolete
 - Gulf between the “haves” and the “have-nots” is widening
 - Federal, State, and Local funding problems
 - Abbott verses Burke, New Jersey
 - Evaluate the real cost and value of technology

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Learning4Life was not conceived as an Advocacy Initiative.....

MARKETING LEARNING4LIFE

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"In the communication jungle out there, the only hope to score big is to be selective, to concentrate on narrow targets, to practice segmentation. In a word, *Positioning*."

The Marketing Classic Positioning: The Battle for Your Mind by Al Ries and Jack Trout

POSITIONING

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Positioning

- "To be successful today, one must touch base with reality. And the only reality that counts is what's already in the prospect's mind." Trout
- "Positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect ." Trout

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Positioning

- "Cherchez le creneau" : Look for the hole
- Our standards are better- is not a hole

"The merit, or lack of merit, of your brand is not nearly as important as the position among the possible choices." Trout

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Positioning on the Ladder

1. Coca-Cola “The real thing”
2. Pepsi “The Pepsi Generation”
3. 7 up “The Uncola”

Positioning on the Ladder

1. Big6™
2. AASL/AECT Information Power: Building Partnerships for Learning
3. National Education Technology Standards for Students
4. Partnership for 21st Century Skills
5. AASL Standards for 21st Century Learner
6. Association for Supervision and Curriculum Development: Whole Child
7. National Council of Teachers of English: Definition of 21st Century Literacies

Positioning

- Big6™
 - Initial Position 1987
 - Elementary students
 - Logo reinforcement for younger students
- Re-Positioning
 - Line Extension 2003
 - “Use the Big6™ process in your activities, personal, educational, and business and...Implement a Big6™ approach to information and technology skills in classrooms, libraries, and labs; in individual schools and districts; in regions and states; and even as a part of national and international initiatives.”
 - The Definitive Big6™ Workshop Handbook 3rd Edition

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The re-positioning of
AASL Standards for 21st Century
Learners

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Positioning Learning4Life

- Position Information Literacy
- Position Information Literacy in the library
- Position school librarians as *teaching* the skills students need for a *lifetime*
- Create a brand name with meaning
- Create a brand name that was easy to remember
- Create a brand for any age group

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- Who is the target audience?
- Who and what else is competing for their time/attention/resources?
- Where is your target audience located?
- When is a good time to connect with them?
- What do they know or think about L4L?
- What would you like them to think about L4L?
- What will you need?
- How will you know if you are successful?

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Target Audience	Barriers	Where	When	Pre-disposition	Message	Resources	Outcomes
School Librarians							
Administrators							
Curriculum Directors							
Teachers							
Parents							

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- Target Audience
 - School Librarians
 - District Librarians
 - Administrators
 - Principals
 - Superintendents
 - School Boards
 - Curriculum Directors
 - Curriculum Coordinators
 - Teachers
 - Parents

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- Barriers
 - Lack of Time
 - Lack of Interest
 - Big6™ or other existing programs
 - Pre-published, existing support materials
 - History and ease of use
 - Academic Language
 - Think
 - Create
 - Share
 - Grow

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- Where
 - Building Level
 - District
 - Regional
 - State
- ASSL
 - National

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- When
 - Back to School Campaign
 - Posters
 - On-line templates
 - Set Realistic Goals and Benchmarks
 - Present those Goals and Benchmarks to your building teachers , principal and parent association
 - Focus on the teaching component with both students and teachers

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- Predisposition
 - Frustration
 - Having to learn something new
 - Matching L4L to state standards
 - Skeptical
 - All the programs are the same, why change
 - Just more rhetoric
 - How much does it cost
 - Indifference
 - Lack of understanding of the importance of Information Literacy to future success

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- Message
 - Critical importance of Information Literacy
 - *The Dumbest Generation* by Mark Bauerlein
 - National Student Performance Data
 - Commission on the Skills of the American Workforce, America's Choice: high skills or low wages!
 - 2.3 to 2.9 Billion in remedial training for about 40% of all incoming college students
 - Leadership role of libraries and librarians in teaching Information Literacy skills

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- Message
 - Collaborative Teaching
 - Active partners in the teaching and learning process
 - Connecting learners with ideas and information
 - Life long learners
 - Economic importance
 - Informed decision-makers
 - Love of reading
 - Using of technology for intellectual improvement

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- Resources
 - Webinars
 - Magazine Articles
 - Resource Materials
 - Reference Books
 - Elevator Speeches
 - Job Description
 - Links to Achievement
 - Alignments & Benchmarks

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- Programs at AASL -Charlotte
 - *Reading 4 Life : The Library Media Specialist's Role in Reading* (Moreillon-repeated)
 - *Teaching the New Standards and Guidelines to Pre-service and In-service LMS* (Moreillon & Dickinson)
 - *I-Sail: Illinois Standards Aligned Instruction for Libraries* (Robinson)
 - *Model the Model: Four-step lesson design from Standards in Action* (Lowe-double session)
 - *Nudging Toward Inquiry: Evolving Instructional Design One Step at a Time* (Fontichiaro)

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- Programs at AASL-Charlotte
 - *Designing School Library Space for 21st Century Learners* (Sullivan)
 - *Retrofitting School Library Space for 21st Century Learners* (Sullivan)
 - *Empowering Learners: Unpacking the Guidelines* (Gordon)
 - *L4L Implementation: Give and Take and Give Back* (Standards and Guidelines Implementation Task Force)
 - *Where the Money Is: The IMLS 21st Century Librarian Grant Program* (Cherry)

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- Share materials, ideas, and success stories
 - Meetings and conferences
 - Regional blog

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- Outcomes
 - Measure Student Achievement
 - Measure Collaboration
 - Measure Goals and Benchmarks
 - Move Learning 4 Life up the Positioning Ladder
 - Capture Mindshare and Strengthen Brand
 - Solidification of Libraries equal Information Literacy
 - Publicize success stories nationally and locally

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Questions

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