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The background of the image is a blurred photograph of a bookshelf. Several books are visible on the shelves, with their spines showing various colors like yellow, blue, and red. A metal frame, possibly part of a filing cabinet or a shelving unit, is visible in the upper part of the image, with two circular knobs or handles. The overall lighting is warm and slightly dim.

# **RELUCTANT**

Having or assuming  
a specified role  
unwillingly

# **ADVOCATE**

One who actively  
supports an idea or  
cause





# Advocacy

Shhhhhh: Using our soft power

The Reference Interview

Reading (the room)

Research

Storytelling

shh...



**Tweet**



**Fake Library Statistics**

@FakeLibStats

12% of librarians aren't introverts, they just don't like other people

10:30 AM · Sep 24, 2022 · Twitter for iPhone



Shh..

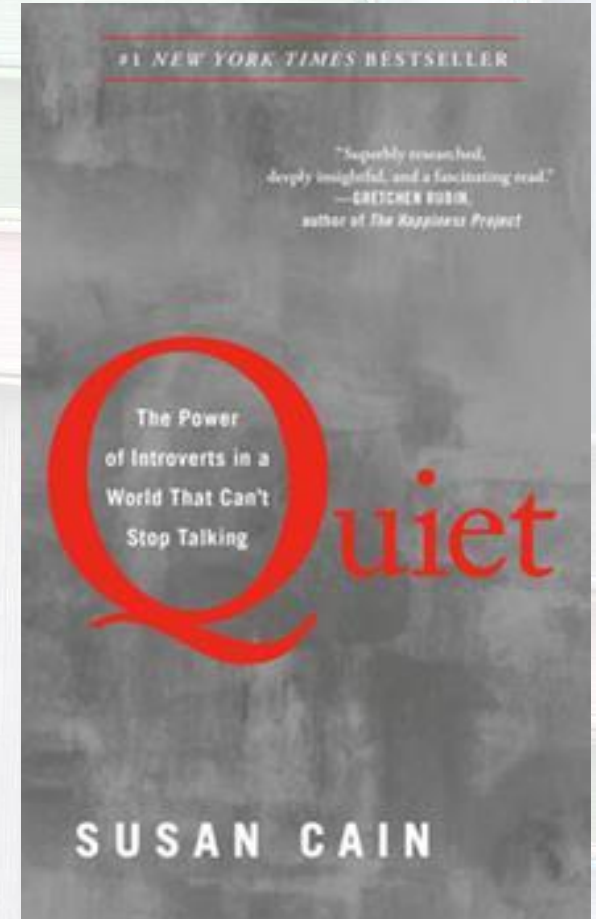
Advocacy in action



What have you observed?

# Shhh!

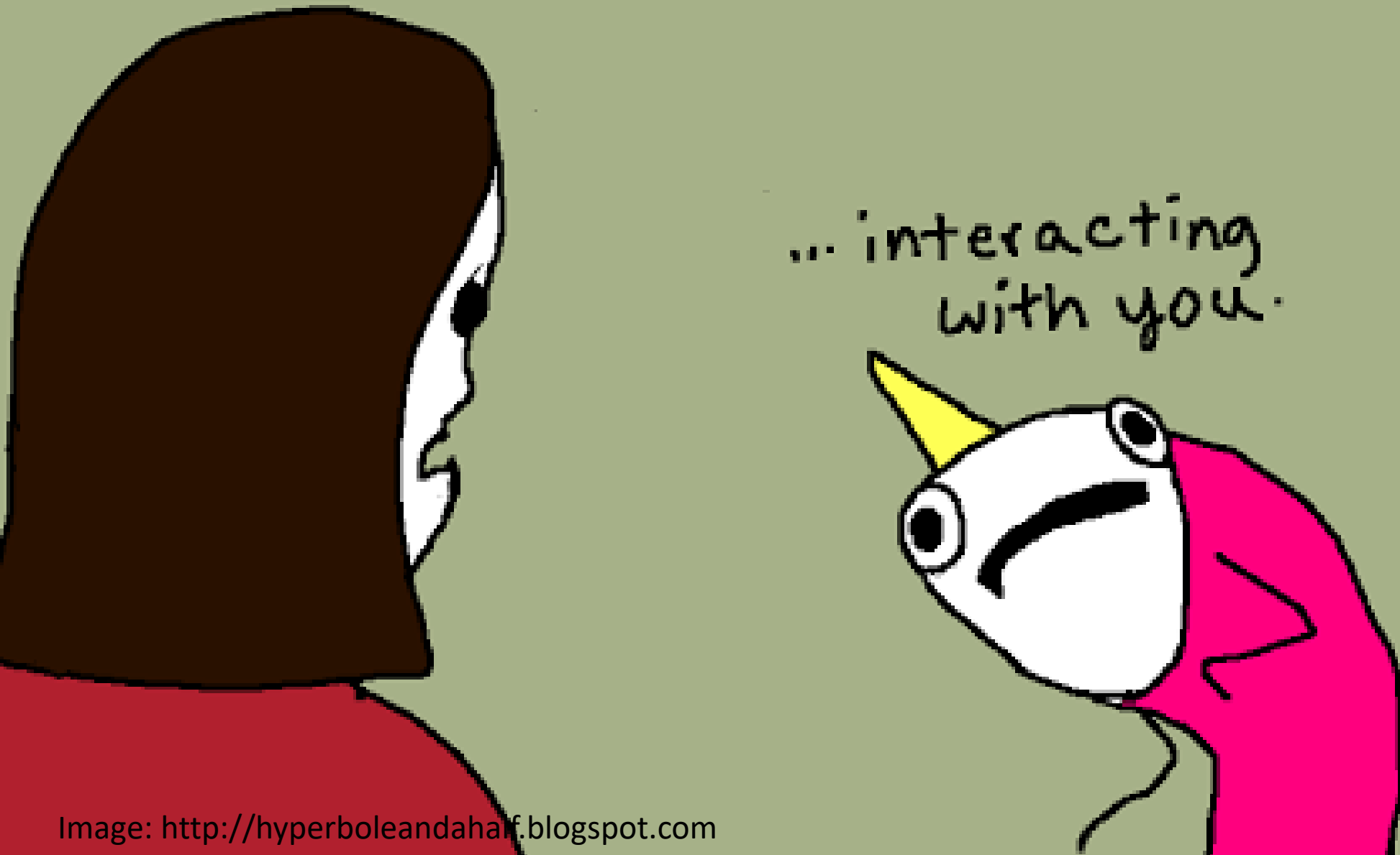
**“Soft power is quiet persistence”**



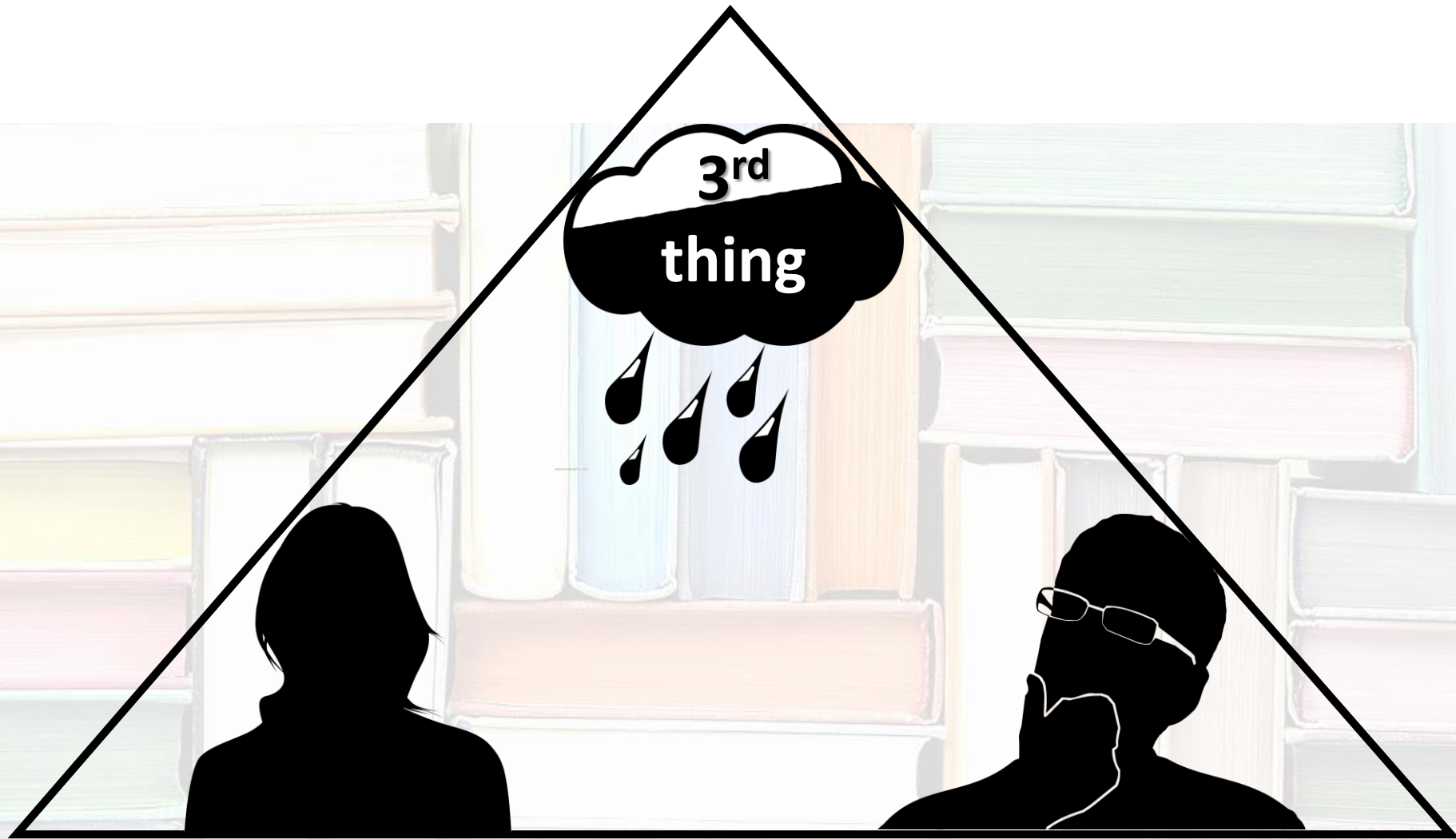
Cain, Susan. Quiet: the power of introverts in a World that can't stop talking. New York: Broadway Books, 2013, p. 197

What are you doing?

... interacting  
with you.







Initiating Conversations



Tell something true about yourself. We tend to meet disclosure with disclosure.

Stark, Kio. (2016, Aug. 31). Why you should talk to strangers. TED2016  
[https://www.ted.com/talks/kio\\_stark\\_why\\_you\\_should\\_talk\\_to\\_strangers](https://www.ted.com/talks/kio_stark_why_you_should_talk_to_strangers)

## SMALL TALK CHEAT SHEET

<b>Questions</b>	<ul style="list-style-type: none"> <li>• Where are you from/where do you work?</li> <li>• Where do you/did you go to school?</li> <li>• Where did you travel from?</li> <li>• What roles do you have at your library?</li> <li>• What have you enjoyed about the conference so far?</li> <li>• Have you gotten any take-aways for your library?</li> <li>• What challenges is your library facing?</li> <li>• What do you like to do when you're not working?</li> <li>• What new initiatives are going on in your library?</li> <li>• What was (the best/your favorite/the most memorable/the most relevant/the most surprising) thing you heard?</li> <li>• What sessions have you enjoyed?</li> <li>• And there's always the weather!</li> </ul>
<b>Build your own questions</b>	<ul style="list-style-type: none"> <li>• Tell me about...</li> <li>• What got you interested in...</li> <li>• What do you enjoy most about...</li> <li>• Describe some challenges of...</li> <li>• What advice would you give someone starting out in...</li> <li>• What significant changes have you seen...</li> <li>• How did you get started in...</li> <li>• I'm so impressed by the way you...</li> </ul>
<b>Follow-up Conversational moves</b> (adapted from <i>The Discussion Book</i> )	<ul style="list-style-type: none"> <li>• Question/comment to show you are interested (e.g. How interesting! How did you get that idea?)</li> <li>• Question/comment that encourages person to elaborate (Tell me more...)</li> <li>• Questions/comment that links ideas/people/contributions (That sounds like what they're doing at Parkside)</li> <li>• Comment on how person's ideas were helpful or useful</li> <li>• Comment that builds on what someone else has said</li> <li>• Comment that paraphrases and credits what another person has said</li> <li>• Create space for someone who has not yet spoken</li> </ul>
<b>Exit strategies</b>	<ul style="list-style-type: none"> <li>• It was nice talking with you</li> <li>• Excuse me, I have to... [see the exhibits/get ready for the next session/use the restroom/ make contact with another colleague]</li> <li>• I hope we can continue this conversation. Here's my card.</li> <li>• Let me know if I can do anything for you.</li> <li>• Do you have plans for lunch? Are you attending the...</li> <li>• I'll let you get back to the exhibits/talk with other people</li> </ul>



# Reference Interview

What happens in a reference interview?



# Reference Interview

People who ask questions are more likable.

People who ask follow-up questions are even more likable.

Huang, K. et al., It Doesn't Hurt to Ask: Question-Asking Increases Liking.  
*Journal of Personality and Social Psychology*



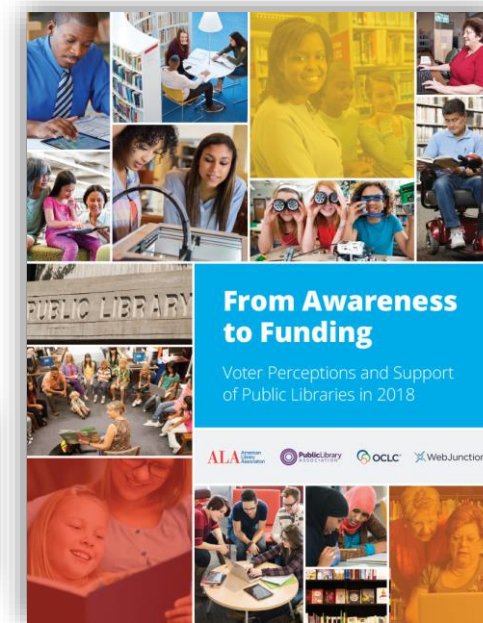
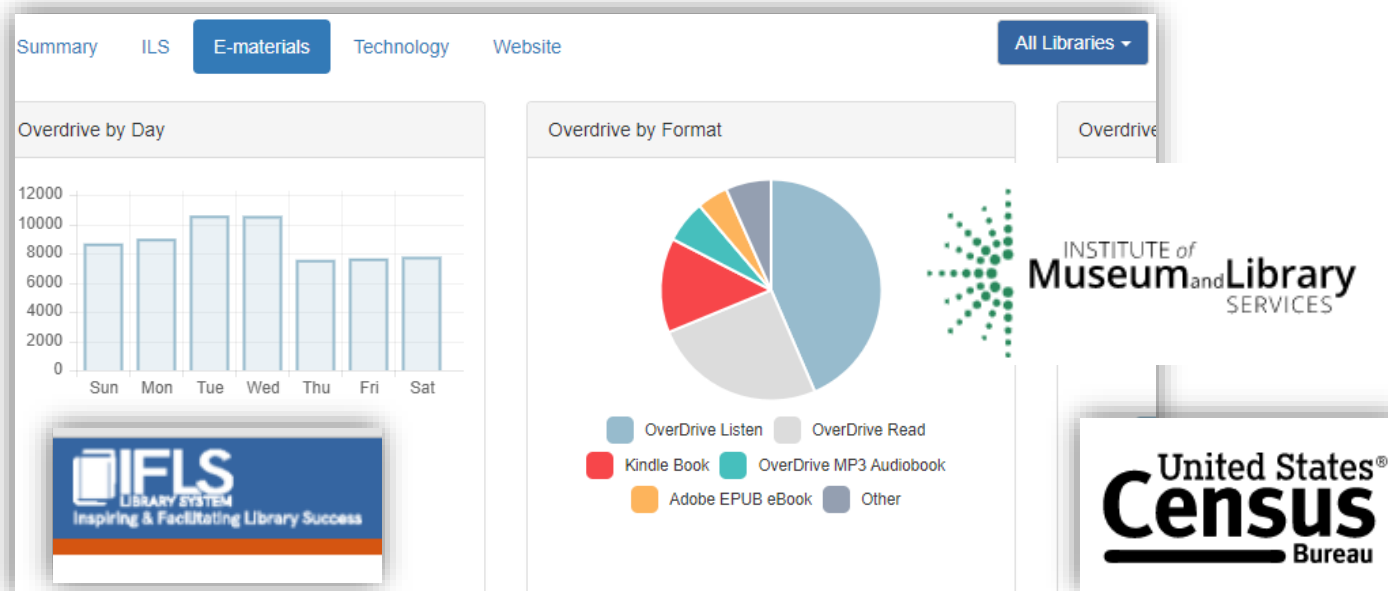
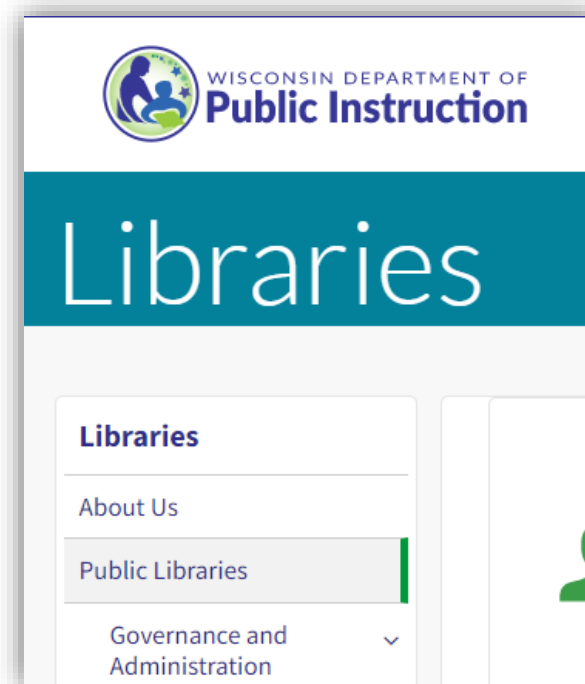
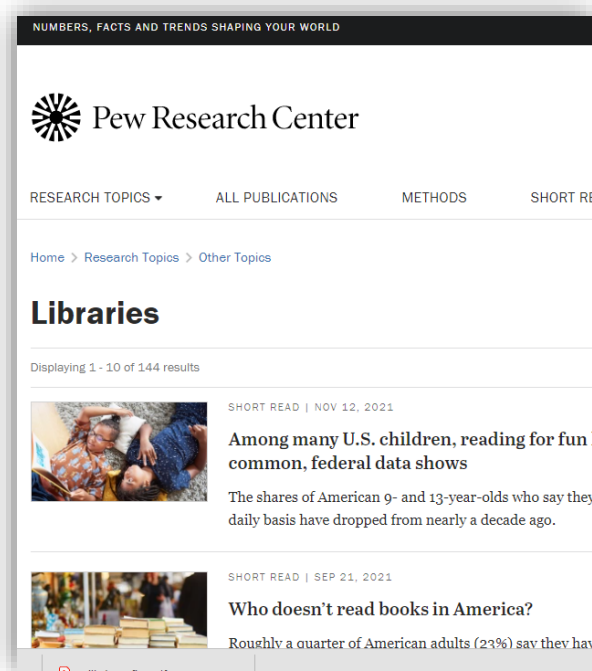
# Reading (the room)

- Who are they?
- What do they care about? What are their underlying concerns?
- What keeps them up at night?
- What will they gain by supporting you?
- Why should they consider your perspective?
- Why *wouldn't* they support you?

Questions adapted from ALA Advocacy Academy Series, Sept. 20-27, 2022,  
Megan Murray Cusick and Shawnda Hines



# Research



# Research

McIntyre Library

Search

Type

Directional & Referral  
Technology & Supplies  
Policies & Procedures  
Consultation  
Anecdote  
Shout Out  
Other

Duration

0-1 min  
2-5 min  
6-15 min  
16-30 min  
31-60 min  
60+ min

Asked by

Student  
Faculty/Staff  
Community  
Non-UWEC Student

Format

In-person  
Phone  
Chat  
Email  
Canvas  
Social Media  
Virtual Meeting

Location

Circulation  
Office  
Makerspace  
Roaming  
Digital Studio  
Special Collections & Archival  
Off campus

Question

Optional

Answer

Optional

Tags

Space separated – Showing only promoted tags

government help\_desk hours library\_inbox orientation\_riddle printer scanner Stapler Training  
unavailable\_equipment unavailable\_room writing\_center

🕒 11:54 AM 🕒

📅 11/30/2022 🕒

👤 jsn

✓ Save

Questions 1 - 20 of 36602

• Next »

# Research



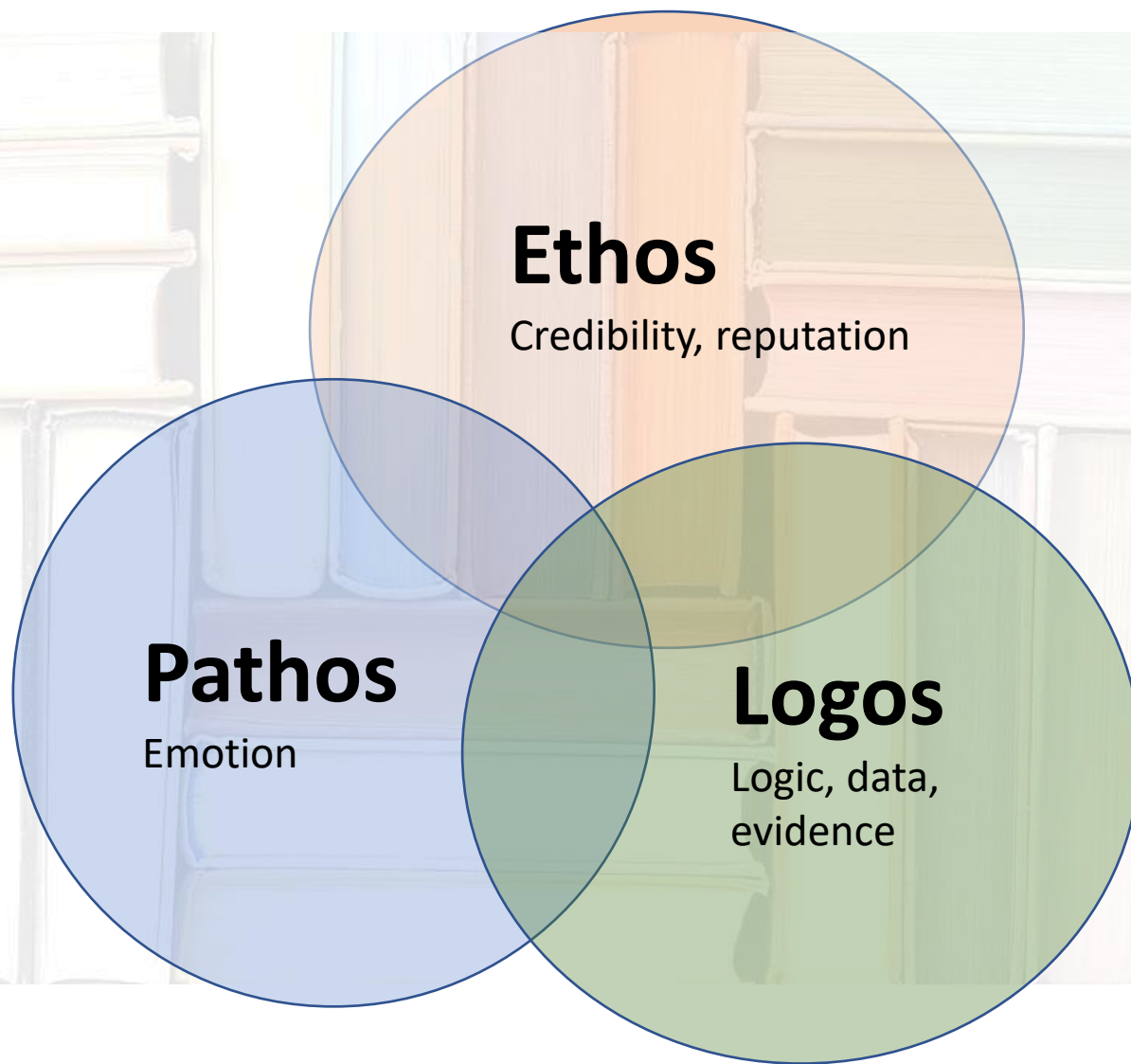


# Storytelling



Image: [La Crosse Public Library](#)

# Storytelling



# Storytelling

## And Story building

“People care at least as much about whether you’re collaborative as whether you’re capable”



Grant, Adam. “How to Pitch your best ideas,” *WorkLife with Adam Grant* podcast 4/26/22.



# Storytelling

What's the problem?  
What's the solution?  
Why you?





# Play...

## **...the long game**

If your goal is not reached in full,  
celebrate even incremental change

## **... to practice skills**

Have fun practicing advocacy skills in  
low-stakes situations

# RESOURCES

Advocacy. WebJunction. OCLC.org. [Link](#)

Cain, Susan. *Quiet: the power of introverts in a World that can't stop talking*. New York: Broadway Books, 2013

Chrastka, John. *From Stories to Action: How to Talk about Your Budget to Activate Support and Secure Funding*, Wisconsin Trustee Training Week 2022 webinar. [Link](#)

Clark, Dorie. "Get people to listen to you when you're not seen as an expert," *Harvard Business Review*, May 13, 2015. [Link](#)

From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018  
Dublin, OH: OCLC, 2018. [Link](#)

Grant, Adam. "How to Pitch your best ideas," *WorkLife with Adam Grant* podcast  
4/26/22. [Link](#)

Grant, Adam. "Persuading the unpersuadable," *Harvard Business Review*,  
Mar/Apr2021, v.99, no. 1, p 131-135

Herold, Irene M.H. *Leading Together: Academic Library Consortia and Advocacy*,  
Association of Southeastern Research Libraries (ASERL) webinar, Sep 20, 2022. [Link](#)