



Supplemental

Selling the School Library

Selling the school library is a matter of helping your different groups of stakeholders to feel a connection with the space and grow their desire to be involved. When students, teachers, administrators, and your learning community know what resources are available to them, they will not only be more likely to use those resources but also be more likely to support the school library. This supplemental lists some ways you can market the school library to your stakeholders.



Selling to Students

- Sponsor a "Weekly Reader" featuring a student who has read a book and can write a brief review. Post a book review with the student's picture.
- Work with the office staff to ensure that all new students are brought to the school library as part of their orientation.
- If your school has a significant turnover in students, host a special reception for new students. Depending upon the turnover, consider doing so on a monthly or quarterly basis.
- Keep a camera handy. Take pictures of students using the library and post the pictures on a bulletin board periodically. Be sure to get permission to photograph the students beforehand. You can collect permission for students at the beginning of each school year, once in kindergarten, or through school-wide permissions that your administration may already facilitate.
- Clip articles from the local newspaper about students or their families, and post those in conspicuous places.
- Write personal notes of thanks and congratulations to students on special occasions.
- Have a "Lunch Bunch." Invite a group of students to brown bag lunch in the school library to discuss books or to listen to a story.

Selling to the Teachers

- Invite every new teacher to come for a tour of the school library where you can describe available materials and resources.
- Invite a group of teachers (grade level or department) to brown bag lunch in the school library to discuss new materials or department needs.
- When you receive new materials, send a note to all teachers advising them of new resources, particularly in content areas.
- Subscribe to professional education journals and make copies of articles that you think would be of interest to individual teachers.
- Display classroom projects in the school library where other teachers and students can see them. Be sure to include the teacher's name.
- Research support materials for individual teachers or subject areas. If you see something that you know supports a concept being taught, share with the teachers.

Selling to the Administration

- Send a monthly or quarterly memo to your administrator about the activities or projects you have completed during the designated time.
- Inform your administrator of purchases of special materials to support an individual teacher's curriculum needs.
- Share your budget plans with your administrator. Make certain they know you are a wise fiscal agent.
- Subscribe to professional education journals and recommend articles that you think would be of interest to your administrator.
- Invite your administrator to visit displays you may setup.
- Make certain your administrator knows of any special programs you assist or groups you facilitate, e.g., working with the PTA or parent volunteers.
- Keep your administrator informed. No administrator likes to be caught off guard concerning an issue or incident.

Selling to the Community

- Be ready for parents and students to visit the school library when school starts. Keep your door open, even before you start having classes.
- Invite parents to a “Get Acquainted with the School Library” night. Plan a self-guided tour to expose resources to parents. Provide light refreshments.
- Write a regular book review or list of recommended readings for publication in your school newsletter or posting to your school website.
- Involve volunteers in the operation of your school library. They are your best advertisement.
- Encourage students to discuss books with their parents.
- Brag! With the permission of your administration, call the local newspaper and ask them to provide coverage of classroom projects in the school library or other activities.
- Write letters to the editor, to the school board members, and to legislators. Make certain they are aware of the role you fill in the educational process.