



## **AASL Advocacy Awareness Campaign**

Did you know that AASL has a new 'message framework' to ensure consistent messaging throughout ALA's school library advocacy efforts?

Wouldn't it be great if not just ALA Headquarters, but the entire ALA community (55,000 members) knew how school librarians transform learning?

Did you know that AASL can supply "Ask Me How?" button and have a message cards for your state's conference?

### **How it works**

AASL will send you a box of "Ask Me How?" buttons and message cards to distribute at the beginning of your conference to leadership in your association.

During the conference when someone comes up to ask "how do school librarians transform learning?" explain:

- The talking points on the message card
- That AASL and ALA have worked to develop a message framework to easily communicate the value school librarians play in K-12 education to those working outside the school librarian
- As a fellow librarian you'd love for them to support the school librarian role and wear a button as well as take a message card

\*AASL has a limited number of buttons and cards available. To request a box for your conference, please email Jonna Ashley at [jashley@ala.org](mailto:jashley@ala.org).