

CRAFTING YOUR ESSA ELEVATOR SPEECH

The MESSAGE:

What do you need your audience to know?

Example

School librarians and access to effective school library programs positively impact student achievement and school climate/culture.



The STORY & KEY DATA:

Connect the message specifically to your work, with a quick fact/data and story.

A middle school librarian links the reading incentive program to books read and increases in reading scores.



The ASK:

Consider who you are talking to, what they care about, and what it is within their power to impact. Make a specific request.

Include librarians on district-wide school improvement team.
(Audience: District Administrator)



The ELEVATOR SPEECH

Packages the above in a way that is short, personal and memorable.

For the past 3 years, as part of our school-wide reading focus, the library has hosted the Panthers Pounce reading challenge. Last year our students read nearly 11,000 books—that's about 27 books per student. Our reading scores have increased 6%--7% for English language learners!-- and now students demand to come to the library on the first day of school! Librarians partner with colleagues throughout the building to improve student achievement. Will you include a librarian on the district's school improvement team?

ALA Office for Library Advocacy

<http://www.ala.org/advocacy/advocacy-university/school-library-resources/elevator-speech>