

Crafting Siren Songs:

*Understanding how to lure and
secure administrative buy-in for
library instruction initiatives*

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Learning Outcomes

By the end of the session, you will be able to:

Analyze and Tailor Advocacy Messages:

Identify the key priorities and communication preferences of specific academic administrators and modify instructional advocacy language accordingly.

Strategically Align Initiatives:

Articulate how proposed or existing library instruction programs directly contribute to established institutional or library strategic priorities to secure greater administrative buy-in.

Presentation Outline

1. SETTING SAIL

**2. FINDING THE
LYRICS AND
MELODY**

**3. SHARING THE
TREASURE**

**4. CONNECTING
TO TRADE
WINDS**

**5. CRAFTING
YOUR SIREN
SONG**

6. Q&A

Setting Sail

My context

My context



**Library
Instruction**



**Strategic
Planning**



Operations



**Organizational
Development**

Finding the Lyrics and Melody

Tailoring the message

Tailoring the message

First Attempt

Misaligned

Stunning (not positive)

Uncertainty

Revised Attempt

Shift from "how" to "what"

Grounded in my "why"

Reflection

How do your leaders prefer to receive information?

What matters to leadership?

How do you prefer to share information?

Sharing the Treasure

Identifying and implementing specific, measurable actions

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Activity Tracker

Detailed account of teaching
initiative steps

Identified involvement needed
from library leadership

Useful for project management

Finding the Balance

Too abstract vs. too detailed

Reflection

What is one aspect of library instruction that you wish leadership better understood?

What information are you uniquely positioned to share?

Connecting to Trade Winds

Demonstrating library instruction's alignment with priorities

Demonstrating library instruction's alignment with priorities

University's Strategic Framework

"Unsurpassed undergraduate
education"

Campus partners with holistic view

Generative AI

Partnerships with the Lab for AI in
Teaching and Learning and the
Office of Digital Learning

Reflection

What are the priorities of leadership within your organization? Your institution?

How could library instruction initiatives advance or enhance these priorities?

Crafting Your Own Siren Song

Your context

Your context

*"...Translate what
you already know
to be true."*

*Brooke Brzozowske, Up Til Now
Coaching*

Reflection

What are your core values?

What is your "why" in relation to library instruction initiatives?

How could those factors shape how you communicate your library instruction priorities?

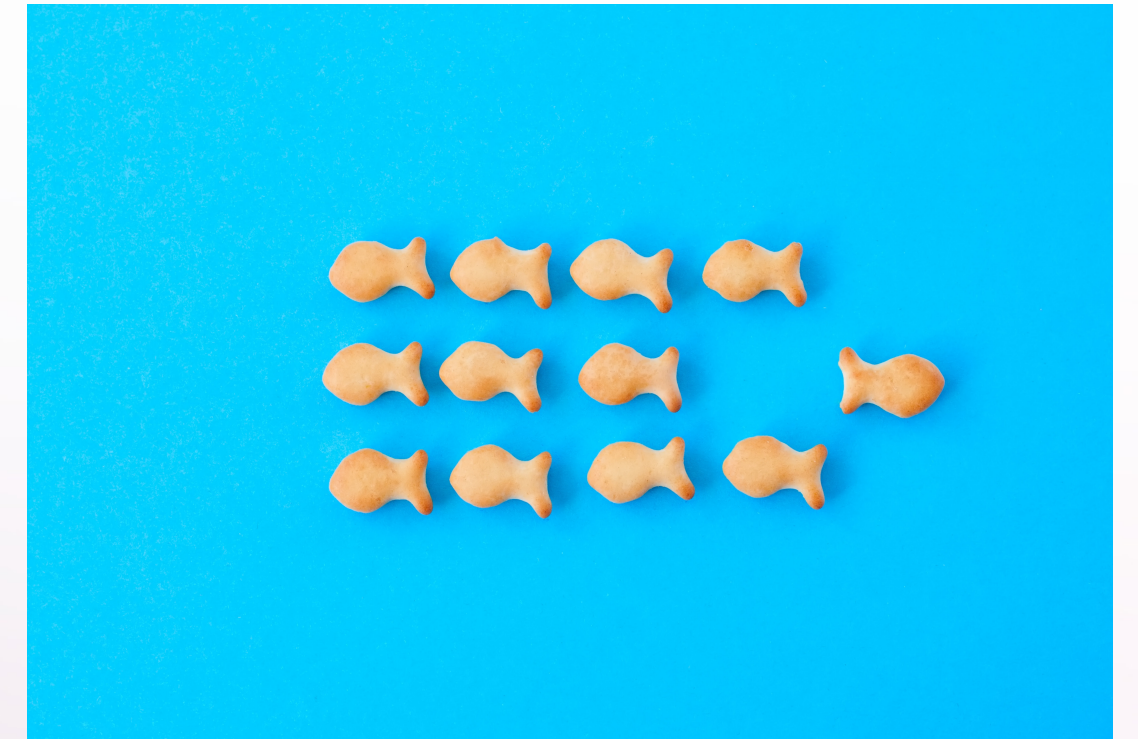
Takeaways



Identify key details.



Make connections.



Center authenticity.

Thank you!

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