

Assignment Sheet: Marketing-Advocacy Project

Marketing-Advocacy Project Assignment – A.4.3

This is a semester-long small group project. The goal of this assignment is to practice marketing and advocacy for the instructional partnership role of school librarians and the role of school librarians in student achievement. For this project, LS5443 students will focus their marketing and advocacy strategies to the audience for the TWU Pioneer School Project. One goal of the TWU Pioneer School, initiated by the Teacher Education Department at Texas Woman's University, is to **orient preservice classroom teachers, education specialists, school librarians, and administrators to the roles and responsibilities of various members of a school learning community**. Your contribution to this project has the potential to influence future and current educators in Texas and beyond. Please read the information at: <http://twupioneerschoollibrary.pbworks.com/>

Assignment Objectives: By contributing to the TWU Pioneer School Project resource, students will:

1. Make connections to LS5433 course content including classroom-library collaboration benefits to students, teachers, administrators, and families, inquiry and research processes, collaborative planning and coteaching reading comprehension strategies and the relationship between those strategies and S4L, integrating Web 2.0 and technology tools, and more.
2. Define the instructional partnership role of school librarians and the collaborative responsibilities of school librarians and library programs (synthesize course content).
3. Compose an elevator speech to synthesize course content and share these concepts with members of the education community.
4. Identify marketing tools and create one that can help promote the role of the school librarian in instruction and leadership in the learning community.
5. Use Web 2.0 tools to engage and expand the audience for this work.
6. Work as a collaborative team.

NOTE: You will be asked to sign a permission form to have your group work permanently displayed on the TWU Pioneer School Library wiki:

<http://twupioneerschoollibrary.pbworks.com/>

To prepare for this project:

1. Form a partnership with two other classmates in O.D.1.4a.
2. Determine an instructional level for the Pioneer School librarian your team will create.
3. Develop 3 pages on one partner's Wikispaces wiki where you will collaborate on this project. Create at least **THREE** pages, one for each page of the final Pioneer School Library wiki project. See possible content below.
4. When you have named your school librarian, Dr. M. will create final wiki pages for your team on the Pioneer School Library wiki.

5. Read Chris O’Leary’s article about elevator speeches:
<http://www.elevatorpitchessentials.com/essays/ElevatorPitch.html>

Assignment – ONGOING throughout the semester:

- Review the Rubric 4.3 – Marketing-Advocacy Project.
- Determine the instructional level of the school (elementary, middle or high school) and name your librarian. (Do not choose a last name that has already been used on the site.)
- Collect ideas for what to include on your wiki.
- Create a **motto and logo** to accompany the @your library® brand. Use it throughout this work. See the example at:
http://twupioneerschoollibrary.pbworks.com/H_S_Perez
- Brainstorm possible marketing tools, such as bookmarks, brochures, flyers, wiki pages, and more.
- Hone in on the big ideas of instructional partnerships and collaboratively compose an elevator speech.
- Record and post the speech to your page on using a Web 2.0 tool. Possible tools include an **illustrated** VoiceThread, podcast, Voki, xtranormal, or narrated PowerPoint tool. (Illustrations must include an image or avatar of the librarian; they can also include images from the physical space of the school library.)
- Create a marketing tool such as a brochure, bookmark, flyer (“Wanted” poster?), or wiki page to promote one or more roles and responsibilities of the school librarian and the library program. This will be linked to your Pioneer School Library Wiki page.
- Copy and paste your final content or insert your files.
- Add two links to each page that connect to your librarian's other two pages as per the example for High School Librarian Mary Margaret Perez:
http://twupioneerschoollibrary.pbworks.com/H_S_Perez

Possible Content:

These are some possibilities for each page. You are **ENCOURAGED** to construct your pages as you see fit.

1. **Homepage: REQUIRED** content: your Voki introduction AND an elevator speech AND a link or downloadable marketing/advocacy tool
2. **Course Content** – Possible content: introduction to collaborative planning and lesson implementation, links to collaborative lesson plans, statement or table about the benefits of coteaching to specific audiences, links to inservice presentations
3. **Personal Content** – Possible content: résumé, philosophy statement, portrait of a collaborator

Possible Tools:

You may use **ANY** software to create your marketing and advocacy tools and **ANY** of the tools on the Course Wiki Web 2.0 page: http://ls5443.wikispaces.com/Web_2.0 Your creativity is encouraged!

However, you **MUST** include a “Hi, My Name Is” Voki for your librarian that will be added to the Pioneer School Web site. This will be the marker for the link to your Pioneer School Library Wiki pages.

Self-Assessing and Turning in Your Work:

- Use the Rubric 4.3 to self-assess your work.
- One member of the team will submit Rubric 4.3 – Marketing-Advocacy Project with the top part completed via the Assignment Tool in Module 4.3.
- The other member or members of the team will submit the URL for your Pioneer School Library librarian’s homepage.

FORMAT for submitting rubrics via BB Assignment Tool:

Last Name_Assignment Number_Rubric

Example: Moreillon_Evans_Peterson_Rubric_4.3