BUILDING LIBRARY CAPACITY

Building Library Capacity is a unique initiative to assist public library service leaders to more effectively advocate and secure funding for their services and programs. It comprises a training package of four connecting modules of one day each, tailored for the industry, plus the opportunity for participants to receive one-on-one coaching from the expert trainers as they step through an advocacy process in their workplace.   At completion of the program participants will receive an advocacy skills 'toolkit'.

Training will be conducted at four venues:

Wheelers Hill 6, 7, 20 and 29 June
Bendigo 27 and 28 June, 11 and 26 July
Melbourne CBD 4, 5, 18 and 25 July
Wangaratta 11, 12 19 and 27 July

Participants are required to register for all four days at their chosen location and must be prepared to complete a small amount of preparatory work between the second and third and third and fourth days. Places are limited and priority will be given to participants who are already library service managers. To register, please visit the Statewide Training Calendar at www.libraries.vic.gov.au/infonet/training.

Participants wishing to consult individually with the trainers, either during the training or upon completion of the training, can make an appointment by contacting the Project Officer on 03 8664 7046 or email bwacek@slv.vic.gov.au.

Building Library Capacity is part of the Libraries Building Communities project, one of Viclink's and the Library Board of Victoria's Statewide Public Library Development Projects, managed by the State Library of Victoria.   It has been developed by the Libraries Building Communities workgroup of public library representatives and The Training Link.

THE TRAINERS

John Cleary is a Director of Blue Chip Consulting Group. His expertise is in strategy, leadership and governance, change management and cost management. John has worked at senior levels across the private, public and not-for-profit sectors, including 15 years as a Director of Community Services in local government.

Chris Clark has experience in the public sector, service and manufacturing industries, with a focus on customer service, organisational development, leadership and stakeholder management. Chris is a member of the Australian Human Resources Institute, Australian Association for Psychological Type Inc and the Institute of Management Consultants.

Maryanne Steele is an experienced training consultant and writer.   Following a career in education, Maryanne became a writer and project manager for Educational Communications. Her writing and presentations skills have since been employed by a wide range of private and public sector clients for everything from preparation of training manuals to winning proposals, submissions and tender documentation.

Louise Mahler is a dynamic speaker and facilitator, known for her ability to inspire others to succeed. Following completion of an economics degree Louise became an opera singer for 15 years. She now specialises in individual communication coaching, vocal psychology, vocal intelligence and innovative programs involving performance to train professionals in self-presentation in diverse environments.

Registration

To register for the Building Library Capacity training program please visit the Statewide Training Calendar at www.libraries.vic.gov.au/infonet/training.

For further information please contact Beata Wacek, Project Officer on (03) 8664 7046 or email bwacek@slv.vic.gov.au
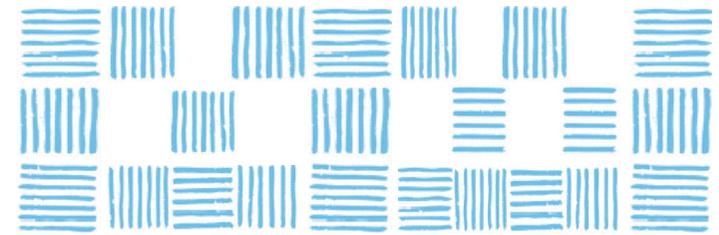
Statewide Public Library Development Project

Libraries Building Communities

Building Library Capacity

An advocacy skills development program for senior Victorian public library service managers

June–July 2006

VICLINK
victorian
public
library
and
information
network

State Library
of Victoria

PROGRAM CONTENT

Day 1

Building public libraries capacity
The future; vision; governance; management and resourcing

John Cleary

Libraries of the future
- Capacity for what?–innovation and creativity in building community
- 'The Vision'–strategic planning tools and checklists
- Positioning 'The Vision'–advocacy and networking
- Building strategic partnerships and alliances
- Creating presence and building capacity

The library, governance and integrated management
- Governance/compliance framework and checklist
- Stakeholder analysis
- Policy and procedure framework
- Internal and external stakeholder management

Resourcing libraries of the future
- Community development and public libraries
- Business acumen in building community
- Funding sources and opportunities
- Developing your funding strategy
- Performance measures and return on investment

Day 2

Building the personal capacity of library leaders
Leaders; followers; partners; transition and sustainable change

Chris Clark

Empowering leadership
- Understanding potential challenges and barriers in building library capacity
- Leadership behaviours that support success
- Strategies to partner with and engage your team in coming on board
- Managing internal stakeholders

Building successful alliances and partnerships
- Engaging with and influencing strategic alliances and partnerships
- Creating an environment of trust and authenticity
- Professional communication and responsiveness
- Managing external stakeholders
- Key steps for successful negotiation

The leader as facilitator
- Key facilitation skills, tools and techniques

Preparation for Day 3
Participants will be asked to consider some project plan questions and to facilitate a strategic thinking session with their team to develop a potential project idea for their library, which they bring to Day 3.

Day 3

Building a professional presentation
Verbal and written; formal and informal presentations

Maryanne Steele and Louise Mahler

Approaching the task
- Research–know your target audience
- Know what type of document you need to prepare
- Checklists for document preparation and other details

Preparing your proposal/submission
- Plan your project–from project name, history, objectives, description, benefits, personnel, support, administration, evaluation and the future through to the budget

Writing the document
- Style techniques for creating the document: language, visual clues, design and layout, templates and visual presentation–expected standards

Evaluation and follow-up
- Presenting with influence
- Effective communication – what does it take?
- Planning and structuring a presentation
- Developing personal presence and power
- Researching – audience analysis
- Practical skills for presenting
- Handling questions and objections
- Effective use of presentation media

Preparation for Day 4
Participants will be asked to complete a project plan, work on a partnership/sponsorship proposal for their library, and prepare a five minute presentation for delivery to the group.

Day 4

Making it happen – beyond the Building Library Capacity program
Practical application and demonstration of the skills acquired during the training program

Louise Mahler and John Cleary

Delivering winning advocacy presentations to council, colleagues, community groups and sponsors
- Techniques to anchor the key presentation principles
- A dynamic and interactive session that includes coaching and feedback on individual presentations of proposals

Clarifying 'The Vision'
- Effective use of program tools and templates

Sharing 'The Vision'
- Communicating to the internal and external audience