PLANNING THE “ASK”

EFFECTIVE STRATEGIES TO USE THE STORY

THE DATA TELLS TO SHAPE YOUR MESSAGE

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BACKGROUND: DC’S AIA PROJECT

• WHAT IS AIA?
  • ACRL PROGRAM
  • ACTION RESEARCH

• WHY THIS PROJECT AT THIS TIME?
  • NEW CORE CURRICULUM
  • HOW CAN THE LIBRARY BE INVOLVED ON CAMPUS?
  • HOW CAN WE STRENGTHEN INFO LIT PROGRAM
  • ACRL FRAMEWORK

• ALIGNMENT WITH INSTITUTION/ COMMUNITY
  • WHAT DOES YOUR INSTITUTION/ COMMUNITY VALUE?
  • WHAT IS THEIR VISION?
  • MAY BE A GREAT TIME TO RE-EVALUATE LIBRARY/ DEPARTMENT VISION/ MISSION/ ETC
  • NOT VALUABLE TO WORK IN ANOTHER DIRECTION
1. Outcome:
How are patrons or questions changed as a result of our efforts?

2. Criteria:
How will we know we have met our outcomes? What standards of success will we use?

3. Action:
What actions do we take to make the outcomes happen?

4. Evidence:
What data/information do we need to gather? What process will be used? What needs to be designed to gather it? When and how will we gather it? How will it be recorded and documented?

5. Analysis:
What can we learn from the data/evidence? Are our current actions getting us toward our outcome?

6. Planning/Change:
What changes are necessary as a result of our learning? What is working well that needs to be nurtured? What are our priorities and the plan of action?

INSTITUTION/COMMUNITY

Mission/Values/Goals
Strategic Directions/Initiatives/Outcomes

Library Mission/Outcomes
FRAMING YOUR FINDINGS FOR STAKEHOLDERS
PURPOSES OF REPORTING

- Acknowledge Support
- Communicate Findings
- Seek Support for Action/Change
- Contribute to Stakeholder Success

Who are my Stakeholders?
THE “ASK”
KEY CONCEPTS

• Offer Solutions
• Empathy and Opportunity
• Social Proof/ Informational Social Influence
• Be BOLD
• Prepare, Prepare, and …Prepare Some More
• Ask for Action
IT’S YOUR TURN!

Know Your Stakeholders
5 Qualities that Determine the Success of an Innovation...
Is the innovation perceived as complicated or difficult to use? 

Easy = Adopt

Simplicity

How visible is this innovation to others?

Visibility drives communication.

How easily can users experiment with the innovation?

Test = Adopt

Trialability

Is this innovation easy for the user to assimilate into his/her life?

Relative Advantage

How big an improvement is this over the previous generation?

Compatibility

5 Qualities that Determine the Success of an Innovation...

Observability
FROM “SAY IT IN SIX”
BY RON HOFF

1. Burning Issue (30 seconds)
2. Quick Overview (60 seconds)
3. Idea Made Tangible (120 seconds)
4. The Payoff (120 seconds)
5. The Close (30 seconds)
YOU AGAIN!

Planning the “Ask”