

RESOURCES TO LEARN MORE

We have compiled some resources to get you started. Let us know what other tools, resources or research you would recommend by emailing lkwok@accessola.com

Advocacy

McDowell, K. (2025). [*Critical data storytelling for libraries: Crafting ethical narratives for advocacy and impact*](#). ALA Neal-Schuman.

Coffman, J., & Beer, T. (2015). [*The advocacy strategy framework*](#). Center for Evaluation Innovation.

Daly, J. A. (2011). [*Advocacy: Championing ideas and influencing others*](#). Yale University Press.

[Library Advocacy Now!](#) (2011), Canadian Association of Public Libraries (CAPL)

[Public Library Advocacy Resources](#) (2026), Ontario Library Association (OLA)

[School Library Advocacy Resources](#) (2026), Ontario Library Association (OLA)

[Sample Policy – Board Advocacy – Policy Number: GOV: 07](#) (2023), Ontario Library Service (OLS)

[Valuing Ontario Libraries Toolkit \(VOLT\)](#), Ontario Library Service (OLS)

[Ready, Set, Advocate: Library Advocacy Toolkit](#) (2021), Illinois Library Association (ILA)

[Influence](#) (2012), by Robert Cialdini

[Principles of Persuasion](#) (2006), by Robert Cialdini

Digital Advocacy

Rosen, B. (2024). [*The five building blocks of a digital advocacy campaign \(Part 1\)*](#). Media Cause.

Milroy, J. (2016). [*Digital organizing 101: What is a ladder of engagement and why do I need one?*](#) Medium.

Schossow, C. (2014). [*Using the ladder of engagement: Turning casual supporters into fierce advocates*](#). New Media Campaign.

Library Celebrations

[Canadian School Library Day / Journée nationale des bibliothèques scolaires](#)

[Canadian Library Month](#)

[Canadian Library Workers' Day](#)

[First Nations Public Libraries Week \(FNPLW\)](#)

[National Medical Librarians Month](#)

[Ontario Public Library Week \(OPLW\)](#)

Library Campaigns

[Save Canada's Interlibrary Loans](#) (2026), Ontario Library Association (OLA)

[Dear School Library](#) (2025), Ontario Library Association (OLA)

[Save Our School Libraries](#) (2024), Ontario Library Association (OLA)

[I Love Libraries](#), American Library Association (ALA)

Public Library Impact Research

[The Impact of Canadian Public Libraries: Social Impact Study](#) (2026), Canadian Urban Libraries Council (CULC)

[Impact of Technology Services in Ontario Public Libraries Reports](#), Library Impact Ontario / Toronto Public Library

[OVERDUE: The Case for Canada's Public Libraries](#) (2023), Canadian Urban Institute (CUI) and Canadian Urban Libraries Council (CULC)

[Canadian Centre for Policy Alternatives \(CCPA\) articles on libraries](#)

Aragão, C. (2024). [*Much more than books: The case for robust funding for the Toronto Public Library*](#). Canadian Centre for Policy Alternatives.

Public Library Impact: Reports, Studies, and Examples

[Valuing Ontario Libraries Toolkit \(VOLT\): Testimonials and Samples](#), Ontario Library Service (OLS)

[Caledon Public Library Social Return on Investment Report](#) (2025)

[Vaughan Public Library Annual Report](#) (2025)

[Burlington Public Library Annual Report](#) (2024)

[Kawartha Lakes Public Library VOLT Report](#) (2024)

[Toronto Public Library Social Impact Study](#) (2023)

[The Economic and Social Value of London Public Library](#) (2023)

[Woodstock Public Library Economic Impact Study](#) (2018)

[Vaughan Public Library Economic Impact Study](#) (2017)

[Milton Public Library Economic Impact Study](#) (2017)

[Ottawa Public Library Economic Impact Study](#) (2016)

[Vancouver Island Regional Library Economic Impact Study](#) (2016)

[Sault Ste. Marie Public Library Economic Impact Study](#) (2015)

[Stratford Public Library Economic Impact Study](#) (2015)

School Library Impact Research

[Ontario School Library Impact Project \(OSLIP\) Research Report: Information Literacy from High School to University](#) (2021), Ontario Library Association (OLA)

Ewbank, A. D. (2019). [Political advocacy for school librarians: Leveraging your influence](#). Libraries Unlimited

[Advocacy and the 21st Century School Librarian: Challenges and Best Practices](#) (2017), EBSCO

Barker, K. (2017). [Creating a Unique Brand for Your School Library: Values, Vision, Voice, and Visuals: Increasing your library's visibility as a form of advocacy](#). *Young Adult Library Services*, 15(3), 31-35.

Footte, C. (2016). [Building success beyond high school with career- and college-ready literacies](#). *Knowledge Quest*

Haycock, K. (2011). [Connecting British Columbia \(Canada\) school libraries and student achievement: A comparison of higher and lower performing schools with similar overall funding](#). *School Libraries Worldwide*, 17(2), 37-50

[Canadian School Libraries Research Archive](#), Canadian School Libraries (CSL)

[Leading Learning: Standards of Practice for School Library Learning Commons in Canada](#), Canadian School Libraries (CSL)

[Libraries](#) (2017), People for Education

[Reading for Joy](#) (2011), People for Education

[School Libraries and Student Achievement in Ontario](#) (2006), Ontario Library Association, People for Education & Queen's University Faculty of Education.

[Exemplary School Libraries in Ontario](#) (2006), People for Education and Queen's University. Ontario Library Association

Academic Library Impact Research

[Project Outcome](#), Association of College & Research Libraries (ACRL)

[Impact measurement studies](#), Canadian Association of Research Libraries (CARL)

[Value of Academic Libraries Toolkit](#) (2010), Association of College & Research Libraries (ACRL)

Herold, I. M. H. (2021). [Leading together: Academic library consortia and advocacy](#). Association of College & Research Libraries (ACRL)

Pun, R., Durney, S. M., & Anantachai, T. (Eds.). (2025). [Legislative advocacy and public policy work for academic and research library workers: Perspectives and strategies](#). Association of College & Research Libraries (ACRL)

[Academic Library Impact - Improving Practice and Essential Areas to Research](#) (2017), Association of College & Research Libraries (ACRL)

[Action-Oriented Research Agenda on Library Contributions to Student Learning and Success: Initial Report](#) (2016), Association of College & Research Libraries (ACRL)

[Connect, Collaborate, and Communicate: A Report from the Value of Academic Libraries Summits](#) (2012), Association of College & Research Libraries (ACRL)

Health Library Impact Research

Marshall, C. (2022). [Measuring Hospital Libraries Impact on Patient and Hospital Outcomes](#). *Journal of Hospital Librarianship*, 22(3), 171–178. <https://doi.org/10.1080/15323269.2022.2088200>

Pionke, J. J., Phillips, K., Migdalski, A., & Smith, E. M. (2022). [Advocacy is all of us: Recommendations to enhance the Medical Library Association's advocacy initiatives](#). *Journal of the Medical Library Association*, 110(1), 5–14. <https://doi.org/10.5195/jmla.2022.1327>

[Canadian Health Libraries Association \(CHLA\) Resources](#)

[CHLA Measuring Impact Tools](#)

Government Documents and Information Sources

Understanding government priorities, values, and emerging initiatives is an important part of effective advocacy. A wide range of public documents can help you stay informed about planned projects and investments, as well as areas of policy focus across all levels of government.

At the federal and provincial levels, useful sources include:

- Throne Speech
- Budget documents
- Fall Economic Statement
- Expenditure Estimates
- Public Accounts
- Hansard (official transcripts of legislative debates)
- Committee transcripts

At the municipal level, useful sources include:

- Council meeting minutes
- Budget documents

For all levels of government, additional sources include:

- Campaign literature
- Public opinion polls
- Press releases
- News media

TIP

Subscribe to [Ontario Newsroom](#) to receive news from the Ontario government.