

## How Librarians can Sell the Value of *Pioneer Library* to Parents, Teachers, & Administrators

### Parents

1. Attend back to school nights, parent–teacher conferences, college days, etc. Present a display of information on **Pioneer** with treats, and speak one-on-one with parents. Provide actual “hands on” access to **Pioneer** resources.
2. Highlight **Pioneer Library** in the local newspaper or other local media avenues.
3. Highlight features and use of **Pioneer Library** in a short section of the school newsletter that goes home to parents.
4. Meet with the school’s PTA officers. Collaborate with them in how you can work together to spread the word.
5. Meet with the school community council to share the power of **Pioneer** with them.
6. Highlight **Pioneer** features on your school’s website.
7. Partner with the local public library. Inform and teach about **Pioneer’s** uses in the K-12 setting and as a public resource through displays, brochures and newsletters. Focus on ways that **Pioneer Library** can help children. Organize a **Pioneer** celebration event.
8. Present a short highlight of **Pioneer** at several monthly school board meetings.
9. Sponsor contests that require student use of **Pioneer library** then publish these contests in the school newsletter (e.g., post a question of the week that must be answered by going to Pioneer).
10. Sponsor a “teach your parents” challenge. After student **Pioneer Library** orientation, ask that they “serve up” a portion of **Pioneer** to their parents. Give prizes and treats for each student that returns a parent’s quote after learning about **Pioneer Library** from their child.
11. Send a “home access letter” with students to take home to their parents.
12. Make **Pioneer Library** visible within the school. Use posters, bookmarks, and mouse pads. Set school computer home pages to **Pioneer Library**. Make sure your library catalog or website has a prominent link to **Pioneer**. Prepare a display within a highly seen area of the school that advertises **Pioneer**.

## Teachers & Administrators

1. Know the core curriculum for each area taught at your school. Develop specific ideas regarding ways that **Pioneer Library** can teach the core curriculum. Corner appropriate teachers and share these ideas with them.
2. Present short highlights of **Pioneer** uses, products, and features in faculty meetings.
3. Present **Pioneer** orientations to teachers and students through specific classes.
4. Highlight **Pioneer** on the Faculty bulletin board (physical or electronic).
5. Try to attend a monthly administrator's meeting. In-service the group on specific databases or features within **Pioneer**.
6. Share information with the teachers on **Public Pioneer**. Explain to them the additional databases that are available, how these databases can support their curriculum, and ways to gain access.
7. Share new **Pioneer** features with the faculty as soon as possible.
8. Gain the support of your administrator and sponsor a short forum during Quality Teaching Days. Lead a discussion on the specific ways that **Pioneer Library** is and can be used in the classroom. Remember to provide something scrumptious for those teachers that attend.
9. Present short tidbits on **Pioneer Library** through group emails to faculty and administration.
10. Acknowledge inventive and effective classroom use of **Pioneer Library** through specific articles that can be published in school/district newsletters or community newspaper and shared with administrators.