Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

LIBRARY INSTITUTE

Training Course on Advocacy for Library Value and Support

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

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Training Course on Advocacy for Library Value and Support

Library Institute • 5 Days Intensive • Accredited Certification

Course Overview

Training Course on Advocacy for Library Value and Support is meticulously designed to equip you with actionable strategies and communication skills to build a powerful case for library impact.

Key Skills & Software Tools Covered

Advocacy • Library Management • Stakeholder Engagement • Communication

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Training Course on Advocacy for Library Value and Support

Introduction

In today's dynamic information landscape, libraries face increasing pressure to demonstrate their value and secure essential support. This intensive training course empowers library professionals with the strategic skills and persuasive techniques necessary to become effective advocates. Participants will learn to articulate the profound impact of libraries on individuals, communities, and institutions, mastering the art of building strong relationships with stakeholders and effectively communicating their needs. Through practical exercises and real-world case studies, you will gain the confidence and competence to champion your library and ensure its continued success. This course focuses on developing a proactive advocacy strategy, leveraging data-driven storytelling, and navigating the political and social environments crucial for securing long-term sustainability and increased funding.

Training Course on Advocacy for Library Value and Support is meticulously designed to equip you with actionable strategies and communication skills to build a powerful case for library impact. You will explore various advocacy methods, from grassroots mobilization to engaging with policymakers, understanding the nuances of different audiences and tailoring your message for maximum effect. By focusing on demonstrating return on investment and aligning library services with broader organizational and community goals, you will become a compelling voice for the vital role libraries play in fostering literacy, promoting research, ensuring access to information, and contributing to a thriving society. Join us to transform your passion for libraries into effective advocacy action and become a champion for their future.

Course Duration

5 days

Course Objectives

Upon completion of this training course, participants will be able to:

- Define library advocacy and its critical role in the current information ecosystem.
- Identify key stakeholders and understand their perspectives on library value.
- Develop compelling value propositions that resonate with diverse audiences.
- Master communication strategies for effectively conveying the library's impact.
- Utilize data and statistics to build a strong case for library support.
- Craft persuasive stories and narratives that highlight the human impact of libraries.
- Implement effective grassroots advocacy techniques to mobilize community support.
- Engage with policymakers and decision-makers to influence policy and funding.
- Develop and execute a comprehensive library advocacy plan.
- Leverage social media and digital platforms for advocacy and outreach.
- Understand funding models and strategies for securing financial resources.
- Measure and evaluate the impact of advocacy efforts.
- Build sustainable partnerships and collaborations to strengthen advocacy efforts.

Organizational Benefits

- Equipped advocates can effectively communicate the library's needs and secure greater financial support.
- Proactive advocacy fosters stronger relationships with the community and increases library visibility.
- Effective communication clarifies the library's value and aligns it with organizational goals.
- Successful advocacy efforts enhance the library's reputation and demonstrate its vital role.
- By building strong support networks, the library ensures its long-term viability.
- Training empowers library professionals to become confident and effective champions for their institution.
- Advocacy efforts can be directly linked to achieving the library's overall strategic objectives.
- By effectively communicating their value, libraries can demonstrate their ongoing relevance in a changing world.

Target Audience

- Library Directors and Administrators
- Librarians and Information Specialists
- Library Trustees and Board Members
- Development and Fundraising Staff
- Outreach and Engagement Coordinators
- Marketing and Communications Professionals
- Friends of the Library Group Members
- Library Support Staff

Course Outline

Module 1: The Foundation of Library Advocacy

- Defining advocacy and its importance in the library context.
- Understanding the evolving role and value of libraries in the 21st century.
- Identifying key challenges and opportunities for library advocacy.
- Exploring different models and approaches to effective advocacy.
- Case Study: The successful campaign to restore funding for the New York Public Library after budget cuts.

Module 2: Identifying and Understanding Your Stakeholders

- Mapping and analyzing your library's key stakeholders (internal and external).
- Understanding stakeholder needs, motivations, and potential concerns.
- Developing strategies for building relationships and fostering trust.
- Conducting stakeholder analysis and prioritizing engagement efforts.
- Case Study: How a university library built strong relationships with faculty to demonstrate its research support value.

Module 3: Crafting Your Advocacy Message and Value Proposition

- Developing clear, concise, and compelling messages about library value.
- Identifying and articulating the unique contributions of your library.
- Tailoring your message to different stakeholder audiences.
- Using data, statistics, and stories to support your value proposition.
- Case Study: The use of economic impact studies to demonstrate the ROI of public libraries.

Module 4: Effective Communication Strategies and Techniques

- Mastering various communication channels (oral, written, digital).
- Developing strong presentation and public speaking skills.
- Learning effective techniques for engaging in conversations and negotiations.
- Crafting compelling reports, presentations, and advocacy materials.
- Case Study: A library's successful use of social media to highlight community impact during a funding crisis.

Module 5: Leveraging Data and Storytelling for Advocacy

- Identifying and collecting relevant data to demonstrate library impact.
- Analyzing and interpreting data to create compelling evidence.
- Developing powerful stories and narratives that resonate with audiences.
- Combining data and storytelling for maximum persuasive effect.
- Case Study: How a school library used student achievement data and testimonials to advocate for increased resources.

Module 6: Engaging with Policymakers and Decision-Makers

- Understanding the political landscape and legislative processes.
- Identifying key policymakers and their priorities.
- Developing strategies for effective communication with elected officials.
- Participating in advocacy days and lobbying efforts.
- Case Study: The role of library associations in advocating for national library legislation.

Module 7: Building Community Support and Grassroots Advocacy

- Mobilizing community members to become library advocates.
- Developing strategies for engaging Friends of the Library groups.
- Organizing advocacy events and campaigns.
- Utilizing petitions and public awareness initiatives.
- Case Study: A public library's successful grassroots campaign to pass a local funding referendum.

Module 8: Planning, Implementing, and Evaluating Advocacy Efforts

- Developing a comprehensive library advocacy plan with clear goals and objectives.
- Identifying key activities, timelines, and responsibilities.
- Implementing advocacy strategies and monitoring progress.
- Evaluating the effectiveness of advocacy efforts and making adjustments.
- Case Study: A long-term advocacy strategy that led to sustained funding increases for a state library system.

Training Methodology

This training course will utilize a variety of interactive and engaging methodologies, including:

- Interactive Lectures and Discussions: Facilitating knowledge sharing and peer learning.
- Group Activities and Exercises: Providing opportunities for practical application of concepts.
- Case Study Analysis: Examining real-world examples of successful and unsuccessful advocacy efforts.
- Role-Playing and Simulations: Practicing communication and advocacy skills in a safe environment.
- Guest Speakers: Featuring experienced library advocates and policymakers.
- Individual Action Planning: Developing personalized advocacy strategies for participants' own libraries.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-advocacy-for-library-value-and-support to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.