THE WEBB SCHOOL LIBRARY & ARCHIVES ADVOCACY PLAN

PERSERVING THE PAST, PROSPERING IN THE PRESENT & PLANNING FOR THE FUTURE
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The Webb School Library is currently housed in this exceptional 10,000 sq. ft. facility named for the prominent 1903 alumnus William West Bond, architect, and designer for Holiday Inn hotels. The building was dedicated in February 1993. The library has 20,000 print books. The entire library building is wireless with networked printers. We also have 30 student computers that include a laptop classroom which serves as a maker/hacker space for coding. However, the library is more than just a building; it is a program and a group of professionals striving for both information literacy and the freedom to read throughout The Webb School community.

The following are areas of emphasis for our advocacy plan:

• Teaching and Learning
• Overall Fundraising
• Library Environment
• Maintenance and Repairs
• Archives and Preservation
• Community Outreach

GOALS (What are we trying to accomplish?)
Teaching and Learning - Ensuring that Webb School students are prepared for college, career and life - We have used the following quote to emphasize our goal with students and faculty “This librarian takes responsibility/blame for any kid who manages to graduate from school without being a first-rate data shark.” - Seth Godin

Overall Fundraising - Raising essential funds for materials and technology required for the 21st century school library program

Library Environment - Making use of the physical space and the library programming so that it is most effective for our students, faculty, and community [families, alumni, and donors]
**Maintenance and Repairs** - Maintaining the building so that the space is viable for many years to come

**Archives and Preservation** - The preservation and organization of the archives for an historic school with nearly 150 years of valuable primary documents

**Community Outreach** - Inviting not only The Webb School Community, but the town of Bell Buckle to the library.

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**OBJECTIVES (Why is it important?)**

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**Teaching and Learning** - Why? for tomorrow. “If we teach today's students as we taught yesterday’s, we rob them of tomorrow” - John Dewey

**Overall Fundraising** - Planning fundraising is important because nearly half of Webb students receive financial aid and must avail themselves to the library resources. Additionally, because of the rural setting the nearest public library is more than a 20 minute drive from campus so the library provides public library services to both Webb families living on campus but also welcomes the Bell Buckle community.

**Library Environment** - The library environment could use some updated spaces. The building is 20 years old and undoubtedly, in the early 1990’s, the direction or exponential growth of technology was not known. Our philosophy for the future will lead to a Learning/Information Commons facility and program.

**Maintenance and Repairs** - The facilities are in excellent shape, guests to the campus cannot believe the building is over 20 years old. The completed facility maintenance and repairs include the flooring project that is near completion with the carpet 90% complete, and the hardwood was refinished in the summer of 2013. In 2012, we had a complete lighting overhaul, and in 2013, the pitched portion of the roof was re-shingled. However, there was a major need in the flat roof replacement. These flat roof repairs were approved by our board and completed in 2014.

**Archives and Preservation** - In April of 2012, the Library Department established the official Webb School Archives. In 2013, we have transitioned our full-time cataloger to work also as our school archivist. Our school will be 150 years old in 2020 and we feel that it is now more important than ever to preserve our rich history.

**Outreach** - We are blessed with resources and we should share our resources with the community.
STRATEGIES (How - the activities we’ll do to accomplish our goal)

Teaching and Learning -

Transitions - Assisting student transitions with the 6th grade transition to middle school with the Focus 6 curriculum, 9th grade transition to high school with study skills resources, and especially the 12th grade transition to college through the Capstone research project and the senior’s college and career transition conference.

Overall Fundraising - Brainstorming phase for fundraising with our development office.

Some ideas include:

- Making lists of grants for which Independent Schools are eligible, and lists of deadlines for these grants so that there is time to provide evidence necessary to win the grants.
  - ALA / AASL Grants [http://www.ala.org/aasl/awards](http://www.ala.org/aasl/awards)
    - Planning to submit this January 1
    - Planning to submit this January 29
- Starting a “Friends of the Library” group
- Possibly planning a Library Gala fundraiser event

Library Environment -

Collaborating with our technology director to support e-textbooks, BYOD, and technical support on our campus by testing e-texts, and all different devices

Develop more “maker spaces,” group study areas, and more comfortable reading areas. Maximizing the effective use of our space as a “third place” for our patrons including hosting events like coffee house, tea ceremonies, dances, clubs, gaming, and makerspace.

Big items on our wish list:

- Digital scholarship lab like the lab at Brown University Library [http://library.brown.edu/dsl/](http://library.brown.edu/dsl/) their room is slightly larger than our seminar room -- Perhaps [One Button Studio](http://designrfix.com/design/workstations)
- Dedicated video editing workspace for students [http://designrfix.com/design/workstations](http://designrfix.com/design/workstations)
**Maintenance and Repairs** - Continually advocate with the Board of Trustees “Buildings and Grounds Committee” to ensure that repairs and maintenance occur when needed. Two projects underway - side room remodeling, redesigning a photography darkroom into useful space for the archives.

**Archives and Preservation** - Visit other school archives, and obtain training in archival methods. The Library Director & Archivist are working towards a fully functional archive, museum displays, a web site, and a book published through Arcadia press all in time for the school’s sesquicentennial celebration in 2020.

**Outreach** - A new children’s section of the library was developed in the summer of 2014. Also, the library opened its doors to the community for special library days throughout the summer.

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**What is our advocacy message?**

*The Webb School - Investing in Libraries for over a century; using libraries to prepare students for the next century!*

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**What data (or stories) support this message?**

**Looking Back** - Because the majority of our donors are alumni, stories of the legacy and tradition of the school strike a chord with this group. Therefore, our work in the preservation of the archives is helpful.

A favorite fact quoted in several older documents is helpful in explaining that libraries and books were important to the founders -- “**In 1886 William R. “Sawney” Webb and his brother, John, brought the school from Culleoka to Bell Buckle. They came with $12,000 to invest in education. Of their original investment, $2,600 was expended for buildings and $8,000 was used to purchase books.**”

**Looking Forward** - For the donors who are motivated more by progress than nostalgia we have much to present about the transition to eBooks, our Bring Your Own Device [BYOD] program, our OverDrive library platform, makerspace, digital scholarship lab, and our use of the Gale Virtual Reference Library as well as college databases like JSTOR.
Who are our patrons?

- Board of Trustees
- Alumni
- Parents / Grandparents
- Students
- The Bell Buckle, TN community
- Donors

Why should they care?

- Board of Trustees and Administrators - The Library is not only a place, but also a program, and according to data gathered by NAIS, the library is essential to the success of an independent school
- Parents, Students, and others - “The Library is here for you”

How are we going to reach them? What will be our best tools?

- Board of Trustees - Quarterly Board Reports and Annual Presentations [also connect on LinkedIn]
- Parents, Students, and others - Electronic Newsletter, Social media like Instagram, Twitter, and Facebook

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