

STATE OF ACADEMIC ART LIBRARIES 2019 RECOMMENDATIONS

1. The survey showed that 44 percent of respondents are aware that their library or university has a communication strategy but nearly 60 percent are uncertain if the strategy is successful and 33 percent feel that it is not successful.

Recommendation: An integrated communication strategy is essential to form consensus and keep the organization moving forward. Institutions should develop a comprehensive communication strategy based on mission, goals, and objectives and set metrics to ensure the communication plan is successful.

2. Four themes emerged from the survey's advocacy section: space and collections, outreach and partnerships, donors and gifts, and use of data and documentation.

Recommendation: Create a website or portal for librarians to share projects and advocacy tools specific to these areas to improve communications and avoid redundant initiatives. Be proactive and build a thoughtful argument for the desired outcome. Remember to identify and gather relevant data and prepare supporting documentation in the course of performing assigned job duties.

3. Advocacy examples described in the case studies highlighted cross-departmental partnerships. Timing is key to getting institutional buy-in and support.

Recommendation: Approach outreach, programming, and marketing with broader advocacy goals in mind. Seek out partnerships that capitalize on the mission and strengths of the library and the unique role they play in the success of the institution.

4. Case Studies demonstrate that not all advocacy efforts are successful initially.

Recommendation: Be willing to reframe the idea, be persistent and flexible, and keep a positive attitude.

5. Administrators need to be better listeners and not have a "one-size-fits-all" approach to space and collections management.

Recommendation: Encourage administrators to consider the unique needs of arts users when making critical decisions about space and staff resources. Arts collections need to be treated differently because of the nature of the collections themselves and the users' need to browse. The distinctive nature of special collections in the arts argues for arts librarians' active participation in advocacy efforts.

The full *State of Academic Art Libraries 2019* report is available at
<https://arlisna.org/publications/arlis-na-research-reports>

The purpose of the Academic Library Division is to improve resources and services for art librarianship within academic and research libraries and to promote the knowledge and awareness of its members.

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ART LIBRARIES SOCIETY of NORTH AMERICA

The Division fulfills its purpose by sharing ideas and research at formal programs during the Society's annual conference and by submitting articles and updates to Society publications.

For more information about the Academic Library Division, visit
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