

Consider the priorities of your state/district/school and engage decision makers with talking points that reflect those priorities. Also look at the priorities the U.S. Department of Education has indicated in [letter to states](#).

Here are sample talking points that you can adapt for your target audience:

- The school library is the heart of the school and central to reengaging students and reestablishing school culture.
- School librarians provide resources that classroom teachers can leverage in addressing learning loss.
- The pandemic laid educational inequities bare; school librarians bridge those divides and ensure that the community's most vulnerable learners have access to the resources and learning opportunities they need.
- School libraries are key to digital connectivity, not just in providing the tools required for 21<sup>st</sup> century learning, but also in teaching the digital literacy and citizenship skills that enable full, ethical participation in learning and society.
- The diverse collections in school libraries equitably expand opportunities for all students by ensuring that everyone can see themselves reflected.
- A certified school librarian is critical to preparing students for college, career, and community.

An elevator speech is a message intended to spur decision makers to action. It must be short, specific, personal, and memorable. It is important to have your elevator speech rehearsed and ready because you never know when you will have an opportunity to use it!

## MESSAGE

How are you helping the decision maker solve a problem or achieve their priorities?