

ALIA
Advocacy Matters
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Framing budget submissions for successful outcomes
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Acknowledgement of the Wurundjeri people of the Kulin nation.

Four ideas for successful budget submissions

Program Budgeting

Function and Form

Persuasion: Elevator Pitch and AIDA

Action Research

Carey Library 2008 - 2018

1. PROGRAM BUDGETING

A program budget is one prepared for specific programs or projects.

- helps identify particular programs and to prioritise and target actions and the funds to achieve them.
- well suited to school library programs because it reframes the view so that each area of the library is then seen as having a particular purpose linked to the overall goals of the school.

It becomes a dynamic action plan for the next year, and one which can be clearly reviewed and addressed in subsequent budgets.

2. FUNCTION AND FUNDING

Lyn Hay's iCentre message: 'First define the function and then the form' – makes as much sense for budgeting as it does for library spaces design.

In this case: what are the functions for which the funding is required?

- identify school goals to which library programs can be matched
- name and phrase the programs to match terminology of identified goals
- specify SMART goals for programs
- detail funding required to achieve goals
- engage stakeholders and decision makers
- make a lot of noise, provide good copy for celebration of achievement of SMART goals and to be used by stakeholders as evidence of their goals being achieved by your programs

3. PERSUASION

Elevator Pitch

How might you persuade someone in a lift that your programs are relevant to them, add value to their lives, will deliver what they promise, and should be funded asap?

AIDA

Attention: What will gain the attention of decision makers?

Interest: How will the submission enable the decision maker to quickly see that the library programs address some or all of his or her goals?

Desire: How can the decision maker easily identify aspects of the program which will help achieve her or his goal?

Action: What will help the decision maker fund **some or all** of the programs identified?

4. ACTION RESEARCH

- **Identify** a change that is required, define how it will be investigated and explored and the funding required
- **Research** for information to inform participants
- Develop a **plan** of action
- Put the plan into **action**
- **Report and reflect** on the results
- **Repeat** in cycles for a defined period
- Make **conclusions and recommendations for future action**