



MEDIA RELEASE

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Power of Advocacy: NLC Provides Customized Training to Provincial Library Systems

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Slave Lake, Alberta

Northern Lakes College recently completed the second offering of *Power of Advocacy: Move your Library Forward* to representatives of three provincial library systems. The program was custom built to meet the training needs of the clients, Peace Library System, Marigold Library System, and Northern Lights Library System.

The training focuses on building the advocacy skills of board and staff members of non-profit organizations. Advocacy is an increasingly important aspect of a non-profit organization's activities and requires special skills. The course provides the opportunity to collaborate with others sharing similar advocacy interests, while building skills such as setting goals, developing project timelines, and clarifying advocacy messages. The course culminates with participants creating and presenting an advocacy project.

NLC's Continuing Education & Corporate Training (CE&CT) department specializes in customized training built to meet the specific training needs of organizations. Experts in providing quality and accessible training, the College developed the course for online delivery, thereby ensuring availability to the geographically distributed libraries within each system. The College's NLC LIVE Online™ delivery model allows for the re-creation of the traditional classroom in an online environment.

Linda Duplessis and Katherine Wiebe, Director and Assistant Director of the Peace Library System, found the collaboration with NLC to be an excellent experience. "Through the course development, pilot, and first offering, NLC was positive, professional, and flexible in their approach. Through this partnership, we created a strong and practical course for public library staff and trustees across Alberta. The convenience of an online course means it will be available to public libraries across the province without the need for extensive travel. This is particularly important for Peace Library System, which serves 45 public libraries across a large area of northwestern Alberta," comment Duplessis and Wiebe.

Edith Mackenzie, Senior Liaison with CE&CT, comments, "It is a privilege to work with the three library systems, who are committed to ensuring this training meets their needs. They have been keen to remain involved through the pilot phase through to the first two offerings, providing constant feedback so that we can adjust the curriculum."

Michelle Toombs, CEO of the Marigold Library System, adds, “This practical course has been highly praised by course graduates for its rich content, professional instruction, and abundant opportunities to share, prepare, and practice. We have already seen impressive results. One library has received funds to replace its roof and another library is on the way to securing increased operational funding while planning for a new facility. Working closely with the wonderfully responsive and expert NLC curriculum specialists has generated many new possibilities for our libraries through successful advocacy.”

Northern Lakes College (NLC), located in northern Alberta, provides quality programs through distributed learning to over 6,000 students annually. NLC offers certificate and diploma programs in Business, Health Sciences and Allied Health, Human Services, Technology, Trades, University Studies, and Academic Upgrading. The College collaborates with partners to offer degree completion opportunities, including a Bachelor of Education and a Bachelor of Social Work. NLC provides professional accreditation and certificate programs through its Continuing Education and Corporate Training Department.

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