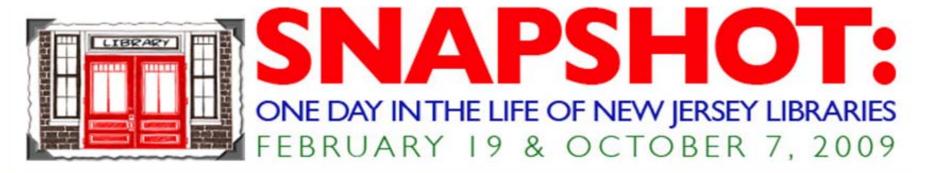


Library Snapshot Day

ALA Office for Library Advocacy

www.ala.org/librarysnapshotday



Snapshot: Results Comments Photos Videos Tips For Librarians

Did you know that 40,000 people visit Disneyland every day? That's pretty amazing, isn't it?

What's even more stunning is that on a typical day, more than four times that number – 160,242 people visited New Jersey's libraries.

The New Jersey State Library and the New Jersey Library Association held two Snapshot Days in 2009, one in February and one in October. The purpose? To capture the impact that New Jersey libraries have on their communities on a typical day. This joint project was a model of collaboration and a great example of a multi-type library project.



We asked librarians from all types of libraries to participate, and participate they did: public and academic libraries, school and special libraries, hospital libraries and government libraries; from the tiniest facility to the largest county systems. We created a quick survey to capture the daily activities of libraries across the state, and hundreds of libraries sent us their survey results. The numbers were impressive. More than 160,000 people walked through our libraries' doors

ALA ALA Connect Contact ALA GiveALA Join/Renew Login

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Library Snapshot Day

- 1. Laying the Groundwork
- 2. Preparing a Budget Presentation
- 3. Citizen Support
- 4. Making the Budget Presentation
- 5. Follow Up

Making Budget Presentations

Navigating a Challenging Budget Year

Empowering Voices,

Library Snapshot Day

A Primer for Creating a Library Snapshot Day in Your State or Locality



We all know that libraries are busier than ever, providing incredible service in these challenging economic times. What if libraries went away, even for a day? What would the impact be on our state and the people we serve? What would happen if there were no libraries? Holding a library snapshot day is a simple way to prove that libraries provide invaluable services to our communities.

This primer was created by Peggy Cadigan, Associate State Librarian for Innovation & Outreach Strategies, New Jersey State Library. All photos are from the New Jersey Library Snapshot Day, used courtesy of the New Jersey State Library and New Jersey Library Association.

Learn about ALA's National Library Snapshot Day Initiative.

CONTENTS

- 1. Why host a Snapshot Day in your state?
- Snapshot Day Committee
- Getting buy-in

Advocacy Clearinghouse



Advocacy tools and resources from ALA.

Моге...

Advocacy Courses Online



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Library Snapshot Day

ssues

Access

Banned & Challenged Books

Broadband & E-Rate

Diversity

Ebooks

First Amendment, Intellectual Freedom & Civil Liberties

Library Snapshot Day: A Day in the Life of Your Library



Library Snapshot Day provides a way for libraries of all types across a state, region, system or community to show what happens in a single day in their libraries. How many books are checked out? How many people receive help finding a job? Doing their taxes? Doing their homework? This initiative provides an easy means to collect statistics, photos and stories that will enable library advocates to prove the value of their libraries to decision-makers and increase public awareness.

Resources

Library Snapshot Day Primer: a step-by-step guide on creating your own Library Snapshot Day.

Snapshot Days by State, See examples from around the nation.

Talk to others about Library Snapshot Day, Visit our ALA Connect page for information sharing, tips, questions and ideas.

Webinars

03/30/11 -- featuring Peggy Cadigan and Rob Banks, View content

12/19/11 -- featuring Craig Seasholes, Washington Library Media Assn. (hear <u>recording</u>) and Ashlee Clark and Marsha McDevitt-Stredney, State Library of Ohio (hear <u>recording</u>). View <u>content</u>.

Planning your own Snapshot Day?

If you're planning to host your own snapshot day, please help ALA make the case for what happens in libraries **across the country** in a single day! It's easy as 1-2-3.

- Let ALA Know! If you are interested in hosting a Snapshot Day, or if you have already hosted one and would like
 to tell us about it, please contact <u>Joaquin Falcon</u>, ALA Office for Library Advocacy, or <u>Michael Dowling</u>, Director of
 the ALA Chapter Relations Office.
- Visit the Library Snapshot Day Primer to get you started. If possible, please use some or all of these
 criteria as part of the information you gather. Although the main purpose of Library Snapshot Day is to help



Snapshot of Library Usage in California

On a typical day over ONE MILLION Californians visit a library

The library is the one free community space that sustains democracy, levels the playing field, values the individual, nourishes creativity, opens young minds, builds community, supports families, builds technology skills and offers sanctuary--all free of charge to the user. [1]

On California Library Snapshot Day: [2]

- 1,012,563 Californians visited a library.
- Library websites were accessed 1,223,887 times.
- 770.831 items were checked out or renewed.
- Librarians answered 93,292 reference questions in person.
- Librarians answered 16,577 reference questions by telephone, email, instant message, text message, mail and more!
- 169,707 people used a library computer.
- 2,170 programs were held for children, teens, adults and families. 62,354 people attended those programs.
- 26,962 people received literacy tutoring, homework help, and information literacy instruction at a library.

SNAPS HOT: - CIPETIC SIGNIFICATION OF THE PROPERTY OF THE PROP

No other organizations or agencies provide Californians with everything that libraries provide and over ONE MILLION Californians on one day in October proved it.

[1] See http://americanlibrariesmagazine.org/features/12212010/12-ways-libraries-are-good-country.

[2] Usage figures are based on data captured by 1,140 public, academic, school and special libraries and library jurisdictions for California Library Spanishot Davin October 2010

Snapshot Day

7

CA Snapshot Day Data Sheet

State Results

Results by Library Type

Participating Libraries

Press Room

Snapshot Day Main Page



LIBRARIES ARE **ESSENTIAL**

Libraries are EDUCATION
Libraries are INFORMATION
Libraries are EFFICIENT





Participate in SNAPSHOTNY: A Day in the Life of a Library
Pick any day between today and February 28th to take your photos and
videos. Pick one of those days to collect your data.

Send your photos to lpost@commservices.net

PHOTOS FROM SnapShotNY 2013



Half Hollow Hills Community Library



TAKE ACTION

to let our lawmakers know that libraries are ESSENTIAL!

Sign up so that we can keep you up to date on funding issues for Libraries in New York State.

TAKE ACTION! Click on the blocks below:

SIGN UP to be a





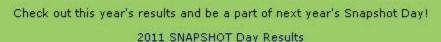


Maryland Library Association



People Need Libraries Libraries Need You

Join libraries all over Maryland in October to celebrate SNAPSHOT DAY. This will be an opportunity to collect statistics, pictures and stories that show how Marylanders love and use their libraries.





Please check back for survey beginning October 10th.



To Contact Us

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Maryland State Department of Education
200 West Baltimore Street
Baltimore, MD 21201
410.767.0436
pisett@msde.state.md.us





2012 Snapshot Day 2011 Snapshot Day Find us on Facebook

Wyoming Snapshot: A Day in the Life of Wyoming Libraries

home

what library users say
snapshot day by the
numbers
about snapshot day
participating libraries
snapshot day instructions
forms, logos and fliers
contact

2011 snapshot day



Wyoming Snapshot Day Oct. 16, 2012

Snapshot Day Photos!

Click to watch a great slideshow from our libraries



SNAPSHOT: A Day in the Life of the Washington State Library

Tuesday, April 17th, 2012 Posted in Articles, For Libraries, For the Public | No Comments »

On Monday, April 9, the Washington State Library participated in Washington Library Snapshot Day—a statewide effort to promote the important work libraries do every day. We collected usage statistics, customer comments, and photographs depicting everyday activities at the Washington State Library, its 16 branches, and the Washington Talking Book and Braille Library.

On Library Snapshot Day, the Washington State Library, including its branches throughout the state:

- Was open for business for a total of q6.83 hours.
- Answered 524 reference questions.
- Was visited by 1,108 patrons (in-person).
- Received 927 unique visitors to its website.
- Circulated 4,493 items.
- Provided 307 individual sessions to persons needing to use computers or access the Internet.
- Provided one-on-one help with computers/technology 86 times.
- Borrowed 66 items by interlibrary loan and lent out 17.

A few more numbers:

Washington library patrons asked 121
questions using the <u>Ask-WA</u> virtual
reference service; libraries across the
etate answered 115 questions from



WTBBL book recording supervisor Theresa shares a laugh with volunteer narrator Rick.

Affecting Libraries 02/22/2013
A Monument for Melody Choir
and Hobo the Dog
Elections – How libraries fared in
2012
WSL Updates for February 21,
2013
Pacific Northwest Collection New
Arrivals: February 2012

ARCHIVES

Select Month



Institutional Library Snapshot Day

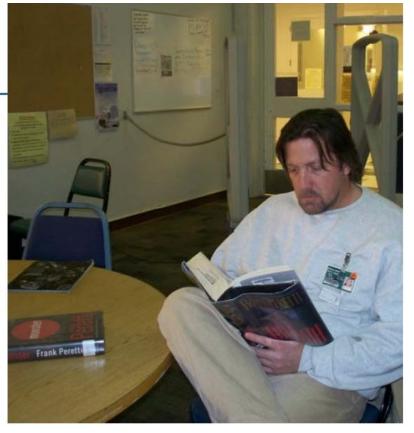
Welcome to your branch of

The Washington State Library

"Where Positive Change Takes Place"

Re-entry Resources

The ILS Branches offer a wide variety of re-entry information resources for patients and inmates preparing to release, including local transitional housing, treatment programs, information on continuing education, Veteran's Benefits upon release, and how to re-instate Voter's Rights. The library



collections aim to provide a wide variety of resources to assist in preparing for re-entry, ranging from books on managing addictions, anger, and mental health issues to developing job-search skills to books on relationships and parenting.

The library has and is helping me with finding work opportunities for my release.

— inmate at Stafford Creek Corrections Center

"I like coming here just to get away. Thank you for the Library." Serenity, East Side High, Grade 11



"The services offered here are very important to me. It's conveniently located near my home and the staff is always friendly and willing to help in any way. It would be a disaster if the services were cut or discontinued in any way." Stan

The Newark Public Library Annual Report 2009

Maine's Public Libraries

2007 vs 2008

Source: 2007 & 2008 Public Library Annual Report

	2007	2008	% Change
Total Library Visits	5,873,213	6,605,629	+ 11%
Total Library Visits per Capita	4.47	5.02	+ 11%
Total Circulation	8,840,746	9,234,607	+ 4%
Total Collections	6,366,601	6,136,483	- 4%
Total Collections per Capita	4.85	4.67	- 4%
Total Library Program Attendance	457,893	516,779	+ 11%
Library Program Attendance per Capita	0.35	0.39	+ 11%
Operating Expenditures per Capita	\$25.21	\$29.96	+ 16%





Lithgow Public Library, Augusta

In Just One Day Participating Kansas Libraries

Statistics from Kansas Libraries' Fall SnapShot Day November 2010

State Library of Kansas



Welcomed 39,037 people.



Loaned
75,827
books, movies
and more.





Answered

4,411 reference questions.





Helped

10,859*
people to access
the web.





Supported

1,945 people in job search activities.



In Just One Day 3rd District Kansas Libraries

Statistics from Kansas Libraries' Fall SnapShot Day November 2010

State Library of Kansas



Welcomed 13,125 people.



Loaned
27,371
books, movies
and more.





Answered 1,552 reference

questions.





Helped

1,487**

people to access
the web.

*47% have no other access available.





Supported
610
people in
job search
activities.





Library Snapshot Day

ALA Office for Library Advocacy

Visit www.ala.org/librarysnapshotday
For more information, contact Marci Merola at mmerola@ala.org



Coordinated by Ashlee Clark Tominey & Marsha McDevitt-Stredney
State Library of Ohio

Every picture tells a story.





Working Together to Support Ohio Libraries











cademic Library Association of Ohio















How can we raise awareness about the value of libraries?





California

Colorado

Connecticut









October [date], 2012

In Just One Day

...you CAN make a difference.

On [weekday] October [date], 2012 the [name of library] is participating in "Ohi Libraries." Snapshot Day is a project of the State Library of Ohio, the Ohio Library Cour Network (OPLIN), the Academic Library Association of Ohio (ALAO), Ohio Library and II consortium of college and university libraries), Information Network for Ohio Schools (IN Library Media Association (OELMA).

During Snapshot Day we are collecting library usage information (such as number of out), patrons' and visitors' comments, and taking photographs and/or recording vide [name of library] and Snapshot Day project partners may share the information, co of library patrons and program participants produced for these purposes, to help illu:

PHOTO and COMMENTS CONSENT & RELEAS

I understand that the State Library of Ohio, Snapshot Ohio project partners (as listed day in Ohio libraries, All type seeking photographs/videos for publications (print and website based-electronic) a residents. informing the general public and lawmakers about the work of libraries. I understand city/town may be used to identify the written comments, photographs, videos, and

authorize and consent to being photographed and/or videoed, and to the display any photographs/videos of me, or in which I may be included with others, in conne Snapshot Day partners (as listed above), and [name of library] publications, web



October _ 2012

Press Release SAMPLE NEWS RELEASE

Modify and send to your local news outlets

For immediate release

For more information contact:

Date:

Name:

Phone Number:

Fax Number:

E-mail:

(NAME OF LIBRARY) Participates in "Snapshot Day: A Day in the Life of Ohio Libe

(Your Town)—The (Name of Library) is joining all types all in the Life of Ohio Libraries" on [weekcom. important academic, public

On October (week details representing added to those of

(Name of Library) Di and be a part of this record levels. We wo for an Ohio library. A Reductions in funding new materials, and sur communicate to lawn

Snapshot Day: A Day in

Ohio Public Library Inform Information Network (Ohi Association (OELMA), and in this advocacy effort by

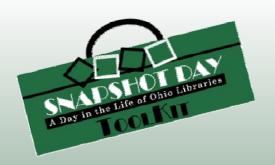


$Picture\ this....$

We are creating a "snapshot" of the library. Get in the picture, share your thoughts, and celebrate Ohio libraries

Tell us about your favorite library memory & why the library is important to you.

Lists | Forms | Survey | Promotion | Press Release | Logos Photo Tips & Suggestions | Flickr



Local News

'Snapshot Day' raises awareness of the importance of libraries

Star Beacon

JEFFERSON - Hender-son Memorial Public Library is joining all types of libraries across the state to participate in "Snapshot Day: A Day in the Life of Ohio Libraries" on Thursday to capture and share information about how important libraries are to the state of Ohio.

On Thursday Henderson Memorial Public Library will compile statistics, customer comments, photographs or video, and other details representing a typical day at the library. The results collected and pictures taken will be added to those of other libraries across the state to raise awareness about the important role of libraries in Ohio.

"We invite patrons and visitors to stop in, or share their comments online, and be a part of this historic day," said Ed Worso, director of Henderson Library. "Libraries are more important than ever to our

OHIO UNIVERSITY





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☐ Film ☐ Friends

☐ General

Home > News > Events > October 8: Help Us Capture the Image of Alden Library on Snapshot Day

October 8: Help Us Capture the Image of Ald Library on Snapshot Day

Posted on October 4, 2012 at 11:22 am. Written by Jessica Hagman

Clermont County Public Library

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29 30 31

lendar View

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ibrary card

Catalog

October 2012

M T W T F S

22 23 24 25 26 27

it of Programs & Events

9 10 11 12 13

16 17 18 19 20

Catalog & About Us

Research & Homework

Services

Books Music Movie

Snapshot Day Contest: Win a Free Digital Camera

We're asking you to click here and tell us: What does the library mean to you? Everyone who submits a comment Oct.

1-13 will be entered in a drawing to win a free digital camera. Your answers will help us take a "snapshot" of the Clermont County Public Library as we capture the importance of our library. The contest is part of a statewide effort called "Snapshot Day: A Day in the Life Ohio Libraries." Our contest is open to all ages, answers must be submitted online at the link above and a winner will be selected Oct. 26.



when vo the wor "library books. F digital a visiting library using cr software explorin materia Archive practici presenta your gro

Library Website

om the crowds and study. This Monday, October 8, Alden Library staff will be capturing a snaj and we would love for you to join us in showcasing the wide variety of work that Ohio Unive culty do in the library every day.

a originated in New Jersey, but libraries across the country have since taken up the challenge rons use library resources and services through digital imagery. Library staff will take photogr October 8 and display those images in the Learning Commons during the Homecoming activit

ff-produced photos, we are asking students, faculty and staff of Ohio University take photos library on October 8 and share those with us on Twitter (include @AldenLibrary or #AldenSnar r Facebook page. We'll be re-tweeting and sharing photos throughout the day, so stay tuned.

Lists | Forms | Survey | Promotion | Press Release | Logos Photo Tips & Suggestions | Flickr

Why is the library important to you?

"Thank you so much for these books-what a blessing. I've always been a reader. That is one thing I miss in losing so much of my vision." "Most simply because it exist. It's a wonderful program and I hope it will continue to be funded because it expands the horizons of those who are dealing with a challenging dilemma. Thanks again for your efforts!"

"I appreciate everything about the Talking Book program. It would be a lonely life without it." "You have opened a whole new world for my mother whose vision is declining." "What I like the best about the Talking Book service is the fact that we have this service. I don't know what I would do without it! Thanks so much!"

"It is a life saver to my mother who was an avid reader and now has difficultly holding and reading large print books."



Ohio Library for the Blind & Physically Disabled at Cleveland Public Library "I am so grateful for the services I could not pick one thing I like best. It has improved my quality of life."



"I'd be an eighty-two year old man sitting alone in the house wondering what to do next. With this program, life is exciting again, it's something to look forward to...You'll never know what a difference you've made in my life, and I thank you very, very much."

"When I lost my vision, I just thought life was over with. But they taught me, how to work on the computer. I was just so grateful. It's very good that they have this available for individuals like my self. I am very grateful for what they've done for me." "I am very grateful for the many years of reading pleasure that you provided free-of-charge for my mother...they gave meaning to her life when there was not much else she could physically do. So I would like to thank your organization for the enormous part you played in her life."



http://library.ohio.gov/snapshotday/toolkit#Promotion



Researching a Topic? This is OhioLINK. Project Due?

State of Ohio Employees...

Why Should You Use OhioLINK?

Get the books you need

Need a book that is not in the State Library collection? Use the State Library of Ohio catalog search box at: www.library.ohio.gov to find and request materials from 90 OhioLINK member libraries, the Center for Research Libraries, plus 22 other public libraries through Search Ohio. See Circulation Overview on the back for information about using your State Library patron card to borrow, renew and return books.

Find articles

No longer receiving professional journals at your office? Get the articles you need for your work or read entire journals, newspapers and magazines online, anytime. There are several different methods you can use to find articles. Start at the State Library website, select State Employees and then OhioLINK Resources for search tips and access information.



www.morary.omo.gov under ta tike to...

Access E-Books

Prefer the convenience of digital content? OhioLINK's growing collection of E-Books covers a wide variety of subjects. This collection includes encyclopedias, dictionaries and other reference works, scholarly books, the American and English Literature collection, and computer and technology titles.

Discover Ohio history

In addition to the Ohio Memory Project (Ohiomemory.org), where you will find historic state and federal documents in the State Library collection, OhioLINK's Digital Resource Commons (DRC) allows you to search through unique materials. The DRC includes instructional, research, historic, and creative materials produced by the University System of Ohio and Ohio's liberal arts colleges.

Easy & Convenient

State employees may access the OhioLINK Resources/Research *Databases anyplace, anytime with their State Library patron card by clicking Access OhioLINK Resources on the left side of the home page of the State Library website at www.library.ohio.gov under I'd like to...

*Library Databases

A library database is an online catalog or index to information resources and publications such as abstracts and articles from magazines, journals and newspapers. Databases may also include books, encyclopedias, practice tests, tutorials, audio, video, image collections, and more.

OhioLINK is a consortium of 90 Ohio college and university libraries, plus the State Library of Ohio, that work together

to get you the information you need, whenever and wherever you need it.

As a charter member, the State Library provides state employees with full access to the catalog, electronic resources and research databases available through

OhioLINK. This includes the OhioLINK

Central Catalog, Electronic Journal

Center, and the Digital Media Center.

How many items are in the collections?

- 49.5 million books and other library materials
- 18.7 million items through Search Ohio (consortium of 22 public libraries)
- Millions of electronic articles
- · 17,000 electronic journals
- 140 databases
- 68,000 ebooks
- Thousands of images, videos and sounds
- 35,000 theses and dissertations from Ohio students

Project Due?

e Resources You Need, Fast!



OhioLINK

Ohio Library and Information Network

35 E. Chestnut St., 8th Floor Columbus, OH 43214 614-485-6722 | info@ohiolink.edu

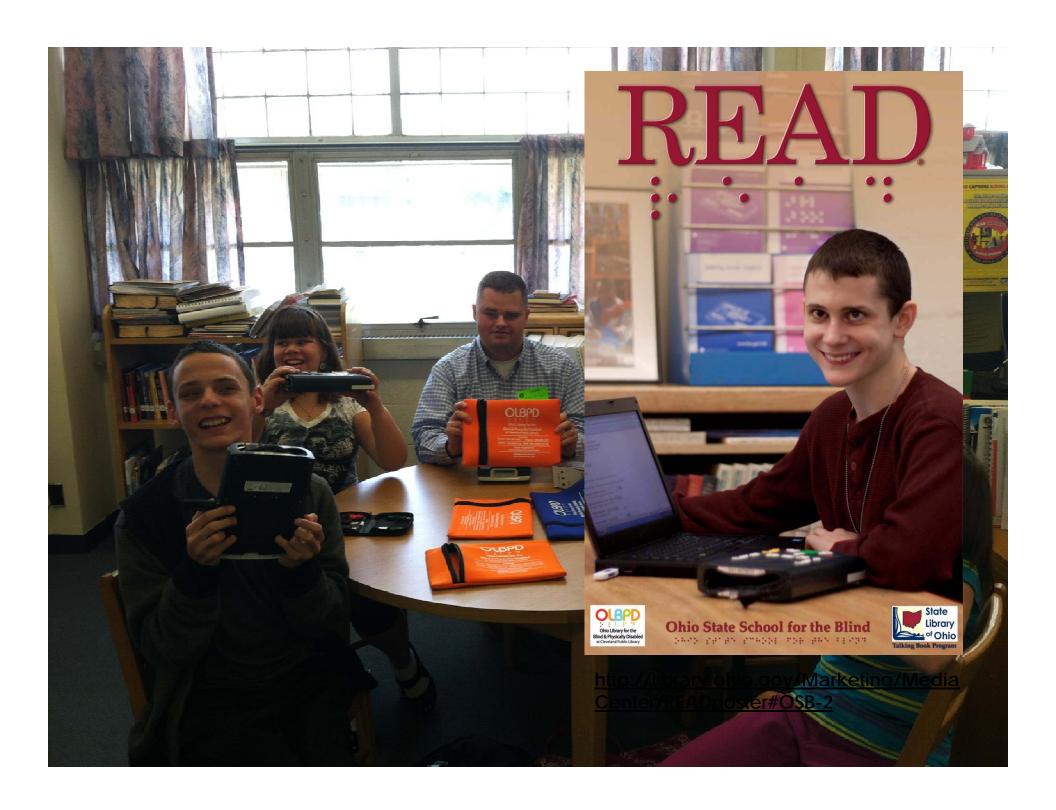
www.ohiolink.edu

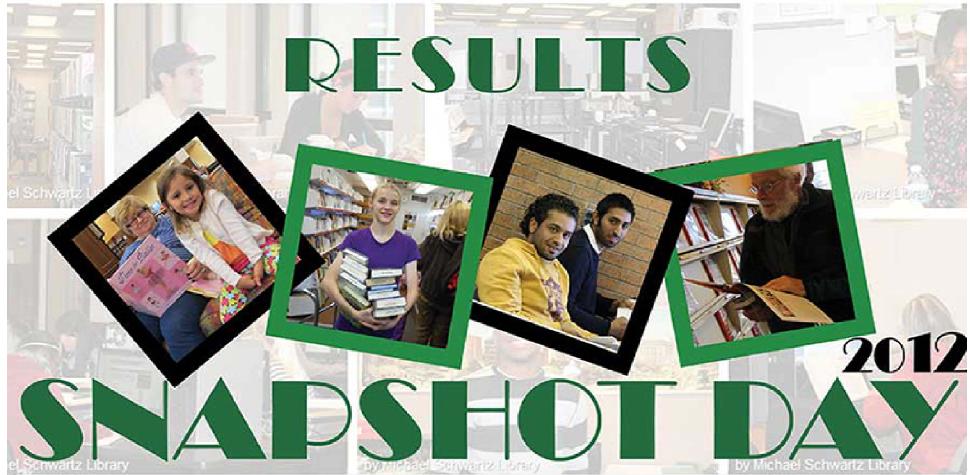
OhioLINK It!

Books · Articles · Multimedia www.ohiolink.edu

OhioLINK's online resources are available to all from the public computers at the State Library.

The State Library of Ohio is an Equal Opportunity Employer.





A Day in the Life of Ohio Libraries

http://www.library.ohio.gov/snapshotday/2012Results







http://www.flickr.com/photos/85903762@N00/6361169881/in/photostream



A Day in a Minute

This is a time-lapse film compressing a 12-hour day at the Westlake (Ohio) Public Library in minute. It was created as a part of "Snapshot Day: A Day in the Life of Ohio's Libraries" on November 16

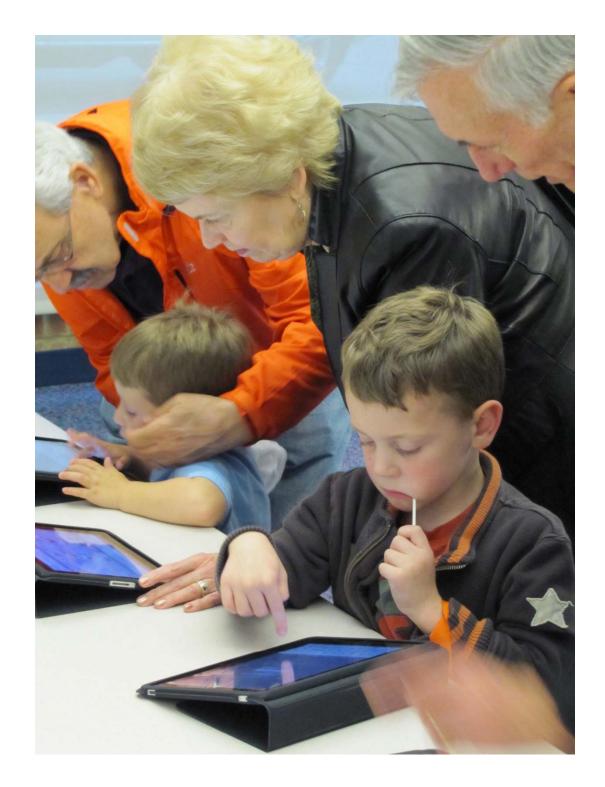








http://library.csuohio.edu/promos/snapshotday.htm



"The Family Reading Festival also included a Technology Petting Zoo, where participants could check out iPads and eReaders."

Worthington Libraries, 2011





Charles a recent parole finds freedom!

"This library gives a person time to think and check out things he's got questions about without any aggravation."



NELSONVILLE + THE PLAINS + ATHENS + CHAUNCEY + WELLS (ALBANY) + COOLVILLE + GLOUSTER

Aday in the life at the library





"We live in an image society. Speeches are not what anybody cares about; what they care about is the picture."— Madeleine Albright







One day, 7 branches













No excuses!

Photo Release Form

I grant permission to Athens County Public Libraries to use photographs taken of me at the library for publication in brochures, newsletters, the iwebsite, and other publicity pieces.

I hereby waive any right to inspect or approve the finshed phot graphs or print at matter that may be used in conjunction with them now or in the future, whether that use is known to me or unknown.

I hereby agree to release, defend, and hold harmless Athens Grounty Public Libraries, including any fir publishing and/ σ d stributing the finiled product involve or inpart, from and against any claims, damages or liability arising from or related to the use of the photographs, including but not limited to any misuse, distortion, bluring, alteration, optical illusion, or in the taking, processing, reduction or production of the finshed μ roduct, its publication μ d stribution.

I am 18 years of age and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this releases. I understand that I am free to address any specificquestions regard ng this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledge acceptance of the terms of this release.

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demonstrations, slides, and video presentations. I grade of "B" or better AND permission from instanditional clay.

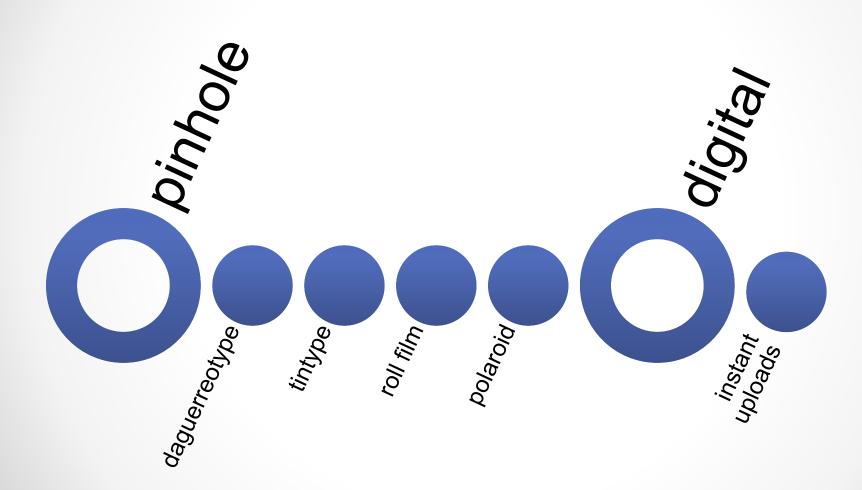
BEGINNING DIGITAL PHOTOGRAPHY
This class will be devoted to digital photography technough a series of digital photography lessons. The Photoshop Elements. The second nine weeks studen images. Students will be required to spend time outs camera with a minimum 7 mega pixel resolution, to are required for this class. CELL PHONE CANANY DIGITAL PHOTOGRAPHY CLASS

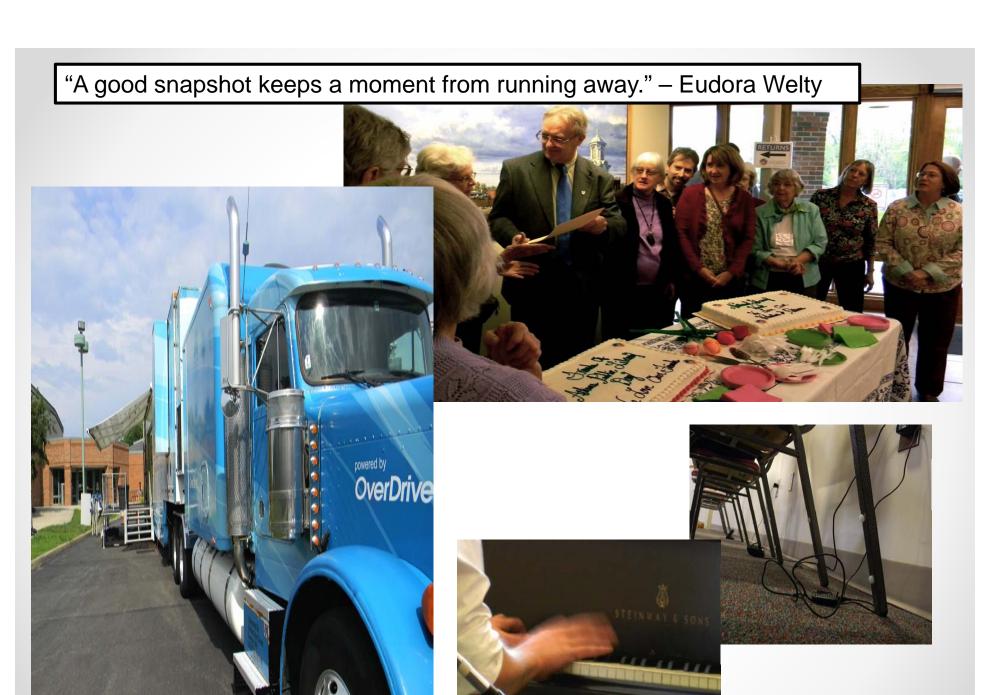
ADVANCED DIGITAL PHOTOGRAPHY

Students will focus on advanced photographic digital a Elements. Portfolio development is emphasized in this work to the class website or have a gallery exhibition.



No excuses!





Social Media (don't groan!)



The newest research on social media suggests a picture is worth even more than a thousand words when it comes to strengthening your company's brand. - Forbes

Speaker of the Ohio House of Representatives, William Batchelder: "A regular day at the library for you might be a big day at the library for someone else."





National Library card sign up month

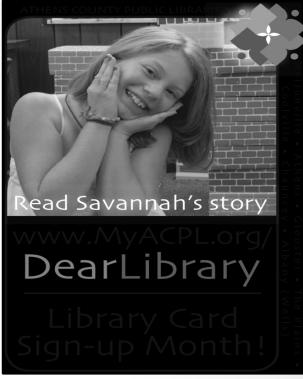
Library Stories



"Today, I am not going to the library for the usual book perusal. Instead, I am going to the library to watch a movie."







To see winning library stories, patrons could either:

- 1. Look at library website
- 2. Check Facebook
- 3. Check Twitter
- 4. See the ads in the two local papers





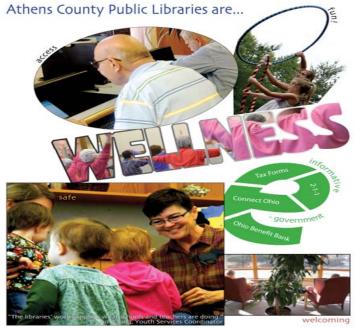






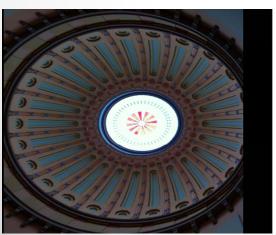






LEGISLATIVE DAY 2013











Amy Tan's visit: news, radio, website, flyers, Facebook, Twitter, blog posts, word of mouth







KNOW YOUR COMMUNITY

- *Experiment!
- *Observe
- *Initiate
- *Engage how much do you want to be a part of people's day?
- *Ask
- *Tell
- *Share

BE MORE THAN JUST A BUILDING WITH BOOKS

Questions?



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Advocacy
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Marsha McDevitt-Stredney
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