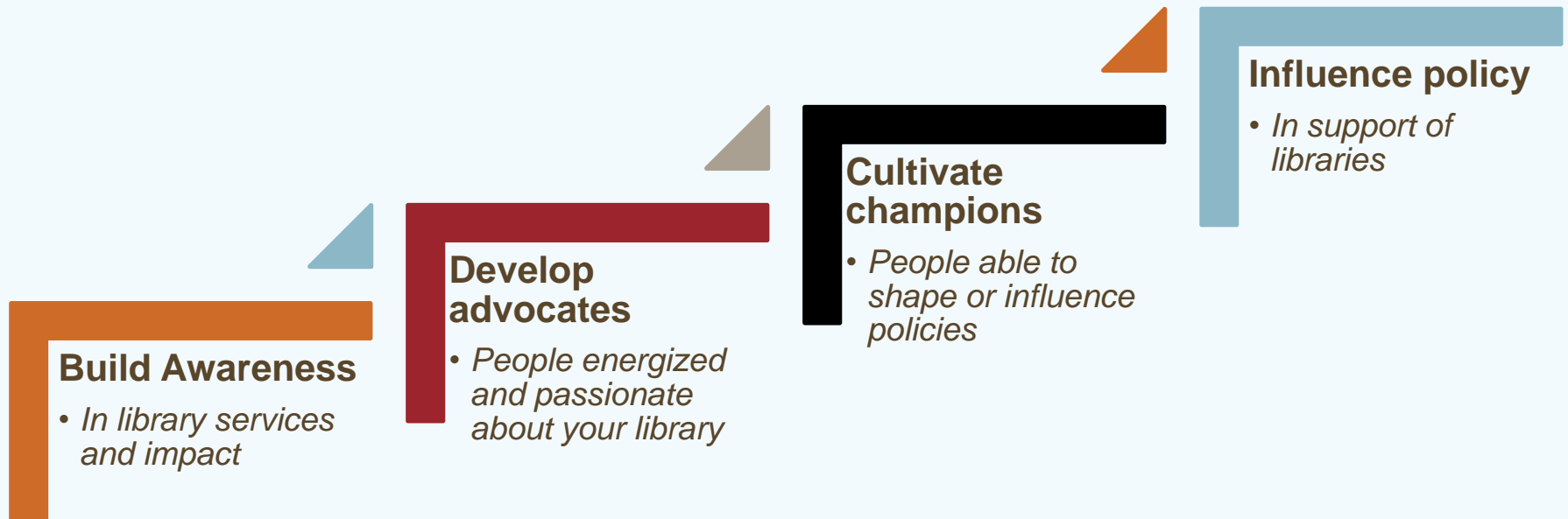


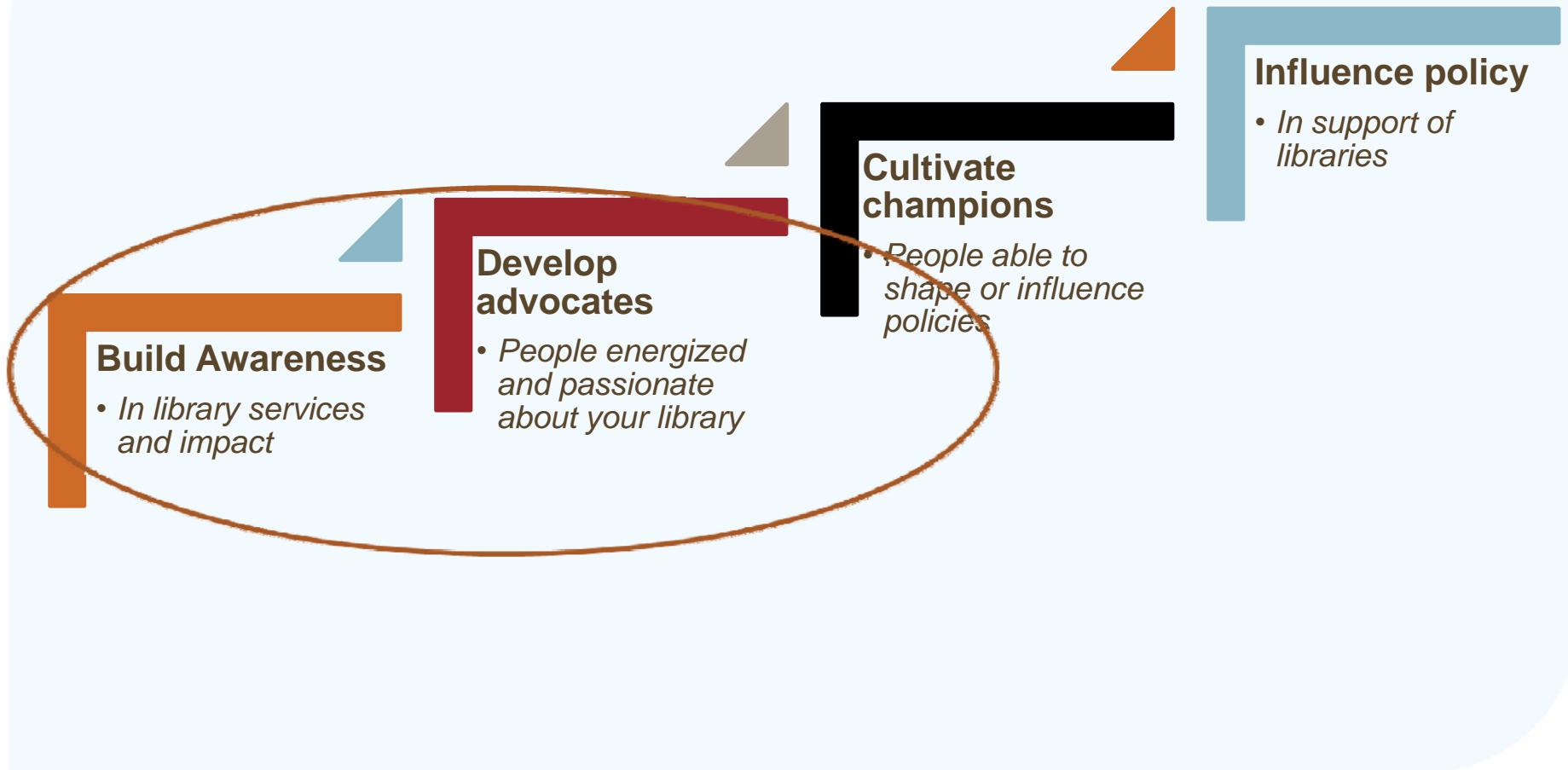
**Energize Your Base: Tips and
tools to raise awareness and
build support for library
services**

The background features large, abstract geometric shapes. A large teal shape is positioned in the upper left, and a large grey shape is in the lower right. A small dark blue shape is in the top right corner.

From awareness to funding



Energize your base



Tip and Tools to Raise Awareness

■ Library Videos

- Karen Archer Perry, Bill & Melinda Gates Foundation
- Sharon Morris, Colorado State Library
- Hallie Rich, Cuyahoga County Public Library

■ Data Visualization

- Linda Hofschire, Colorado State Library
- Jamie Hollier, Commerce Kitchen

■ Geek the Library

- Jennifer Pearson, OCLC Community Relations

Energize Your Base: Library videos Driving views; Changing perceptions

November 14, 2012

BILL & MELINDA
GATES *foundation*

Sharon Morris
Director of Library Development
Colorado State Library



Hallie Rich
Marketing & Communications Director
Cuyahoga County Public Library



Karen Archer Perry
Senior Program Officer
Bill & Melinda Gates Foundation



Library Videos

- Nine new videos
- Featuring:
 - Craig, Alaska
 - Los Angeles, California
 - Keenesburg, Colorado
 - Washington, DC
 - Cuyahoga County, Ohio
 - Bennettsville, South Carolina
 - Houston, Texas
- Use them!

Libraries: Narrowing the Digital Divide
by Bill & Melinda Gates Foundation

▶ Play all

Like Share Hangout 2 likes, 0 dislikes

- 1 **Libraries: Changing Lives, Transforming Communities | Bill & Melinda ...**
by GatesFoundation 7,136 views 4:03
- 2 **Libraries: More Than Books | Bill & Melinda Gates Foundation**
by GatesFoundation 1,438 views 1:59
- 3 **Libraries: Opening Doors and Creating Possibilities | Bill & Melinda Ga...**
by GatesFoundation 111 views 1:54
- 4 **Libraries: Access to Opportunities | Bill & Melinda Gates Foundation**
by GatesFoundation 379 views 2:43
- 5 **Libraries: An Intellectual Paradise | Bill & Melinda Gates Foundation**
by GatesFoundation 173 views 2:22
- 6 **Libraries: Linking Seniors in a Digital World | Bill & Melinda Gates Fou...**
by GatesFoundation 222 views 2:29
- 7 **Libraries: A New Home for the American Dream | Bill & Melinda Gates ...**
by GatesFoundation 93 views 3:26
- 8 **Libraries: Expanding Boundaries and Shrinking Borders | Bill & Melind...**
by GatesFoundation 217 views 3:29
- 9 **Libraries: Partners in Health | Bill & Melinda Gates Foundation**
by GatesFoundation 78 views 2:45

Library Videos

- Nine new videos
- Featuring:
 - Librarians, patrons, services
 - Rural, urban and suburban
 - Workforce development
 - Health information
 - Digital literacy
 - Homework and education
 - Technology, broadband, training
- Libraries: Changing lives – One Connection at a time

Libraries: Narrowing the Digital Divide
by Bill & Melinda Gates Foundation

▶ Play all

Like Share Hangout 2 likes, 0 dislikes

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by GatesFoundation 217 views 3:29
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by GatesFoundation 78 views 2:45

Library Videos

- [Libraries: changing lives, transforming communities](#)

One in three people in the U.S. do not have home access to the internet. See how libraries are changing the way we connect.



“Libraries, like education, are the great equalizer.”

Library Videos

- [Libraries: An Intellectual Paradise](#)

See how the Benjamin Franklin Library is giving Boyle Heights citizens the chance to explore and soar.



“The library today is more of a community center.”

Library Videos

- [Libraries: A new home for the American dream](#)

See how new immigrants in Los Angeles are using the Chinatown Library to build community, learn and improve their lives.



Library Videos

- [Libraries: Access to Opportunities](#)

For millions, libraries are the only source to broadband internet. See how the Cuyahoga County Public Library is changing lives for the better.



“Libraries matter because they change people’s lives.”

More videos

- [Libraries: Linking Seniors in a Digital World](#)
See how computer training and access to technology are empowering seniors in Houston.
- [Libraries: Partners in Health](#)
See how patrons – and patients – in DC use libraries to make informed medical decisions and improve their lives.
- [Libraries: More than Books](#)
We know librarians can help with books. In Colorado and elsewhere, librarians are helping patrons build skills and explore new careers.
- [Libraries: Opening Doors and Creating Possibilities](#)
See how computers and Internet access are putting job-seekers in South Carolina into the workforce.
- [Libraries: Expanding Boundaries and Shrinking Borders](#)
See how libraries bringing the world to rural Alaska.

Videos only have value if people watch them...

Site	Views	Site	Views
Overview	7039		
Boyle Heights	158	Chinatown	89
Houston	208	DC	75
Colorado	1400	South Carolina	101
Cuyahoga	370	Alaska	164

Drive views; Change perceptions; Watch [stats](#) change

Colorado Video Statistics

- Libraries: More than Books

Most librarians can help you find books. But in Colorado, they are helping patrons build skills and explore new careers.



How did Colorado Drive Views and Value?

■ Internal Dissemination

- Sent to State Library and Dept. of Education via email
- Showed videos in staff and management team meetings

■ Library Dissemination

- Sent links to videos on library email lists throughout Colorado
- Asked Colorado library staff to share videos with people in their communities
- Showed videos at regional and state library conference including awards event with Lt. Governor
- Showed videos at ALA program in Anaheim
- Distributed video links to national email lists – COSLA, CE Forum, ALA Learning

Bridging Colorado's Great Digital Divide
Colorado's Public Computer Centers, a BTOP Project

How did Colorado Drive Views and Value?

■ Stakeholder Distribution

- Posted links to videos from our blogs, facebook, twitter accounts
- Embedded videos in State Library homepage
- Wrote article for online newsletter with link to videos – sent to state-level leaders including Gov. office
- Showed videos at Project Encompass – regional community stakeholder meetings in Delta and Weld counties
- Showed at award ceremony for Colorado's Project of the Year Award: Bridging Colorado's Digital Divide, attended by Governor and others

Libraries: More Than Books | Bill & Melinda Gates Foundation



GatesFoundation · 310 videos



Click to view stats

1,438

22 likes, 0 dislikes



About

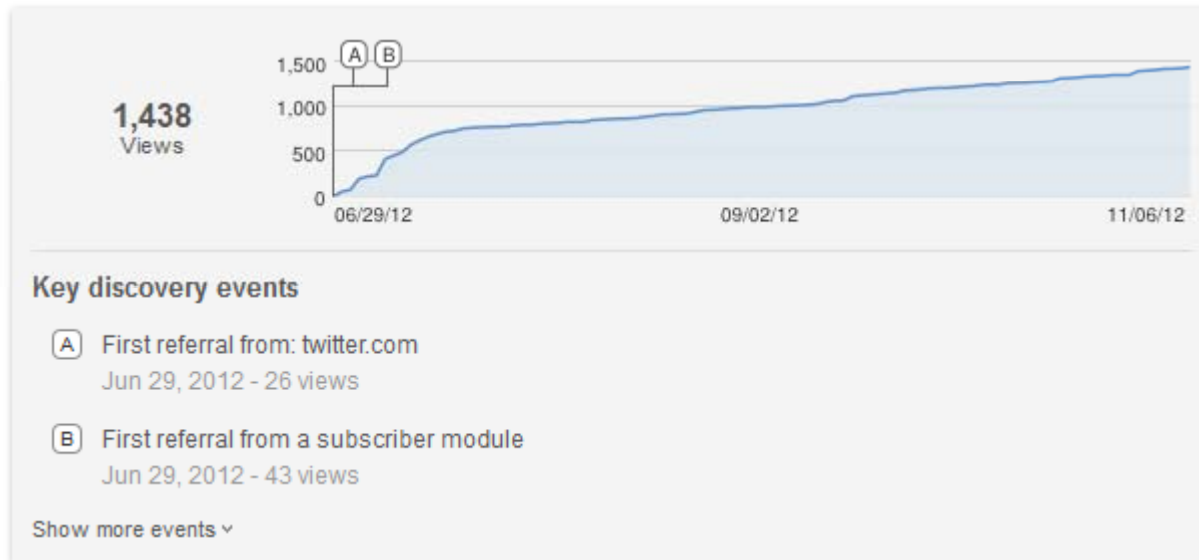
Share

Add to



Video statistics

Views and discovery



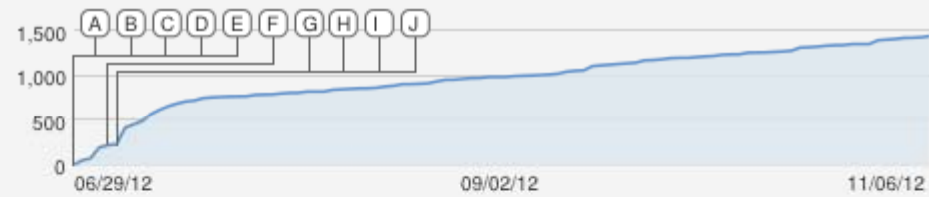
Engagement

Audience

Top locations

Views and discovery

1,438
Views



Key discovery events

- A** First referral from: [twitter.com](#)
Jun 29, 2012 - 26 views
- B** First referral from a subscriber module
Jun 29, 2012 - 43 views
- C** First embedded on: [facebook.com](#)
Jun 29, 2012 - 51 views
- D** First referral from: [facebook.com](#)
Jun 29, 2012 - 59 views
- E** First view from a mobile device
Jun 29, 2012 - 132 views
- F** First referral from related video: [Libraries: Changing Lives, Transforming Communities | Bill & Melinda Gates Foundation](#)
Jul 5, 2012 - 110 views
- G** First referral from related video: [Where's the Controversy in Saving Lives?](#)
Jul 6, 2012 - 30 views
- H** First embedded on: [huffingtonpost.com](#)
Jul 6, 2012 - 41 views
- I** First embedded on: [impatientoptimists.org](#)
Jul 6, 2012 - 45 views
- J** First embedded on: [state.co.us](#)
Jul 6, 2012 - 47 views

Cuyahoga County Public Library

- [Libraries: Access to Opportunities](#)

For millions, libraries are the only source to broadband internet. See how the Cuyahoga County Public Library is changing lives for the better.



How will CCPL Drive Views and Value?

- **Leverage video asset to tell broader CCPL story**
 - Demonstrates an urgent community need



How will CCPL Drive Views and Value?

- **Leverage video asset to tell broader CCPL story**
 - Reinforces CCPL's role as essential community gathering space



How will CCPL Drive Views and Value?



How will you drive views and value?

- Send people the link
- Like, Like, Like
- Tweet
- Facebook
- Newsletter
- Local article
- Blog posts
- Add to your signature block
- Radio
- Integrate into other campaigns
- ...

How could videos fit into a broader plan to energize your base of library support?

DATA VISUALIZATION

WITH LINDA HOFSCHIRE AND JAMIE HOLLIER



INTRODUCTION



Linda
@lrs_co

&

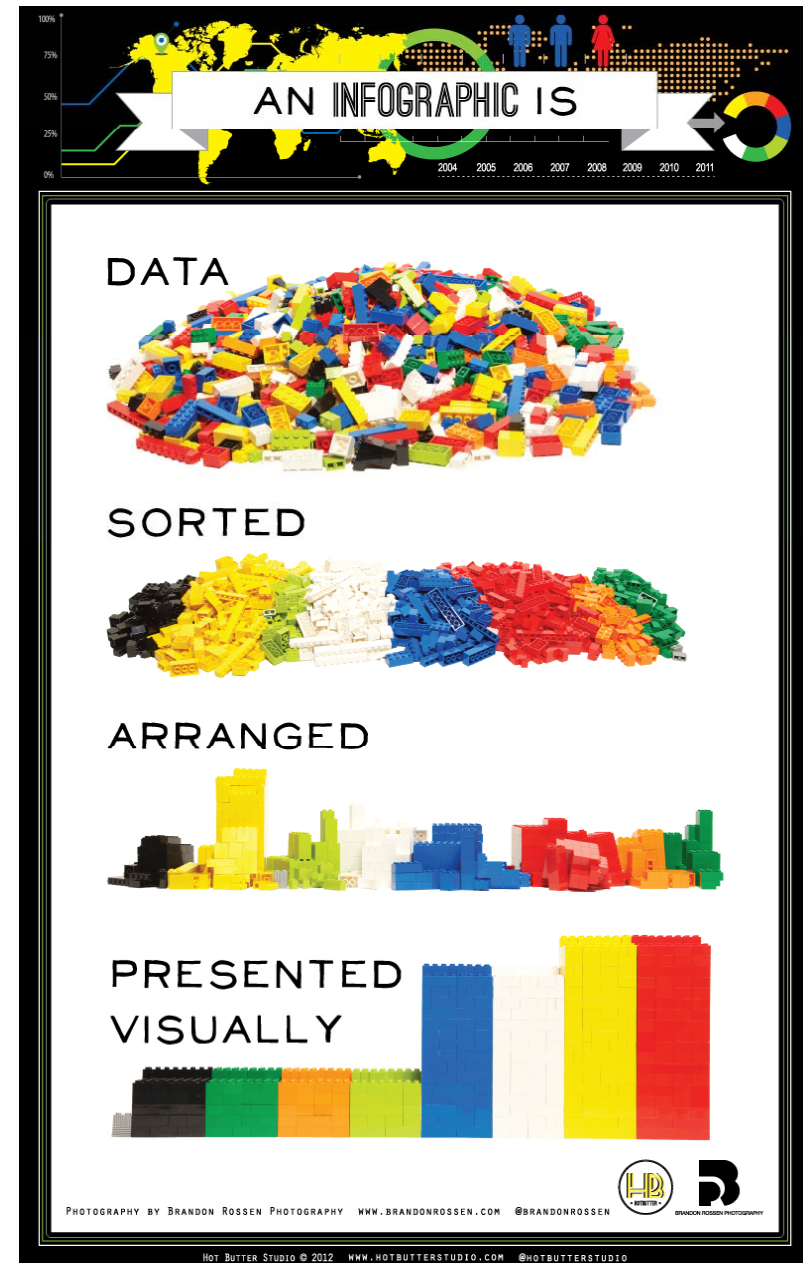


Jamie
@valentinelulu



STEPS FOR SUCCESS

- **Begin with numbers**
- **Understand your goals and audience**
- **Do your research**
- **Find your story**
- **Craft your data**
- **Establish your approach**
- **Design & refine**
- **Share**



BEGIN WITH NUMBERS



UNDERSTAND YOUR GOALS AND AUDIENCE



DO YOUR RESEARCH



Data element	Report		Collection Point		
	Quarterly Report	Annual Report	Grant Application	Compliance Officer	Website
Personnel \$	X			X	
Broadband speed	X	X	X		X
Type of class	X	X			X
Equipment \$	X			X	
Scheduled one-to-one tutoring sessions					X
Hours open per 48-hr weekend	X	X	X		X

Facility

Training Programs

Open Access

Narrative

Workstations

Prior to the BTOP grant, number of workstations available to the public: 134

Of these, how many workstations have been replaced using BTOP funds? (to date)

In addition to replaced workstations, how many new workstations have been added using BTOP funds? (to date)

Broadband

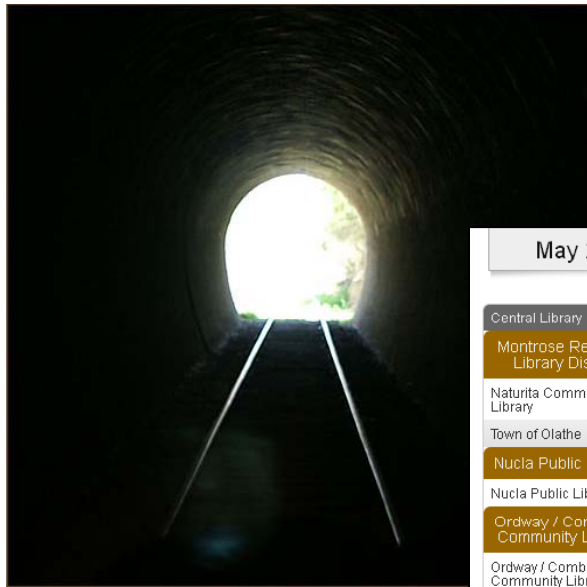
Broadband download speed prior to grant: 100.00 (Mbps)

Current broadband download speed: (Mbps)

Hours

	Prior to Grant	Current
Total Number of Hours per Week Monday through Friday	44	<input type="text"/>
Total Number of Hours per Week Saturday and Sunday	8	<input type="text"/>





May 2011 Report

Central Library

Central Library

- Montrose Regional Library District
- Naturita Community Library
- Town of Olathe
- Nucla Public Library
- Nucla Public Library
- Ordway / Combined Community Library
- Ordway / Combined Community Library
- Pikes Peak Library District
- Cheyenne Mountain Branch Library
- Penrose Library
- Sand Creek Branch Library

Facility
Training Programs
Open Access
Narrative

Workstations

Prior to the BTOP grant, number of workstations available to the public:

Of these, how many workstations have been replaced using BTOP funds? (to date)

In addition to replaced workstations, how many new workstations have been added using BTOP funds? (to date)




Broadband

Broadband download speed prior to grant: (Mbps)

Current broadband download speed: (Mbps)

Hours

	Prior to Grant	Current
Total Number of Hours per Week Monday through Friday	53	
Total Number of Hours per Week Saturday and Sunday	12	



SURVEY FATIGUE

No More Questions!



DATA SOURCES



Colorado Public Library Statistics - 2011

Your Saved Searches (click)

Having trouble? The Stats tool works best in **Firefox** and the latest version of Internet Explorer. For IE 7/8 try turning on **Compatibility Mode**.

Year(s)/Libraries	Statistics	Save	Results
--------------------------	-------------------	-------------	----------------

[Output as .csv \(Excel and Equiv.\)](#) [Change Libraries](#) [Change Statistics](#)

2011

Library↑ ↓	Visits per Capita↑ ↓	Circulation per Capita↑ ↓	Program Attendance per 1000 Served↑ ↓	Staff per 1000 Served↑ ↓	Print Volumes per Capita↑ ↓
AGUILAR PUBLIC LIBRARY	-	-	-	-	-
AKRON PUBLIC LIBRARY	5.88	7.58	1,017.07	0.59	4.13
ALAMOSA PUBLIC LIBRARY	12.16	12.03	520.03	0.72	4.52
ARAPAHOE LIBRARY DISTRICT	9.35	19.39	492.33	0.94	1.68
AURORA PUBLIC LIBRARY	2.28	2.33	30.30	0.15	0.69
BACA COUNTY PUBLIC LIBRARY	2.05	1.80	20.55	0.30	2.64
BASALT REGIONAL LIBRARY DISTRICT	15.64	16.28	847.54	1.18	3.93
BERTHOUD COMMUNITY LIBRARY DISTRICT	3.26	6.79	262.42	0.49	2.15
BOULDER PUBLIC LIBRARY	10.09	14.14	688.19	0.77	2.77
BROOMFIELD/EISENHOWER PUBLIC LIBRARY	6.03	11.54	444.89	0.50	2.69
BURLINGTON PUBLIC LIBRARY	-	7.16	176.18	0.59	5.52
CANON CITY PUBLIC LIBRARY	10.11	17.76	908.08	0.73	4.32

PUBLIC LIBRARIES & THE INTERNET

IPAC
INFORMATION POLICY & ACCESS CENTER

ABOUT | ANALYSIS | ADVOCACY | HOME

U.S. Public Libraries Weather the Storm

The American Library Association and the Information Policy center are collaborating on the "U.S. Public Libraries Weather the Storm" report. [Read more](#)

The U.S. Public Library Challenge: Use vs. Funding, FY2011-2012

INCREASED PUBLIC USE

Technology Electronic FLAT OR DECREASED

ANALYSIS

COMMUNITY ACCESS & PUBLIC LIBRARIES

BROADBAND & PUBLIC LIBRARIES

Mobile Version

SEARCH Libraries

Pew Internet
Pew Internet & American Life Project

a project of the
PewResearchCenter

Pew Internet » Libraries

HOME • PUBLICATIONS • PRESENTATIONS • PARTICIPATE • DATA • BLOG • ABOUT • CONTACT

Younger Americans' Reading and Library Habits

by Kathryn Zickuhr, Lee Rainie, Kristen Purcell, Mary Madden and Joanna Brenner
October 23, 2012

More than eight in ten Americans ages 16-29 read a book in the past year, and six in ten used their local public library. Many say they are reading more in the era of digital content, especially on their mobile phones and on computers.

[Read More »](#)

FROM THE BLOG
LIBRARIES IN THE DIGITAL AGE

The smell of books
September 28, 2012

What's in a smell? A book in any format may read the same, but it seems there's something about the smell of print that e-books just can't capture—for now.

Notes from ALA 2012
July 09, 2012

Director Lee Rainie shared findings from our new report on e-book lending at libraries at the 2012 ALA Annual Conference on Sunday, June 24. He also discussed general reading trends, the rise of e-books, and library patrons' experiences with e-book borrowing. Research Specialist Kathryn Zickuhr also discussed our research at a session of the ALA's Spectrum Leadership Institute on Monday, June 25.

[Read more »](#)

MORE RECENT PUBLICATIONS

Libraries, patrons, and e-books
by Kathryn Zickuhr, Lee Rainie, Kristen Purcell, Mary Madden and Joanna Brenner
June 22, 2012

12% of e-book readers have borrowed an e-book from a library. Those who use libraries are pretty heavy readers, but most are not aware they can borrow e-books.

The rise of e-reading
by Lee Rainie, Kathryn Zickuhr, Kristen Purcell, Mary Madden and Joanna Brenner
April 04, 2012

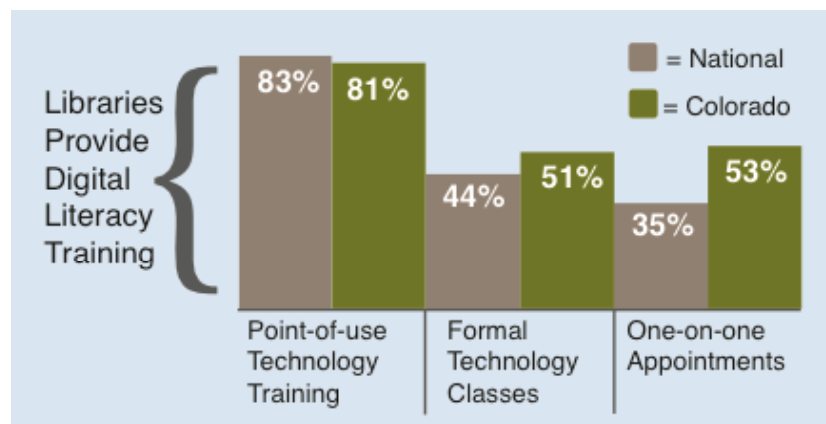
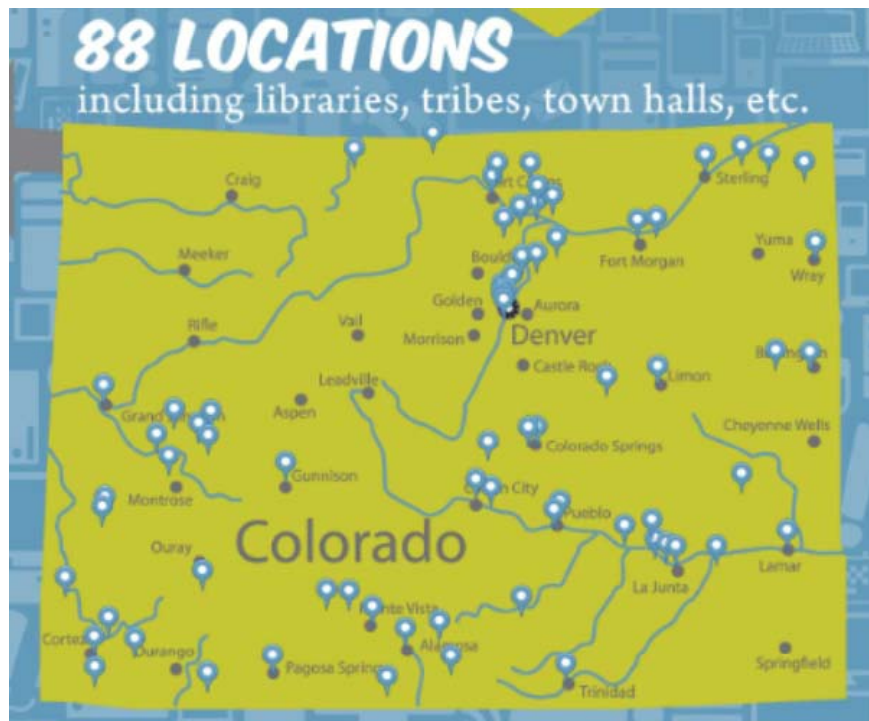
UPDATES

Subscribe to our mailing list.

once upon a time

CRAFT
YOUR
DATA



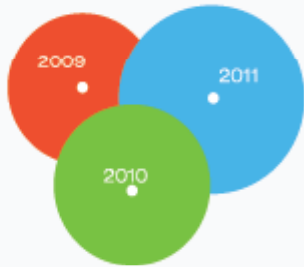


School Librarians Foster 21st Century Skills³

<p>Critical Thinking</p> <p>Students annotate and evaluate text using Diigo.</p> <p>Sandy Novak @ Cimarron Middle School</p>	<p>Collaboration</p> <p>Students collaborate with their peers in Japan and Columbia to explore literature from around the world.</p> <p>Cheryl Birt @ Ponderosa High School</p>	<p>Invention</p> <p>Students create posters and videos to help market La Bohème for Opera Colorado.</p> <p>Pete Vincelette @ Mountain Ridge Middle School</p>	<p>Self Direction</p> <p>Students develop professional ePortfolios and organize their learning using Google Apps.</p> <p>Paula Busey @ ThunderRidge High School</p>	<p>Information Literacy</p> <p>Students deepen their knowledge of American history using online primary sources.</p> <p>Denise Taggart @ Sand Creek Elementary School</p>
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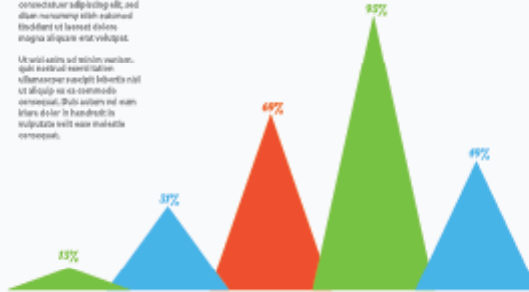
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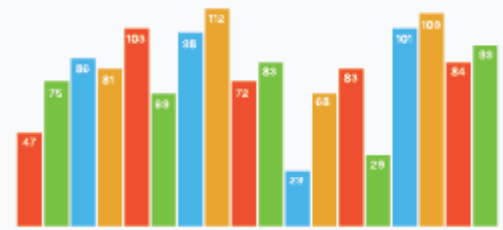
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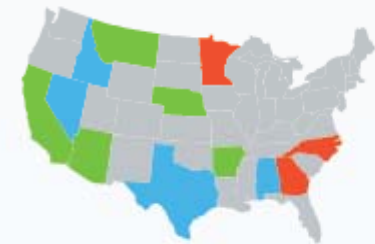
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ESTABLISH
YOUR
APPROACH

Title	
Impact on Student Achievement	
Poverty Level Info	
Access to School Librarian	
Highly Effective	
Sources	Logos



STAR WARS

VS.




STAR TREK

Star Wars and Star Trek share not only similar names, but arguably similar fandoms. Many times, fans have an appreciation for both--or a professed hatred for one. A key feature of these universes is technology. Whether or not one universe is technologically superior to the other is a subject of great debate.




PERSONAL WEAPONS

Both sides come with heavy artillery of the concentrated light variety, but if it comes down to The Force versus the Vulcan neck pinch, is there any contest?

*Hint: mind control trumps squeezing a neck between your fingers,
but a phaser beats a lightsaber any day.*

-  Lightsabers
-  Blasters
-  The Force

LIGHTSABER

-  Phasers
-  Photon and Stun Grenades
-  Vulcan neck pinch

PHASER PARTICLE GUN

1968

LOCATION LOCATION LOCATION

1st September 1968



The library relocated to its present facility at 206 South Broadway, the former Heinen/Rosner Ford show room.

[More →](#)

FRIENDS OF THE LIBRARY

1st March 1982

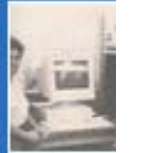


Our Friends have donated equipment and supported programs for more than 30 years. Their annual book sale every spring brings in funds and generates a...

[More →](#)

AUTO

27th Oct



NO. 1

ers the first District
sas was voted into
y an elected board of

[More →](#)

STORY TIME

1st September 1969



Librarian Clara Nell German started Story Time on Friday mornings and the tradition continues with stories, songs, finger play and more. We now have...

[More →](#)

BOND ISSUE

1st November 1987



The bond issue to purchase Broadway building and to north passed. Three separate fronts were converted to a library.

1967

1st September 1968

1st September 1969

1st March 1982

1st November 1987

2001

2002

2003

2004

2004



How to Google

Search terms called '**operators**' can help you get far more specific results than you would by only using generic search terms. Here are some of the most useful.

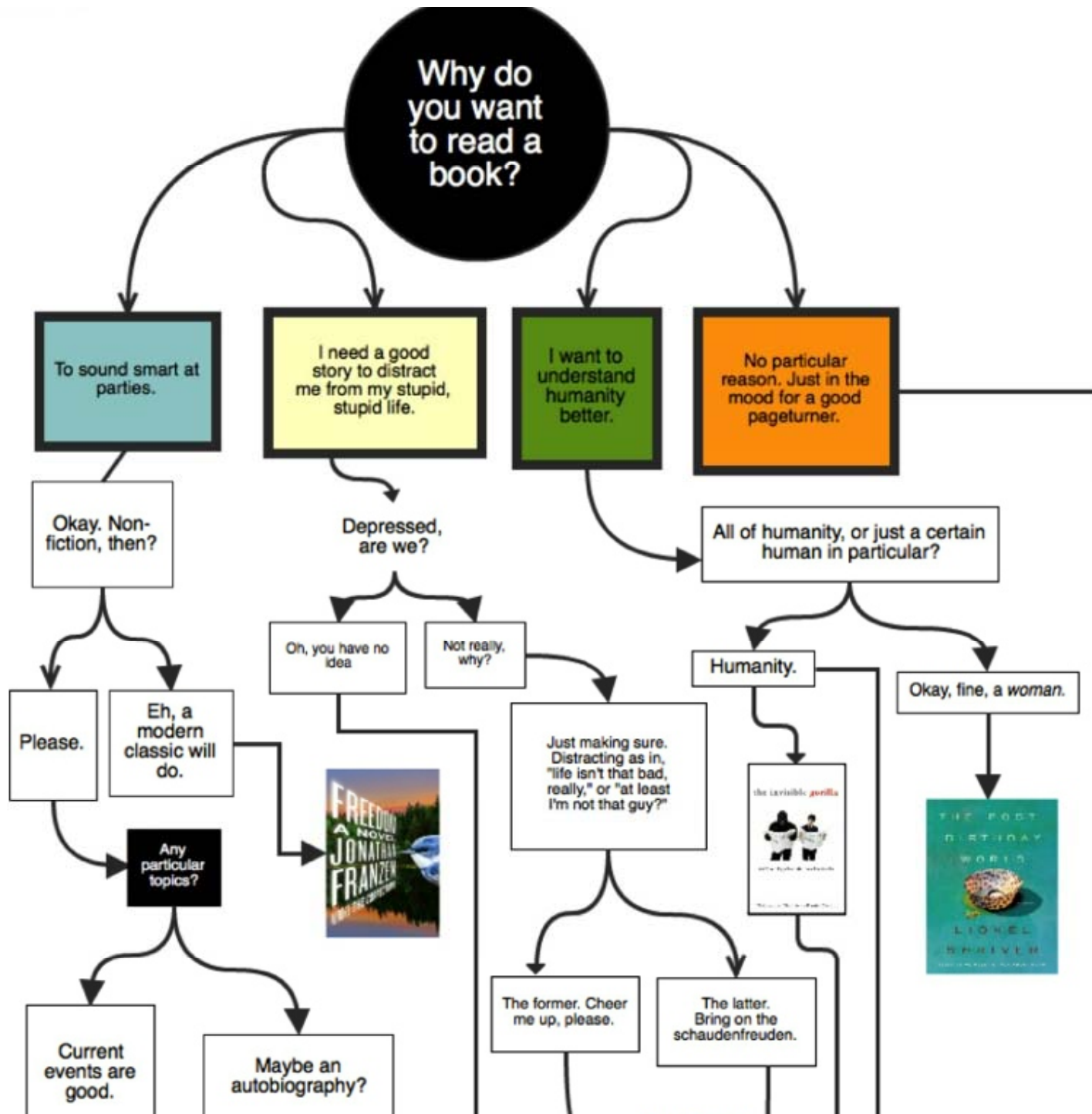


What You Want

NYTimes **articles** about test scores in college, but not the SATs, written between 2008 and 2010.



How To Google It



ANATOMY *of a* LIBRARIAN



A DISSECTION
OF MODERN
LIBRARIANSHIP

AGE DEMOGRAPHICS



Age 20-24

1%



Age 25-54*

75%



Age 55+

24%

*Growth is expected to be as fast as the average and job opportunities are expected to be favorable, as a large number of librarians are likely to retire in the coming decade.

COMPARED INCOME



AVERAGE HOURLY EARNINGS (\$/HOUR)

Librarian
 Registered Nurse
 All Occupations

Benefits of a Digitally Literate Community

Civic Engagement

35% of people seek information online **about local government**



43% of people seek information online **about local transportation**

54% of U.S. adults went online to get news or information about the 2010 midterm elections



Workforce

8 out of 10 Fortune 500 companies today require online job applications



Using the Internet to look for a job **reduces average unemployed time by 25%**



50% of today's jobs require some tech skills – this is expected to **grow to 77%** in the next decade

Economic Development

The internet accounts for **21% of GDP growth** in the last 5 years in mature countries



Internet usage results in a **10% increase** in productivity for small & medium businesses



51% of adults that get news and information about restaurants rely on the internet for that information



Health



67% feel that easier access to medical information online has made them **better informed as a patient**

80% of internet users have looked online for health information



Electronic Health Records and Remote Monitoring tech alone could create over **\$700B** in net savings over 15 - 25 years

Education

Almost half of college students take at least one class online



8 out of 10 teachers say that elearning increases student engagement and quality of work



There have been over **1 million** K-12 enrollments in online courses



Sources: How the Public Perceives Community Information Systems and The Internet and Campaign 2010, 3/2011, Pew Internet and American Life Project; FCC and Connect To Compete Tackle Broadband Adoption Challenge, 10/2011, FCC; Study Shows Using Internet to Find Work Reduces Time Spent Unemployed, 10/2011, University of Colorado; Internet matters: The Net's sweeping impact on growth, jobs, and prosperity, 5/2011, McKinsey Global Institute; Where People Get Information About Restaurants and Local Businesses, 12/2011, Pew Research Center's Project for Excellence in Journalism; Health Care Highlights, FCC; The Social Life of Health Information, 5/2011, Pew Internet & American Life Project; Wolters Kluwer Health Q1 Poll: Self-Diagnosis, 5/2012; Going the Distance: Online Education in the United States, 2011, Babson Survey Research Group; The Positive Impact of eLearning, 2012, Intel; How the Internet is Revolutionizing Education, 6/2011, Wired Academic

The Digital Divide

A lack of digital literacy is a major barrier to full participation in our society

1 in 5 adults are not online



meaning that 1 in 5 of your community members are not able to take advantage of the benefits of a digitally literate community

Groups with the largest % of people that are not online:	Percentage
Low Income	38%
Disabled	46%
No High School Diploma	57%
Seniors	59%



I'm not interested

Perceived lack of relevance is the main reason people don't go online.

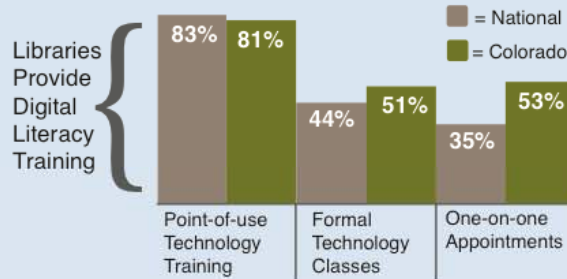


Libraries & Digital Literacy

Anchor institutions such as libraries provide internet access and digital literacy training

"Training on how to use the internet is critical to closing the digital gap. Of the efforts on the ground, **digital literacy courses held at local public libraries were the most effective...**"

- Knight Foundation



One Colorado Project

Broadband Technology Opportunity Program grant expands digital literacy support in libraries

260,000 Coloradans have increased their digital literacy skills through project locations



245K: one-on-one tutoring

15K: formal classes (95% of class participants stated they learned a valuable skill)

Quotes from Class Participants about this project:



You can help!
Contact your local library or the Colorado State Library to find out how to do your part to build digital literacy in your community.

Sources: Digital Differences: For Some Groups Digital Disparities Still Remain, 4/2012, Pew Internet and American Life Project; Connect Detroit: Lessons from one city's efforts to bridge the digital divide, 4/2012, Knight Foundation; 2011-2012 Public Library Funding and Technology Access Survey: Survey Findings and Results, 6/2012, Information Policy and Access Center; Colorado Public Computer Centers Project Reports, 7/2012, Colorado State Library



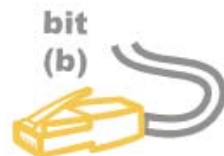
Internet Info Sheet



byte
(B)

A byte (B) is often used to tell the size of a file. It is commonly used to describe the capacity of storage devices such as USB flash drives.

vs.



bit
(b)

A bit (b) is often used to tell how quickly information transfers. It is commonly used in formats such as Mbps (Megabits per second).

File Sizes



A bit (b) is the smallest measurement of information, it is one number of binary code.



A byte (B) is equal to one character, which is made up of eight bits.



A kilobyte (KB) is equal to one page of text, or 1024 characters.

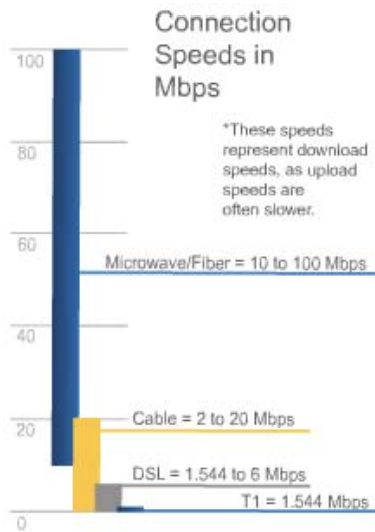


A megabyte (MB) is equal to one file, or 1024 pages of text.

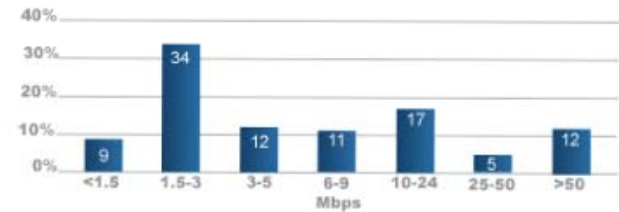


A gigabyte (GB) is equal to a wall of file cabinets, or 1024 files.

* Test your own internet connection speed at:
www.colorado.gov/BroadbandSWF/speedtest.htm



Connection Speeds of Colorado Libraries



Download Speeds

Internet Connection Speed by Mbps based on 1 computer connected

Connection Speed (Mbps)	Website (320 KB)	Book (1 MB)	Song (4 MB)	Movie (6 GB)
>50	.003 seconds	.01 seconds	.03 seconds	8 minutes
25-50	.06 seconds	.2 seconds	.6 seconds	16 minutes
10-24	.09 seconds	.3 seconds	1.3 seconds	33 minutes
6-9	.3 seconds	.8 seconds	3.2 seconds	1.5 hours
3-5	.4 seconds	1.3 seconds	5.3 seconds	2.25 hours
1.5-2	.8 seconds	2.7 seconds	10.7 seconds	4.5 hours
<1.5	3.2 seconds	10.4 seconds	41.7 seconds	9 hours

However

The more computers per connection, the slower that connection becomes:

Computers on one T1	Website (320 KB)	Book (1 MB)	Song (4 MB)	Movie (6 GB)
3 computers on one T1 (1.544 Mbps) = 512 Kbps	5 seconds	15 seconds	1 minute	26 hours
12 computers on one T1 (1.544 Mbps) = 128 Kbps	20 seconds	1 minute	4 minutes & 10 seconds	106 hours
30 computers on one T1 (1.544 Mbps) = 56 Kbps	45 seconds	2 minutes & 22 seconds	9 minutes & 31 seconds	244 hours

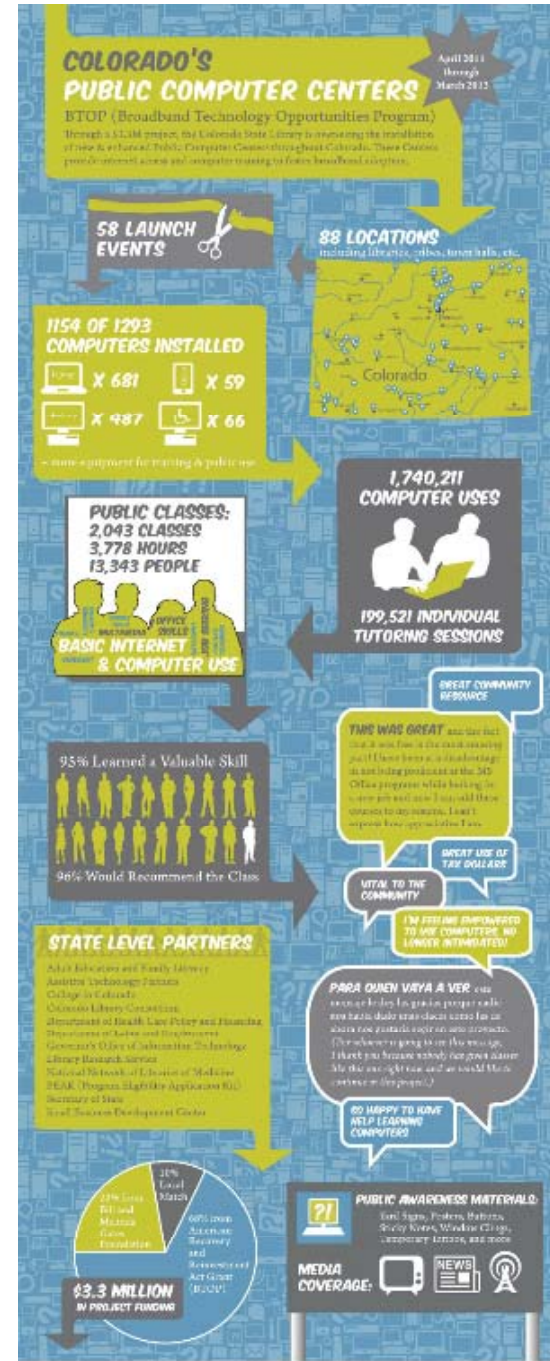
*For connection purposes, a computer includes desktops, laptops, tablets, and all devices on the connection via wired or wireless access.

For more information: www.broadbandmap.gov

DESIGN

**YOUR LIBRARY
GREAT COMPUTERS
FRIENDLY HELP
EVERYONE'S WELCOME**

**CONNECT TO
COMPUTER
CLASSES**



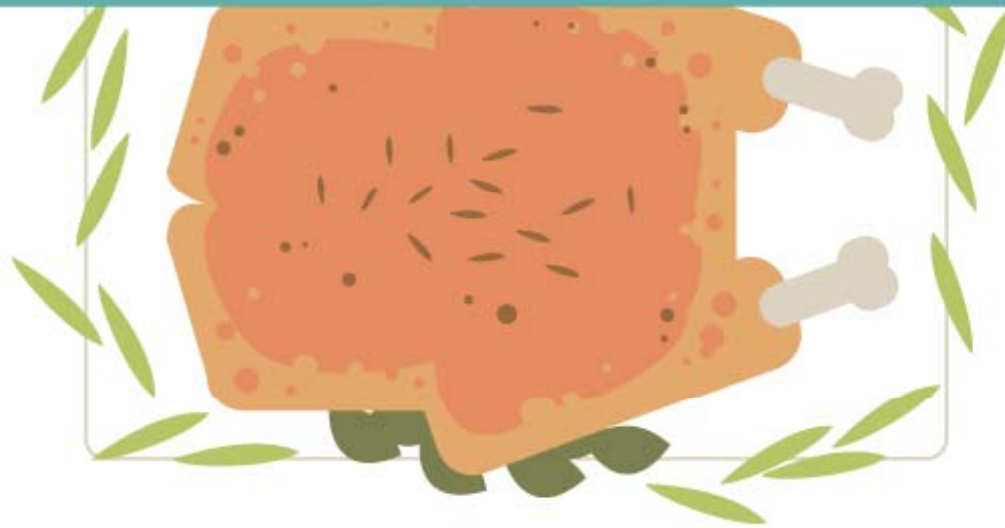
This project made possible through support from the American Recovery and Reinvestment Act, 211 & National Trust Foundation, and Colorado Libraries.

www.coloradostatelibrary.org/btop
WHAT'S NEXT 21

Setting the Table for Thanksgiving ★

Cost breakdown of the average Thanksgiving meal 2011

16 LBS. TURKEY: \$21.57



1 GALLON OF MILK: \$3.66

SWEET POTATOES: \$3.26



PUMPKIN PIE MIX: \$3.03



STUFFING: \$2.88



PIE CRUSTS: \$2.52



OTHER: \$3.10

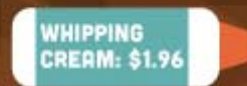
CRANBERRIES: \$2.48



ROLLS: \$2.30



WHIPPING CREAM: \$1.96



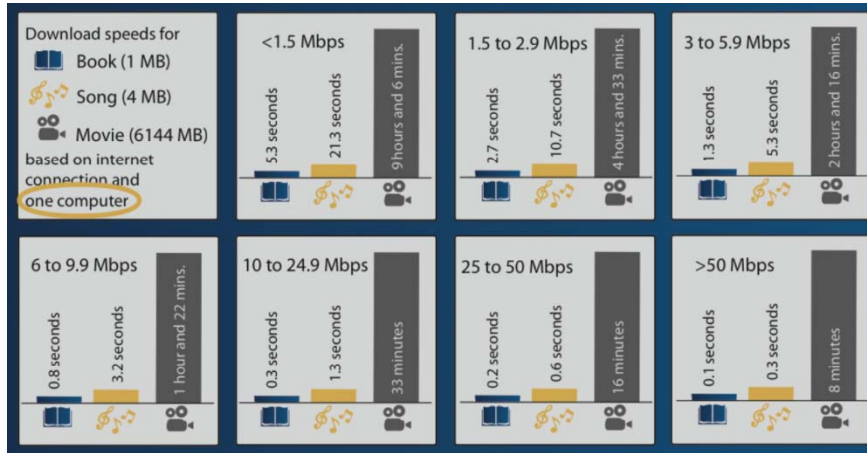
GREEN PEAS: \$1.68



RELISH TRAY: \$0.76



REFINE



Download Speeds

Internet Connection Speed
by Mbps
based on 1 computer connected



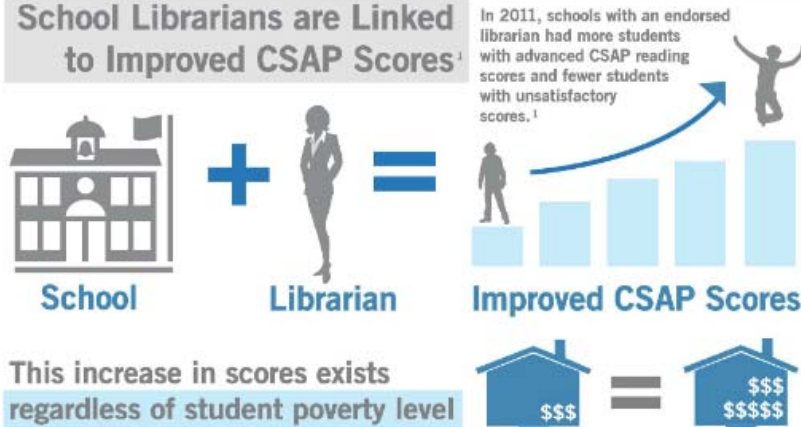
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<1.5	3.2 seconds	10.4 seconds	41.7 seconds	9 hours

Title
Impact on Student Achievement
Poverty Level Info
Access to School Librarian
Highly Eff
Sources

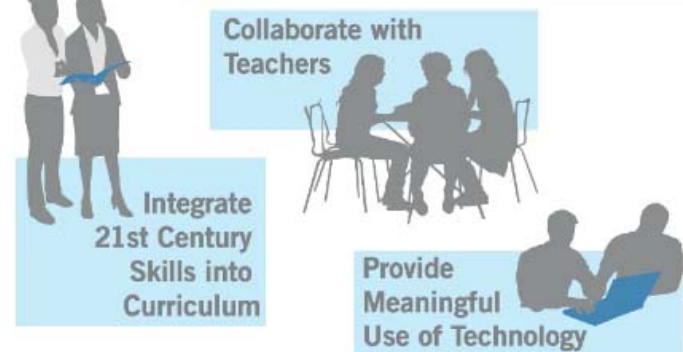
CO School Librarians:

Improving Student Achievement

School Librarians are Linked to Improved CSAP Scores¹



School Librarians Support Learning Throughout the School²



School Librarians Foster 21st Century Skills³

Critical Thinking

Students annotate and evaluate text using Diigo.



Sandy Novak @ Cimarron Middle School

Collaboration

Students collaborate with their peers in Japan and Columbia to explore literature from around the world.



Cheryl Birt @ Ponderosa High School

Invention

Students create posters and videos to help market La Bohème for Opera Colorado.



Pete Vincelette @ Mountain Ridge Middle School

Self Direction

Students develop professional ePortfolios and organize their learning using Google Apps.



Paula Buszy @ ThunderRidge High School

Information Literacy

Students deepen their knowledge of American history using online primary sources.



Denise Taggart @ Sand Creek Elementary School

Sources: 1. Change in School Librarian Staffing Linked with Change in CSAP Reading Performance, 2005 - 2011 (4th CO Study)
 2. Colorado Academic Standards
 3. Douglas County School Librarians Teach 21st Century Skills for a World Class Education



S H A R E



Resources available here:

www.irs.org/digivis.php

THANKS!

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Colorado State Library**

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Commerce Kitchen**

jamie@annealinc.com

Commercekitchen.com

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We Geek Community-based Advocacy
and Engagement

Jennifer Pearson
Programs Manager
Community Relations
OCLC
pearsonj@oclc.org



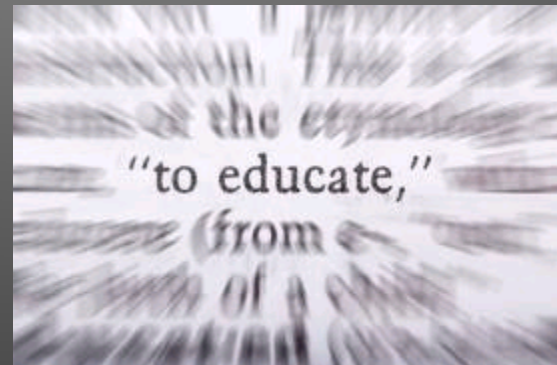
| geekthelibrary.org

Agenda

- What is community based advocacy and why is it important?
- What is Geek the Library and why is it a successful community based advocacy program?
- Outcomes from Geek the Library
- Geek the Library updates

Educating and creating awareness lead to advocacy

- Educate—to inform
- Awareness—having knowledge; cognizant
- Advocate—to speak or write in favor of; support or urge by argument; recommend *publicly*





How can you tell who is a public library supporter?



Why do we need to advocate?



- We have COMPETITION—and they are all out there advocating for themselves
- When people think of us as involved in the community they are likely to support the library
- People who don't come into the library need to hear from us, too
- If we advocate, we create advocates who in turn will advocate for the library



When do we need to advocate?

- ALL THE TIME
- Not just when we're in trouble— and not with a negative message
- We are ALL advocates!



How to make a good start with advocacy

- Learn how to speak the language of your community and your stakeholders
- Understand your audience(s)
- Make a plan
- Get some experts to help you
 - Turning the Page
 - Geek the Library



The ROI of public library support

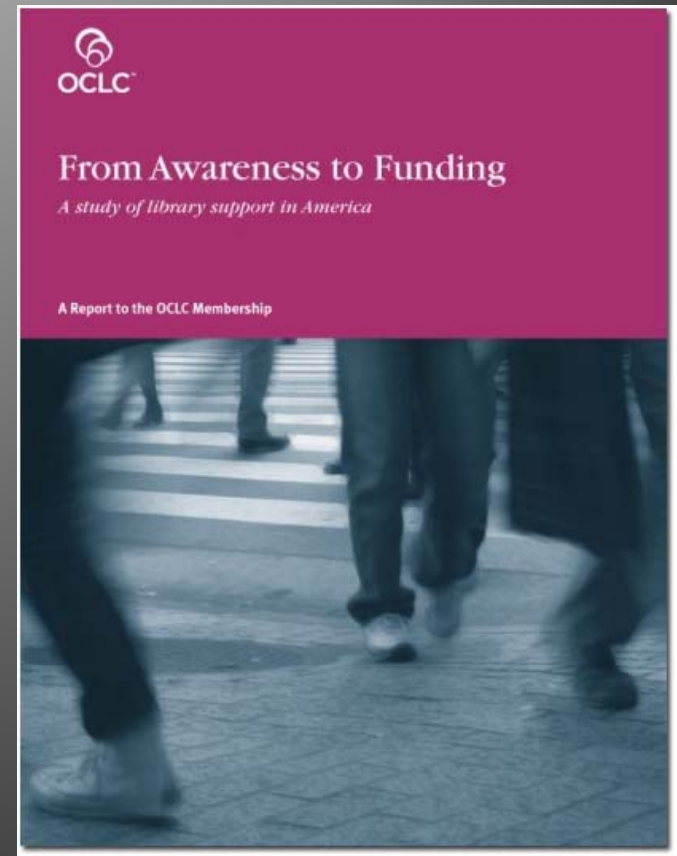
- **Proven connection between public libraries and community success**
 - Job creation
 - Increased wages
 - Business development
 - Overall community quality of life
- **Studies suggest that the public library has a strong influence on economic and educational progress**
 - Research confirms that public libraries produce tangible return on investment for communities that support them
 - Many studies suggest the library has a strong influence on economic and educational progress

The theory

The **Geek the Library** campaign is based on a research results from a study conducted by OCLC in 2007, and funded by the Gates Foundation that investigated the following question:

Can a large-scale library support campaign effectively increase and sustain funding for U.S. public libraries by reaching and influencing the segments of the voting population that have the most potential to become committed library supporters?

The report is available free at www.oclc.org/reports/funding



Key findings

- ✓ Most Americans are unaware of how the public library is funded.
- ✓ Elected and appointed officials are supportive of the library but most (over 70%) feel that the library has sufficient funding.
- ✓ Most people claim they would support the library at the ballot box, but fewer, just 37%, are firmly committed to it.
- ✓ Library support is unrelated to using the library. Support is an attitude.
- ✓ Perceptions of the librarian are highly related to library support; perceptions that their librarian is involved in the community, an advocate for lifelong learning and passionate for keeping the library relevant are strong indicators of library funding support.

Key findings

- ✓ People who see the library as a transformational force in people's lives and communities are more likely to support library funding.
- ✓ Most people are unaware of the range of “transformational” programs and services that libraries provide, and see the library predominately as a source of information.
- ✓ **Overall, the key to increasing funding support for the library is to change the library conversation, and the library perception, from services and information, to a conversation about how the library provides transformational opportunities for each resident and the community.**

Geek the Library

- Community-based public awareness campaign designed to draw attention to the need for increased public library support
 - Highlights the vital role of public libraries
 - Raises awareness about the challenging funding issues public libraries face
 - Provides opportunities for people to engage with the campaign and share their stories
- Developed by OCLC, a nonprofit library cooperative and funded by the Bill & Melinda Gates Foundation. Delivered by your local library

Campaign Message

geek_{VERB}

1. To love, to enjoy, to celebrate, to have an intense passion for.
2. To express interest in.
3. To possess a large amount of knowledge in.
4. To promote.

Everyone has something that they are passionate about—something they geek. Maybe you geek football or hip hop. Maybe you geek organic gardening or volunteering. Or maybe you just geek the weather.

Whatever you geek, fun or serious, the library supports you.

So share what you geek. Share what your public library does for you and your community. And spread the word that the library needs everyone's support.

What we know

- The campaign is...



Latest Results from the Campaign

- A participating library evaluation conducted in June 2012 found that the campaign:
 - Continues to help make positive changes to community perceptions about the library
 - Helps improve library staff advocacy and marketing-related competencies
- Participating libraries consistently report increased and improved with local businesses, organizations and schools.

Increased local support

Participating libraries have reported:

- Increased community buzz about the library
- Increased patron traffic/usage numbers
- Consistent or increased local funding

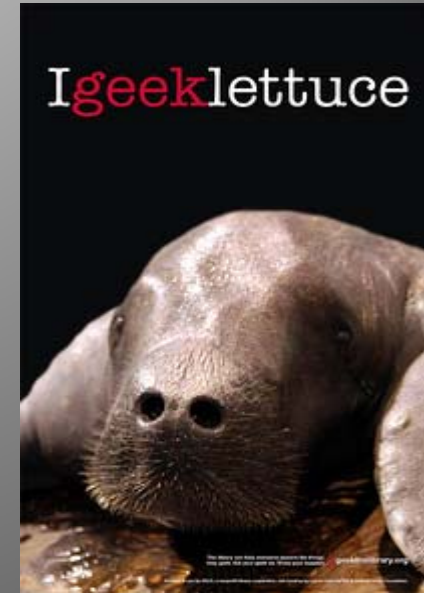


Outcomes



Making connections

Partnerships with local businesses & organizations



Making connections

Partnerships with local influencers



Joan Bauer, State of Michigan Representative



Dennis is a trainer at Potter Park Zoo in Lansing, Michigan



Editor and Publisher of The New Citizens Press



Virg Bernero, Mayor of Lansing, Michigan

Making connections

Partnerships with local media



Getting Geeky at the Library April 16, 2012

By CHRISTINE BOATWRIGHT / Staff Writer

Local libraries are taking their communities by storm during the "Geek the Library" campaign through the fall.

"We're getting out into the community, and all of our libraries will attend a community event and promote the library," said Kim Roberts, Harrison Regional Library assistant director. "It's an advocacy campaign for the library that will span several months. All libraries are participating."

The national and statewide campaign will promote residents to use their libraries and educate them on how their libraries are funded. The campaign asks the public what they "geek out about," or what they're passionate about, Roberts said.

"The public has misconceptions on how we're funded," Roberts said. "It's an education process that way."

Roberts said Shelby County libraries will have booths in local festivals such as City Fest and the Buck Creek Festival, as well as farmers markets.

"The first part is going to be raising awareness for the library, and reaching out to people who don't normally come in," she said. "We have very loyal patrons, but there are people who could benefit from the library but don't have it in the forefront of their mind."

The second half of the campaign addresses education.

"While we have more resources and more activities and programs, libraries are struggling like everyone else is with funding. It's not a never-ending source we're hooked into," Roberts said.

For more information about the campaign, visit Geekthelibrary.org.

"The first part is going to raise awareness for the library, and reaching out to people who don't normally come in. We have very loyal patrons, but there are people who could benefit from the library, but don't have it in the forefront of their mind."



Making connections

Partnerships with other libraries



Geek the Library
Night with the Renegades

June 30 vs. Staten Island Yankees
enjoy post-game fireworks presented by...



Wallkill
PUBLIC LIBRARY

Whatever you geek, the public library & the Renegades supports you. Join us for Geek the Library Night at Dutchess Stadium let us know what you **geek**. A portion of each fundraising package sold will benefit the Wallkill Public Library.

\$15 GEEK FUNDRAISER INCLUDES:

1. Renegades General Admission Ticket
2. Renegades Hat
3. Post-game FIREWORKS (\$22 (retail value))



Igeekrenegades

a portion of all fundraising packages purchased using the following information will benefit the Wallkill Public Library

Get Your **Geek** on at Dutchess Stadium



Making connections

Partnerships with schools



Community engagement

Increasing marketing & advocacy capacity



Community engagement

Increasing marketing & advocacy capacity

YouTube Browse | Movies

Solano County Library: Geek the Library Launch

MrDavidthelibrarian Subscribe 30 videos ▾



0:11 / 1:44

Geek the Library: Moving forward

- \$1.9M additional investment from Bill & Melinda Gates Foundation to:
 - Extend campaign reach to at least 1,000 new libraries
 - Provide support through June 2015
- Introduce enhanced support, with focus on building library staff confidence and skills with advocacy, marketing and communications

Geek the Library: Support

- Printed materials (e.g., stickers, t-shirts and posters)
- Online campaign management center
- Regular communication
- Live and recorded webinars
- One-on-one support and training

Campaign Management Center

Campaign Phases

[Before Launch](#)

[Phase 1: Create Awareness](#)

[Phase 2: Generate Engagement](#)

[Phase 3: Encourage Action](#)

Additional Tools

- [Campaign FAQ](#)
- [Campaign Materials](#)
- [Campaign Blog](#)
- [Participating Library Forum](#)

Campaign Blog

Stay informed about the latest news, tips and information regarding the campaign.

[Expand Partnerships](#)

POSTED ON TUESDAY, NOVEMBER 6, 2012 AT 5:23AM | [POST A COMMENT](#)

Have you created personalized posters for local businesses? Why not use your new relationship to expand the [partnership](#), and keep business owners motivated to talk about the campaign and support the library. Think about what your business partners bring to the table and create tailored sessions for patrons that focus on their expertise. The poster you've already made can serve as the perfect promotional tool!

Be sure to get your [staff](#) involved in coming up with ideas, sharing community connections and organizing the event.

Tell us about how you are expanding your partnerships. Send us an [e-mail](#) or post about your experience on the [Participating Library Forum](#).

Geek the Library: How to launch your local campaign

- Learn more at get.geekthelibrary.org
 - Case studies
 - Fill out info form and we'll send you an informational kit
- Send us your questions at: info@geekthelibrary.org
- Enroll in the program at: get.geekthelibrary.org/agreement



“Public libraries bring a lot to the table for their local communities. We need to talk about it and be proud of it—we can’t afford not to.”

Mary Lou Carolan
Director Walkkill Public Library
Walkkill, New York

Turning THE Page



BUILDING YOUR LIBRARY COMMUNITY

Turning the Page Online is a **FREE** library advocacy training course developed and presented by the **Public Library Association (PLA)** with generous support from **The Bill & Melinda Gates Foundation**.

“I cannot recommend it highly enough. It has changed not just how I advocate for our library, but how I think about things here in general. It is a good investment of time and energy.”