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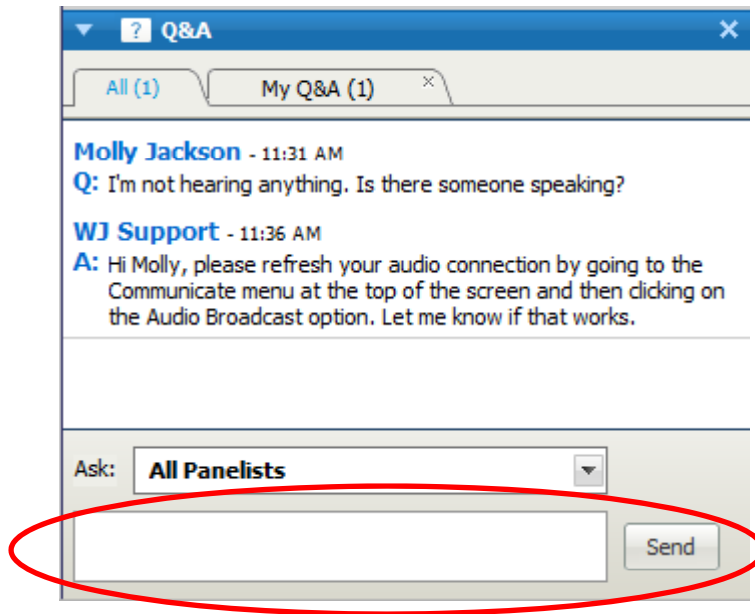**Too loud or soft?** Adjust volume level in the Audio broadcast box:

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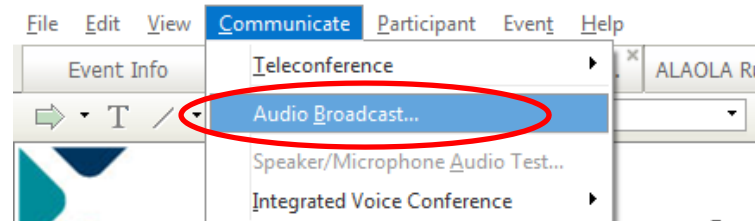
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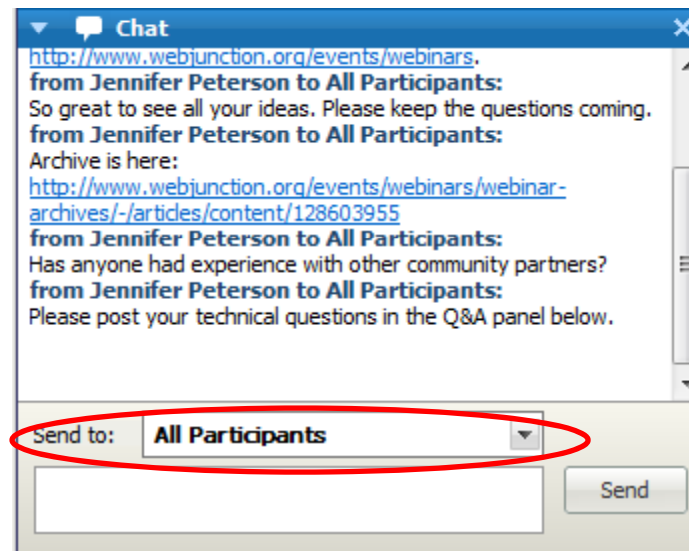**Step 1:** Type the problem in the **dialog box.**

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Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

And if you're tweeting, use this hashtag: **#wjwebinar**

Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

Telephone Access

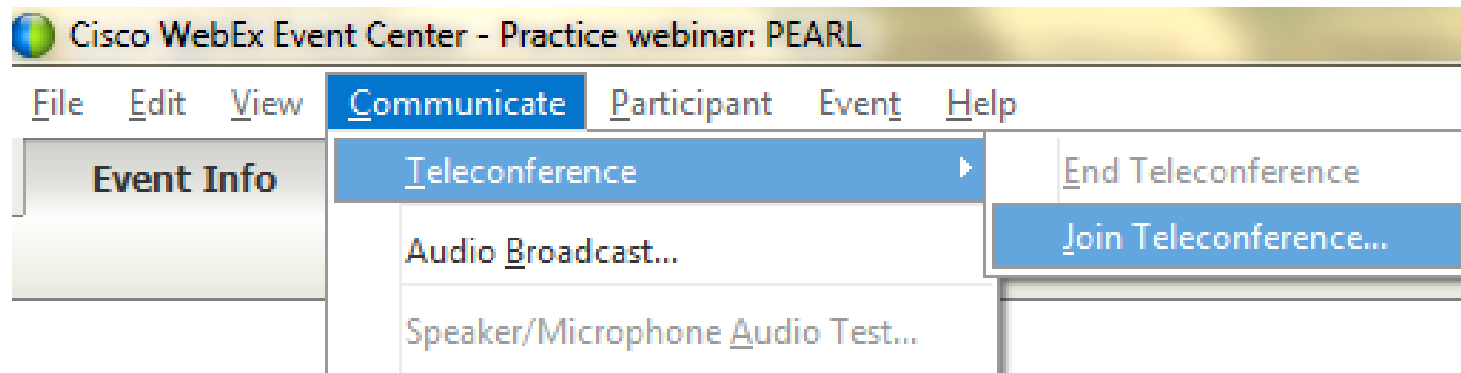If you not able to listen via your computer, you may join by phone.

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Communicate > Teleconference >Join Teleconference.

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Montana State Library
State Library of **North Carolina**
State Library of **Ohio**
Access **Pennsylvania**
Texas State Library & Archives Commission
Library of **Virginia**
Washington State Library

Pew Internet
Pew Internet & American Life Project

INSTITUTE *of* **Museum** and **Library** SERVICES

BILL & MELINDA GATES *foundation*

Today's Presenters

Lee Rainie
Director,
Pew Research Center
Internet & American
Life Project

Susan Hildreth
Director,
Institute of Museum
and Library Services

HOW MUSEUMS AND LIBARIES
CREATE LIFELONG LEARNERS

King County Library System

Growing Young Minds

INSTITUTE of
Museum and Library
SERVICES

Call to Action

Growing Young Minds calls upon policy makers and practitioners to **fully use the capacity of libraries and museums** to close knowledge and opportunity gaps and give all children a strong start in learning.

Campaign for Grade-Level Reading:
The Three Challenges

SCHOOL READINESS

SUMMER LEARNING LOSS

CHRONIC ABSENCE

Why Is This Important?

- Too many children are left out of effective early learning opportunities and disconnected from powerful library and museum programs.

- 36% of children in the lowest socio economic status visited libraries in their kindergarten year compared to 66% in the highest SES.

- For museums these figures are 43% vs 65%.

Why Now?

- Critical conversations are taking place now at the White House, in Congress, in the State House, and in corporate board rooms across America. Libraries and museums must be a part of the conversation.

The Institute of Museum and Library Services

- $2.5 million in museum and library grants announced in FY 2012 – more to be announced in September.

- Partnerships with the Campaign for Grade-Level Reading and the US Department of Health and Human Services.

- 100% of all state library agencies support lifelong learning and 80% support early learning.

About the Report

- Developed in consultation with an Task Force that included government, policy makers, practitioners, experts, civic leaders, and funders.

Call to Action

- Incorporate museums and libraries into the nation's early learning network.

- Engage libraries and museums as key community partners.

- Leverage museum and library services to reach vulnerable populations.

Guiding Principles

- Shifts in the learning landscape.

- Research on brain development and how children learn.

- Importance of community-wide approach.

Baltimore City

JOINING FORCES FOR SCHOOL READINESS

- Positioning Children for Meeting Common Core State Standards

Richmond Public Library

FROM SUMMER SLIDE TO SUMMER SUCCESS

- Addressing the Summer Slide

Arlington County, VA

SCHOOL LIBRARIES MAKING A DIFFERENCE

- Linking New Digital Technologies to Learning

Pittsburgh

A LIVING LEARNING COMMUNITY
ALIVE WITH CREATIVITY AND OPPORTUNITY

- Leveraging Community Partnerships

Recommendations for…

RESEARCH

POLICY

PRACTICE

Everyone Has a Role to Play

- **Federal Policy Makers:**
  e.g., Include museums and libraries in funding priorities and support a research agenda.

- **State Policy Makers:**
  e.g., Recognize libraries and museums in state policy-making decisions.

- **Funders:**
  e.g., Support Public-Private Partnerships that include museums and libraries.

Everyone Has a Role to Play

- Communities:

  e.g., Leverage resources and services to increase opportunities for underserved populations to access libraries and museums.

- Schools:

  e.g., Fully engage school librarians as learning and literacy resources.

Everyone Has a Role to Play

- Museums and Libraries:
  e.g., Provide parental and family support and access to programs and services – especially for vulnerable populations.

- Parents, Grandparents, and Caregivers:
  e.g., Visit libraries and museums to participate in learning activities with children.

How You Can Use the Report

- Send it, along with the June 20 press release to your networks.

- Add talking points about the report to your speeches, newsletter articles, and social media.

- Ask IMLS for copies of the report to distribute to VIPS.

Museum of Discovery

Omaha Children's Museum

**VISIT THE IMLS
EARLY LEARNING PAGE AT:**

www.imls.gov/earlylearning

This report was made possible through a partnership with the Campaign for Grade-Level Reading, Ralph Smith, Managing Director.

Parents, Families, Libraries

Lee Rainie (@lrainie)

13 Key Takeaways from Pew Internet's Libraries Research

1) Libraries are appreciated

91% say libraries are <u>important to their communities</u> (including 91% of parents)

76% say libraries are <u>important to them and their families</u> (84% of parents)

Robert Dawson photography - Library Road Trip
http://www.robertdawson.com/pages/1/Public%20Library%3a%20An%20American%20Commons/Public%20Library%3a%20An%20American%20Commons/

1a) Libraries are especially appreciated by parents

94% of parents say <u>libraries are important for their children</u> and 79% describe libraries as "very important"

84% of these parents say a major reason they want their children to have access to libraries is that <u>libraries help inculcate their children's love of reading and books</u>

81% say a major reason is that <u>libraries provide their children with information and resources not available at home</u>

71% say a major reason is that <u>libraries are a safe place for children</u>

1b) Single most powerful driver of deeper library engagement: having a child or grandchild

Reasons library use INCREASED (26%)	
Enjoy taking their children, grandchildren	26%
Do research and use reference materials	14%
Borrow books more	12%
Student	10%
Use library computers and internet	8%
Have more time to read now, retired	6%
To save money	6%
Good selection and variety	5%
E-books, audio books, media are available	5%
Convenient	5%
Reading more now	5%
Library events and activities	4%
Good library and helpful staff	3%
Quiet, relaxing time, social locale	2%
Use for my job	2%

2) Libraries stack up well vs. other institutions

June 7-10, 2012

How confident?   **How important?**

■ % Great deal   ■ % Quite a lot

Library to community — 63 — 28

Institution	% Great deal	% Quite a lot
The military	43	32
Small business	30	33
The police	26	30
The church or organized religion	25	19
The medical system	20	21
The presidency	17	20
The U.S. Supreme Court	15	22
The public schools	11	18
The criminal justice system	11	18
Newspapers	10	15
Television news	11	10
Organized labor	11	10
Banks	9	12
Big business	9	12
Health maintenance organizations (HMOs)	8	11
Congress	6	7

GALLUP

34

3) Parents like librarians and use them

- 60% of parent library visitors say interactions are "very positive"
- 79% of parent library say librarians are "very helpful"
- 53% of parent library visitors got help from a librarian

4) Libraries have rebranded themselves as tech hubs

80% of Americans say **borrowing books** is a "very important" service libraries provide (83% of parents)

80% say **reference librarians** are a "very important" service (79% of parents)

77% say **free access to computers and the internet** is a "very important" service (81% of parents)

76% say **quiet study spaces** are a "very important" service (78% of parents)

5) Parents over-index on library use in person and via tech

■ Parents of minor children ■ Other adults

73%	64%	46%	32%	30%	19%
59%	49%	36%	22%	23%	11%
Library card	Visit lib past year	Used library website	Used website past year	Increased lib use in past 5 years	Visit website via mobile
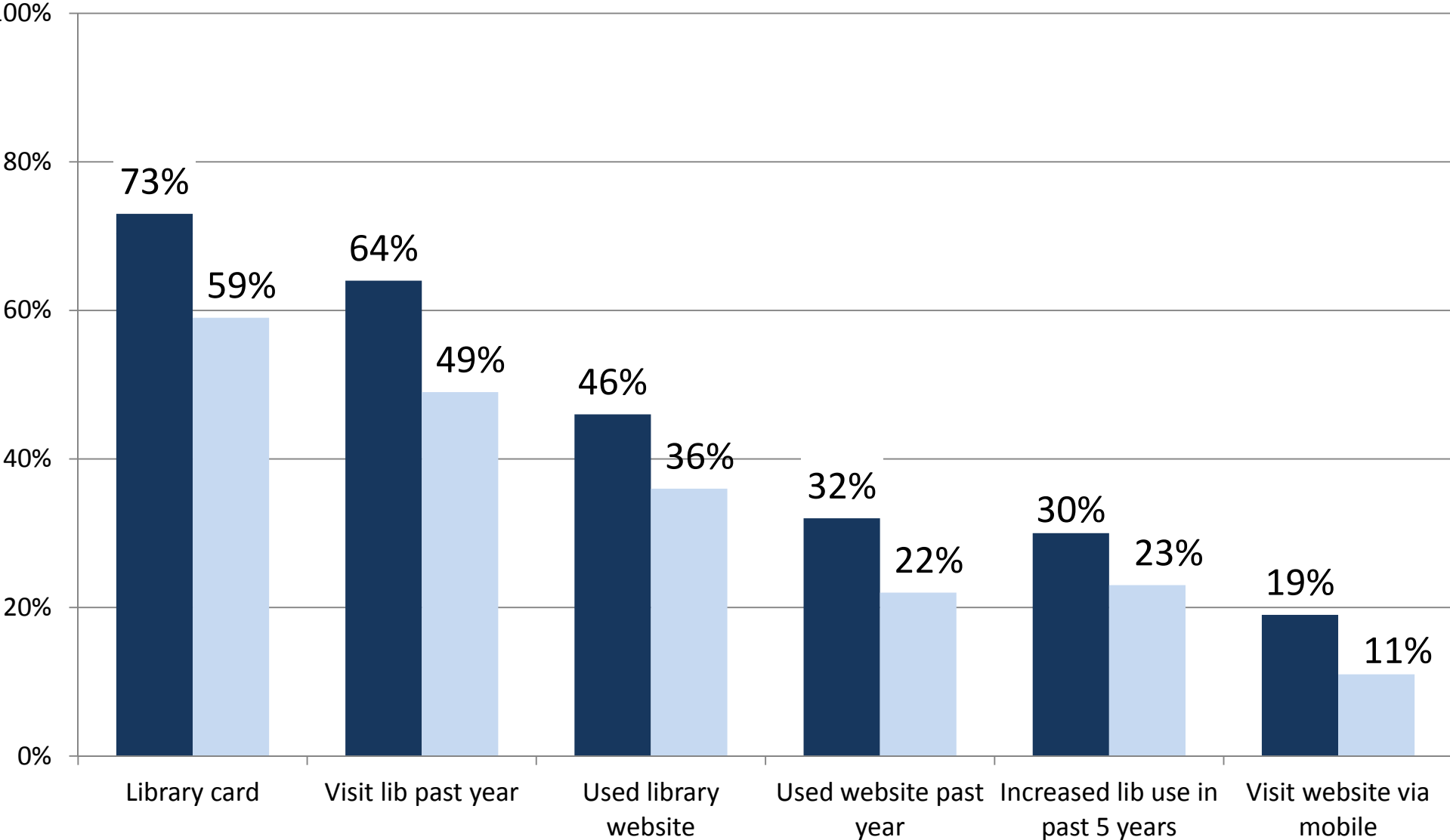
6) Among library users, parents do more activities than others

Activity	Other adults	Parents of minor children
Browse shelves	70%	81%*
Borrow print books	68%	81%*
Attend class/event for kids	31%	64%*
Borrow DVD/CD/videotape	35%	50%*
Use computer/internet	27%	40%*
Borrow e-book	5%	9%

■ Other adults   ■ Parents of minor children
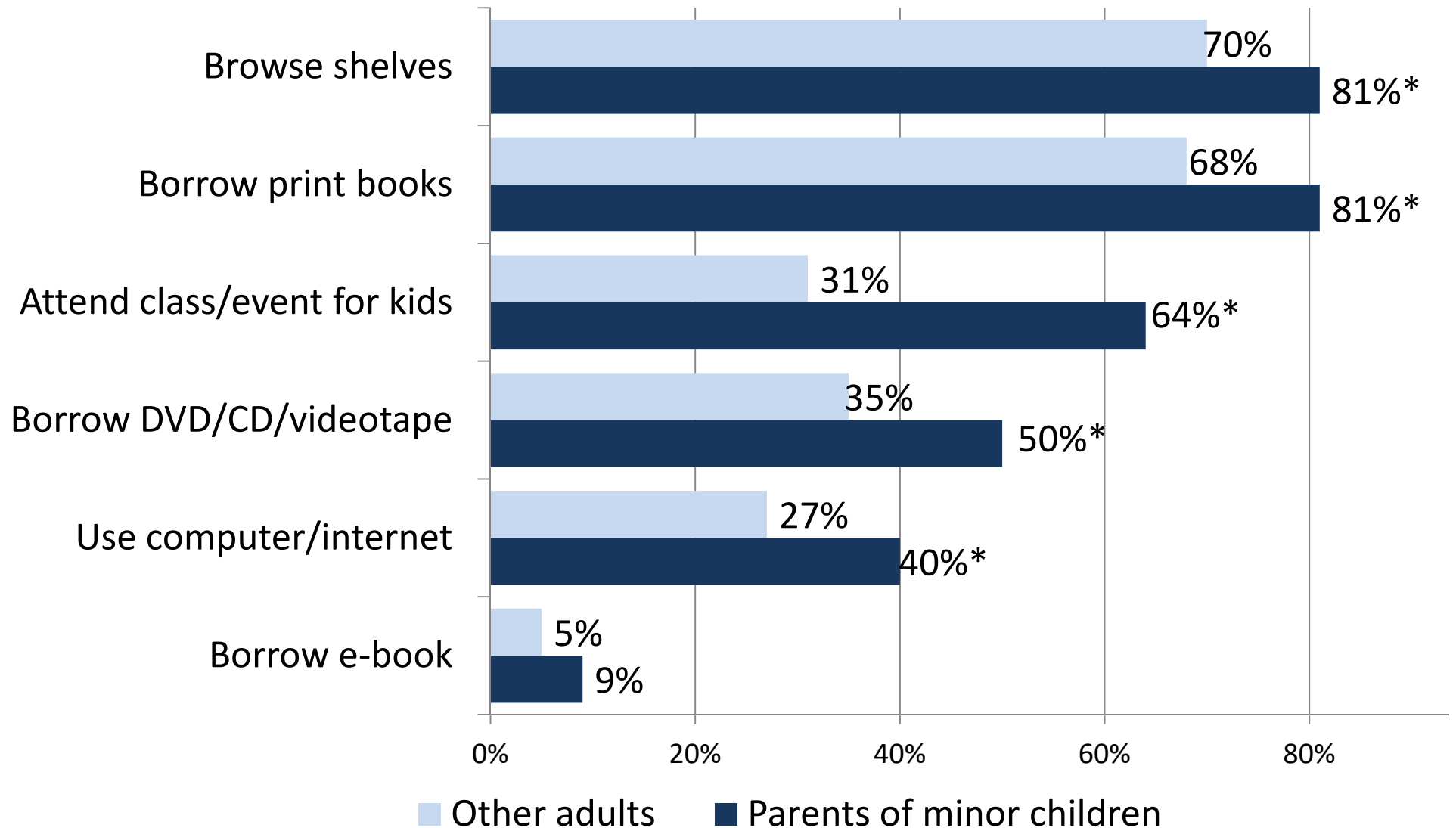
7) Reading is alive and well in families
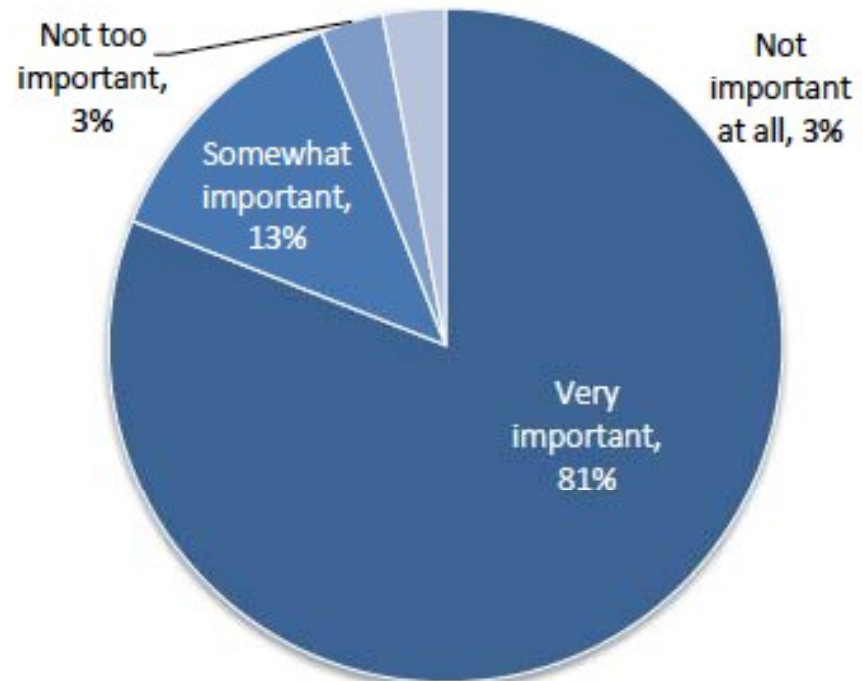## especially in print

- 50% of parents of children under age 12 read to their child every day

- 26% do so a few times a week

- 58% of parents with children under 6 read with their child every day

Parents say reading print books is very important for their children

% of parents who say having their child read print books is ...

Source: Pew Research Center Internet & American Life Project Library Services Survey. October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Total N for parents of children under 18 = 584. Interviews were conducted in English and Spanish and on landline and cell phones.

7a) Reading is alive and well in families

- 76% of parents read a book in past year (vs. 73% of non-parents)
- Average parent read 12 books in past year (mean) – median was 5 books
- Parents over-index on e-books (38% vs. 27% among book readers)
- Parents over-index on audio books (24% vs. 14% among book readers)
- Parent book readers are a little LESS likely than non-parents to read printed books (84% vs. 91%)

8) E-book reading is growing; borrowing is just getting started

Late 2012: 23% read an e-book (29% of parents)

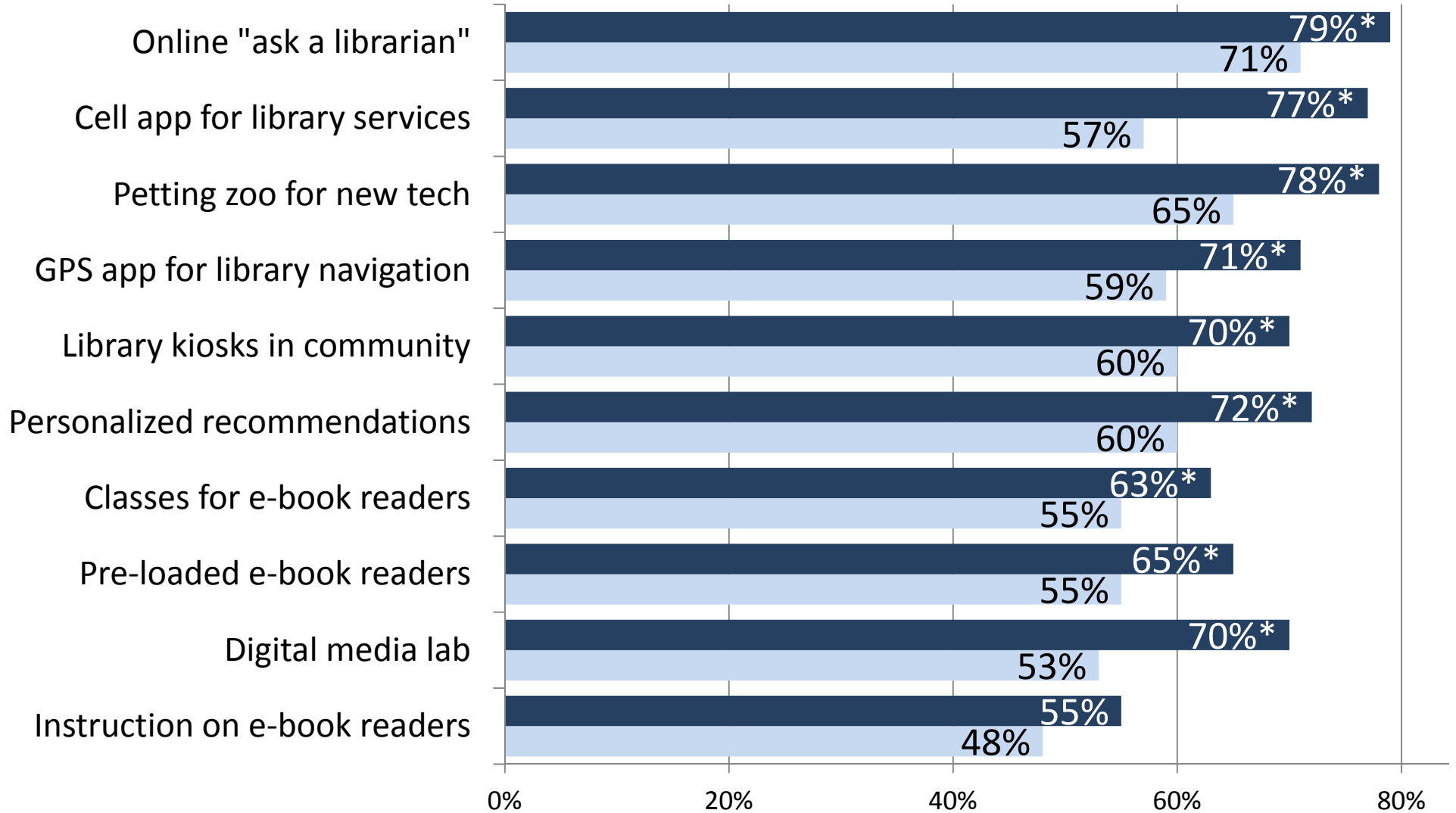2012: 5% of Americans 16+ have borrowed e-book from library in last year (9% of parents)

Growing awareness that this is library feature: now 31% of public

9) Parents own more e-book reading devices

- 24% of parents own e-book readers vs. 17% of non-parents (as of mid-January)

- 50% of parents own tablets vs. 27% of non-parents (as of mid-May)

- More than 60% of parents own one or the other vs. 42% of non-parents

10) Parents eager for new tech services

Legend: ■ Parents ■ Other adults

Service	Parents	Other adults
Online "ask a librarian"	79%*	71%
Cell app for library services	77%*	57%
Petting zoo for new tech	78%*	65%
GPS app for library navigation	71%*	59%
Library kiosks in community	70%*	60%
Personalized recommendations	72%*	60%
Classes for e-book readers	63%*	55%
Pre-loaded e-book readers	65%*	55%
Digital media lab	70%*	53%
Instruction on e-book readers	55%	48%

0%   20%   40%   60%   80%

11) The public invites you to be more engaged in knotty problems

■ Should definitely do   ■ Should maybe do   ■ Should definitely not do

|	Should definitely do	Should maybe do	Should definitely not do
Coordinate more with local schools	85	11	2
Free literacy programs	82	14	3
Separate spaces for different services	61	27	9
Have more comfortable spaces	59	28	9
Offer more e-books	53	30	5
Offer more interactive learning experiences	47	38	12
Help users digitize material	43	39	14
Move most library services online	42	34	19
Make most services automated	41	36	20
Move some books/stacks out of public locations	20	39	36

0   20   40   60   80   100

12) Libraries have a PR problem / opportunity

- 22% say that they know <u>all or most</u> of the services their libraries offer (27% of parents)

- 46% say they know <u>some</u> of what their libraries offer (47% of parents)

- 31% said they <u>know not much or nothing at all</u> of what their libraries offer (23% of parents)

13) Mothers are special
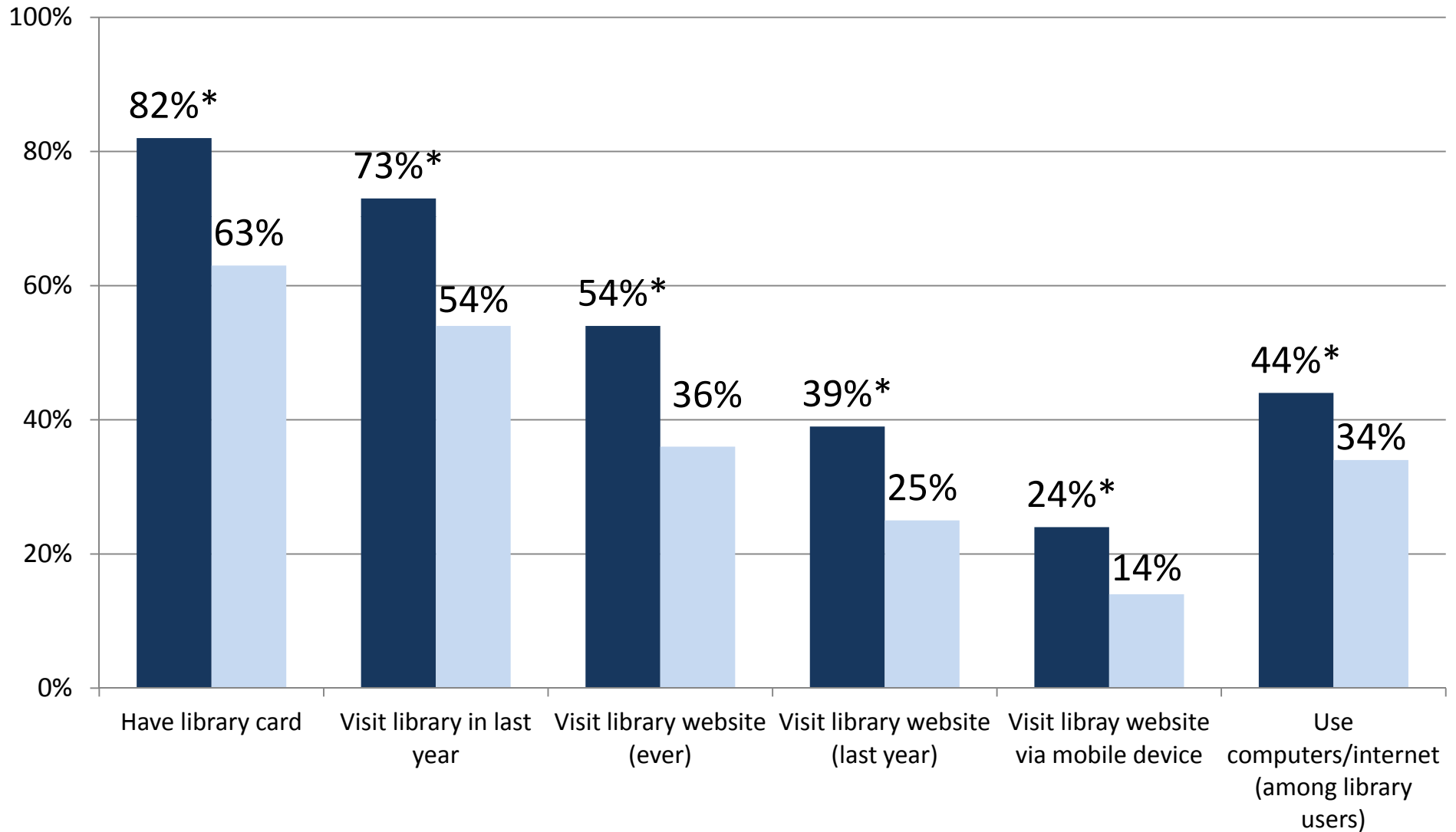
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