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Tuesday, March 18, 2014
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March 18, 2014, 2 p.m. (EST)
Today’s Presenter

Mary Lou Carolan
Director,
Wallkill Public Library,
New York
The Iron is **HOT**: Libraries as Innovative & Creative Community Catalysts
The Library of the 21st Century

...The successful library serves as a vibrant and active community center, taking a leadership role as a creative catalyst – exploring new ways to build partnerships, strengthen community, and contribute to local development.
Take-aways

Hope

Opportunity

Time
The Inside/Outside Approach

“In order to draw people in, first you have to reach out.”

– Nikitin and Jackson, “Libraries That Matter.”
There are 17,000 libraries in the United States, more than there are McDonald’s’s fast food restaurants.
What is Marketing for Libraries?

• “Marketing is about bringing them in and bringing them back. The competition understands this and pursues repeat business.

• Librarians can no longer afford to leave getting repeat customers to either chance or goodwill. Libraries are in danger of becoming irrelevant relics rather than key players in the New World order.

• Marketing is a stance and an attitude that focuses on meeting the needs of users. It is a means of ensuring that libraries, librarians, and librarianship are integrated into both today’s and tomorrow’s emerging global culture. Marketing is not separate from good practice. It is good practice.”

Books Alive! children’s theatre project
Programming in the Arts
Multi-cultural programming
Common Core!
Why is Marketing Your Library so Important?
It matters little what you are doing if no one knows you are doing it.
Challenges to the Library Community

• So much has changed in such a short period of time.
• The recession has created a struggle for community dollars.
• Librarians – and staff - have to take on new roles as informers, educators, and inspirational catalysts in their communities.
• Technology is forcing new skills to be learned almost daily.
• Library staff and board members must become comfortable with articulating not only what libraries do for the community but why what they do is important and of value.
Other barriers:

- How to begin?
- Board resistance
- Staff and time limitations
- Size of your library
- Budget constraints
The Power of **WHY?**

“People don’t care **what** you do, they care **why** you do it.”

- Jerry Nichols
How do Libraries add Value?

• Nichols: “Libraries should use their credibility as a trusted place to their advantage.” How?

• What value does a library bring to its community? Name it! Claim it!

• Hubsher: “Programs and services don’t speak for themselves. We have many types of users and broad based services that effect people differently. Most commercial products have a very clear market, not so with libraries.”
“Geek the Library Night” at Hudson Valley Renegades Game, June 2012.

“We don’t communicate with the community consistently enough, if we did, they would know what we are doing. We must give people a reason to pay attention.

– Robert Hubsher
Planning, Data, Mission, Your Market, Value, Evaluation, Segmenting.
Marketing Segmentation

• Marketing places the emphasis on the customer.

• Customers are the most important people to be served in the library.

• One size does not fit all.

• You want to reach your target markets with the most relevant message to provide the best customer service.
Ranganathan’s Five Laws of Library Science, circa 1931

1. Books are for use.
2. Every reader his/her book.
4. Save the time of the reader.
5. The library is a growing organism.
Placemaking

• Placemaking is community organizing, using a people-centered approach, to designing and revamping public spaces into attractive gathering places for fun, communication, connection, cultural enrichment, learning and enjoyment.

• It is about observing people, their behaviors and interaction with space, and how often they return to use the space again.

Placemaking and Public Libraries

- Paradigm shift – extend your mission beyond a place for the storage of knowledge.
- Adopt elements of a downtown business anchor.
- See your success linked to your role as public places and destinations.
- Turn your facility “inside out.”
- You can do it: “Lighter, Quicker, Cheaper.”
Return on Investment

• Downtown revitalization projects.
• Attract repeat visitation on a regular basis.
• Potential for collaboration with other small downtown businesses.
• Begin strategic dialogue between libraries, small business, town councils, political leaders.
• Take a seat at the decision-making table and toot your library horn!
The Five Essentials of a Placemaking Campaign

1. Start with a vision

2. Use tools that help people find their voice

3. Remember to stretch

4. Embrace debate

5. Teach through action: Lighter, Quicker, Cheaper
Implementing the G.O.Y.A. Principles

Why?

How?

“If you don’t know WHY you can’t know HOW.” –Simon Sinek
The Future

“The time of the quiet library with the all-knowing librarian is over. Public libraries have, during the past ten years, been changing from collections to connections and now also towards creativity and collaboration.”

“The only way to predict the future is to create it.”