It’s Not Bragging if it’s True!

Communicating Library Successes with Key Stakeholders

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To Begin...

WHO'S AWESOME?

YOU'RE AWESOME!
To Begin...

WHO'S AWESOME?

I'M AWESOME!
What this presentation is...
What this presentation is not...
advocacy

n. - The act of pleading or arguing in favor of something.
Why advocate?

The library is the place that doesn’t leave.

Focus attention on the importance of libraries.

Keep library funding stable.

Nobody else is going to do it for you!
But, it didn’t work before!
Libraries are like mayonnaise...
Three types of people
Who is our message for?

Library Users
Who is our message for?

Library Users

Library Supporters
Who is our message for?

Library Users

Library Supporters

Everyone Else
A quick note about funders...
The Message

Have a goal in mind
How do we advocate?

Library Brochures
How do we advocate?

Library Brochures

Formal Presentations
How do we advocate?

Library Brochures

Formal Presentations

Grassroots Campaigns
Library Brochures

Powhatan County Public Library

services & information

Jeff Davis County Library

100 Memorial Square
Fort Davis, Texas
(432) 426-3602
FAX: (432) 426-2225

Lyons Public Library

Lyons, OR
279 8th Street
(432) 426-2225
FAX: (432) 426-2225

North Liberty Community Library

279 8th Street
(mailing) 448 Cedar St
Lyons OR 97358
503-859-2366

Library Hours

Tuesday-Thursday 1:00-6:30
Friday 1:00-5:00
Saturday 10 – 3:30
Sunday - closed
Monday - closed

northlibertylibrary.org
Formal Presentations

YOU ARE HERE
I promise this won’t hurt...
What are your key messages?

Work to deliver each point in 15 seconds or less

Bolster messages with stories or statistics

Make the messages your own
Body Language - Overall

Stand up if possible

Balance your stance

If seated, be forward

Be big enough to be visually accurate for the room

Use your hands to describe, punctuate and emphasize
Body Language - Arms

Use meaningful gestures

Stay in the ‘strike zone’

Return hands to your sides when not in use

Don’t cross arms or clasp hands

Beware the death grip

Don’t point

Source: Washington Post
Body Language - Voice

Be louder than you think you should

Use pauses to regulate rate-of-speech

Emphasize key words and phrases

BREATHE
Share your story

Source: photo.elsoar.com
Libraries Spark Curiosity, Connections, And Creativity

Maker Spaces  Job Search  Family Literacy
TAPPING INTO THE POWER OF LIBRARIES

**6,000 HOURS**
Awake time we all have annually, including youth

**1,000 HOURS**
The average U.S. student attends school annually (with 100% attendance)

**5,000 HOURS**
Available to impact, educate and enhance the learning of students beyond the status quo

80% HOURS OF OPPORTUNITY

20% FORMAL CLASSROOM LEARNING
Grassroots Campaigns

Grassroots Library Advocacy

Lauren Comito, Aliqae Geraci, and Christian Zabriskie
ISBN 978-0-8389-1134-1
Grassroots Advocacy

HUG THE LIBRARY

We LOVE the library—let’s give it a snuggle!

Saturday
June 4th
2pm

Stephen A. Schwarzman Building
41st Street @ 5th Avenue

Love Your Library, Fight the Budget Cuts
More information at www.swenylibraries.org

WE WILL NOT BE SHUSHED
A 24-HOUR READ-IN TO SUPPORT NYC LIBRARIES

It’s time to stand up for public libraries and say NO to the budget cuts.
It’s time to stand up and READ.

4pm Saturday June 11th – 4pm Sunday June 12th
Steps of the Brooklyn Public Library @ Grand Army Plaza

More information and sign-ups at www.swenylibraries.org
Social Media
A note about misunderstandings
Repeating a negative

Never repeat a negative buzzword in a question. Focus on what you are doing, not what you aren’t doing.

Q: Hasn’t your library been extremely slow to respond to data breaches?

Wrong A: Our library hasn’t been extremely slow in responding to data breaches.

Right A: No, in fact our library has been on top of responses and we’re proud of...
Remember!

WHO'S AWESOME?

YOU'RE AWESOME!
Remember!

WHO'S AWESOME?

I'M AWESOME!
Timing your message
Where do I get my numbers from?
In House Statistics

- Circulation
- Computer use
- Program attendance
- Reference questions
- Library visits
State-level help
Federal Resources

PUBLIC LIBRARIES IN THE UNITED STATES SURVEY - DATA FILES

Public Library (Public Use) Data Files

Please note that the National Center for Education Statistics (NCES) conducted the FY2005 and earlier Public Libraries Surveys and produced the data files.

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<th>Data File and Year</th>
<th>CSV</th>
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Federal Resources

Digital Inclusion Survey
IMLS funded project at University of Maryland
Federal Statistical Collections

IMLS: [www.imls.gov](http://www.imls.gov)
   PLS, SLAA
U.S. Census Bureau: [www.census.gov](http://www.census.gov)
   ACS, CPS, SAIPE / DataFerrett
NCES: [www.nces.ed.gov](http://www.nces.ed.gov)
   NAEP, NHES, ECLS, CCD, SASS
NCHS: [www.cdc.gov/nchs/](http://www.cdc.gov/nchs/)
   NHANES, NHIS, NVSS
BLS: [www.bls.gov](http://www.bls.gov)
   GDP, CPI, (Un)employment
Today’s Call To Action!

Create something for your library lovers.

Try a new communication avenue in the next two months – Facebook, speaking at a Rotary meeting, Twitter, calling your legislators and inviting them to meet with you, etc.
Say it with me...

WHO'S AWESOME?
YOU'RE AWESOME!
Say it with me...

WHO'S AWESOME?

I'M AWESOME!
Questions?

Email – patrick.bodily@libraries.idaho.gov

Twitter – @highfives4life

Instagram – @breadbrarian

Facebook – Patrick Bodily