

Demonstrating the Relevance of Libraries

LIBRARY 
STRATEGIES

A Consulting Group of The Friends of the Saint Paul Public Library

The Role of Today's Libraries in Our Communities

- Centers for lifelong learning
- Portals to opportunities
- Innovation centers
- Community gathering places

3 Biggest Mistakes Today's Libraries Make

- Failing to tell their stories
- Unwillingness/lack of experience in advocating for public funding
- Limited or no private fundraising activities

5 Key Messages About Today's Libraries

- Libraries have radically changed in the last 15 years
- Libraries are economic development engines
- Libraries improve lives and the quality of life in our communities
- Libraries are leading the learning curve
- Libraries are not fully paid for by your tax dollars

Strategic Language for Describing Today's Libraries

- Education
- Economic advancement
- Innovation
- Quality of life
- Vital, critical
- Free for all
- Cutting-edge, state-of-the art

Benefits of Marketing our Libraries

- Increase usage of the library
- Attract target audiences
- Raise public awareness of services & programs
- Demonstrate the value of libraries
- Position advocacy & fundraising efforts

Broad Based Marketing & Targeted Marketing

The general public needs to be aware of
the library and its array of services –
BUT so do specific audiences!

Who Are Your Target Audiences?

- Media
- Public officials
- Stakeholder groups
- Businesses
- Funders

Saint Paul Public Library's Public Awareness Campaign

Created a campaign around the idea of **#BecauseOfTheLibrary**

Objectives:

- Redefine what libraries are in the 21st century
- Highlight users and library services
- Build a buzz by **GETTING PEOPLE INVOLVED**

#BECAUSEOFTHELIBRARY

Redefining What *Library* Means

- Today's libraries are more than just books
- Our libraries are vital to our lives
- Libraries are about people & stories

#BECAUSEOFTHELIBRARY

Redefining What *Library* Means

- Create a compelling public awareness campaign
- Establish a clear and consistent message
- Let the audience help deliver your message
- Tell the story visually
- Use all delivery channels available to you
(website, social media, video, print materials)



#BecauseOfTheLibrary
**I TRAINED MY
MOUSE TO CHASE
CAT VIDEOS.**
CHOOSE FROM OVER 500 FREE
BASIC INTERNET CLASSES.



POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**THE LIBRARY
IS THE HERO
IN OUR STORY.**
ATTEND FREE STORYTIMES
IN 8 LANGUAGES.



POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**I NO LONGER
SECOND GUESS MY
SECOND LANGUAGE.**
CHOOSE FROM 250 FREE LANGUAGE PROGRAMS.



POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**I'M FLUENT
IN HMONG AND
HIGH FIVES.**
ENJOY OUR FREE SERVICES
IN 8 LANGUAGES.



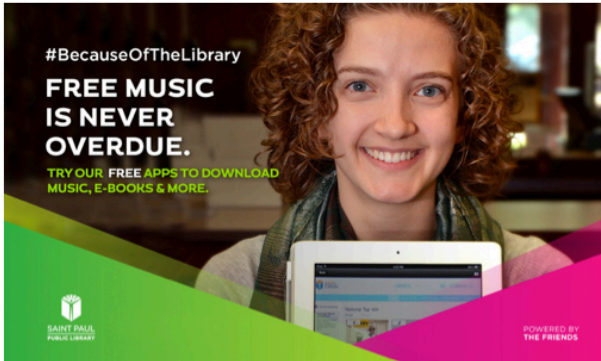
POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**MOTHERBOARDS
DON'T MAKE ME
CLEAN MY ROOM.**
TRY OUR FREE CREATECH
WORKSHOPS FOR TEENS.



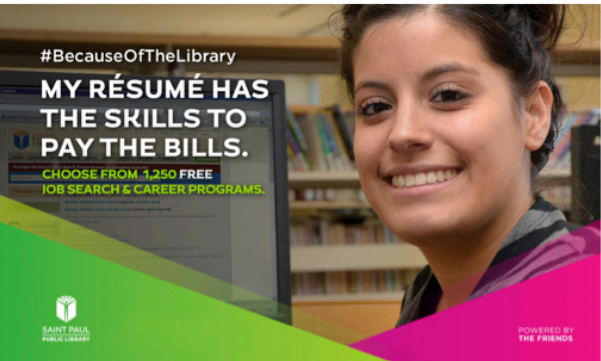
POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**FREE MUSIC
IS NEVER
OVERDUE.**
TRY OUR FREE APPS TO DOWNLOAD
MUSIC, E-BOOKS & MORE.



POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**MY RÉSUMÉ HAS
THE SKILLS TO
PAY THE BILLS.**
CHOOSE FROM 1,250 FREE
JOB SEARCH & CAREER PROGRAMS.



POWERED BY
THE FRIENDS



#BecauseOfTheLibrary
**TBH PREP FOR
THE S.A.T. IS NBD.**
TRY OUR FREE ONLINE
PRACTICE TESTS.



POWERED BY
THE FRIENDS




#BecauseOfTheLibrary
**YOU CAN CALL ME
THE SPREADSHEET
WHISPERER.**
WE OFFER OVER 1,000 FREE
COMPUTER SKILLS CLASSES.




POWERED BY
THE FRIENDS

What's Your #BecauseOfTheLibrary Story?


facebook

 Mike Borell 🎧 listening to The 4onthefloor with Borianna Strzok at Diamonds Coffee Shoppe
Who knew the Library was all for being loud?


#BecauseoftheLibrary
#SPPL
#LoudAtTheLibrary




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Press Enter to post.

Instagram



 sladekemmet Getting my trivia on and listening to some killer music on a thursday night #BecauseOfTheLibrary

Write a comment...

twitter

 Katie Grey @ktgrey
At Rice Street branch with some seriously awesome people today practicing english. Huge improvements #BecauseOfTheLibrary

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Tell us why the library is important to you by sharing your story on Facebook, Twitter, and Instagram, using the hashtag, #BecauseOfTheLibrary. Take a 'selfie' with your library card, favorite book, tutor, or whatever it is that makes you crazy about the Saint Paul Public Library. Encourage your friends and family to do the same!

Stories, photos, and status updates using #BecauseOfTheLibrary will be entered to win weekly prizes such as iPods, e-readers, tablets, t-shirts, and more!



Carrie Mesrobian @CarrieMesrobian · Apr 8

I can bring my kid surprises home that cost absolutely nothing
[#BecauseOfTheLibrary](#)

↩️ ↻️ 13 ⭐️ 12 ⋮



Aimee Farley @AimeeLFarley · Apr 8

My kids get to go on countless adventures with new and old friends whenever they want. [#BecauseOfTheLibrary](#) [#StPaul](#)



↩️ ↻️ ⭐️ ⋮



Melvin W. Carter III @melvincarter3 · Apr 8

@stpaullibrary - My first public speaking "job" was telling stories to children in public libraries when I was 14! [#BecauseOfTheLibrary](#)

↩️ ↻️ 5 ⭐️ 3 ⋮

[View conversation](#)



BooksMakeADifference @booksmake · Apr 7

Loved [#mnbookawards](#) 2014! Help us promote the awareness campaign. Share using [#BecauseOfTheLibrary](#)
ow.ly/vhznP @stpaullibrary

↩️ ↻️ ⭐️ ⋮



Emily Lloyd @PoesyGalore · Apr 6

Nice hashtag campaign from @stpaullibrary: "Check out our awareness campaign. Share using [#BecauseOfTheLibrary](#)" facebook.com/stpaulpublicli...
1/2

↩️ ↻️ 8 ⭐️ 5 ⋮



Eric Whalen @ericwhalen1 · Apr 2

[#BecauseOfTheLibrary](#) I'm gonna make like a million bucks on this old painting when I get it appraised! sppl.org/antiques @stpaullibrary

↩️ ↻️ 2 ⭐️ 2 ⋮



mnartists.org @mnartistsdotorg · Apr 2

MN Book Awards, Cracked Walnut Lit Festival, [#BecauseOfTheLibrary](#) - lots of good bookish stuff going on for... fb.me/3q3cGgyvi

↩️ ↻️ 4 ⭐️ 1 ⋮



Susannah Schouweiler @SusannahS · Apr 2

MN Book Awards, Cracked Walnut Lit Festival, [#BecauseOfTheLibrary](#) - lots of good bookish stuff going on for nrm14.ow.ly/vmeL0

↩️ ↻️ ⭐️ ⋮



Aimee Farley @AimeeLFarley · Apr 1

What has the library done for you?"@stpaullibrary:Check out our awareness campaign. Share using [#BecauseOfTheLibrary](#) ow.ly/vhznP"

↩️ ↻️ 1 ⭐️ ⋮

[View conversation](#)



St Paul Library @stpaullibrary · Apr 1

Check out our awareness campaign. Share using [#BecauseOfTheLibrary](#)
ow.ly/vhznP

Advocacy: The Library Needs Public Support

- Advocacy protects or increases your operating budget
- Advocacy is a coordinated, annual activity
- Private fundraising leverages public advocacy

An Effective Advocacy Program

- Create an advocacy committee – that engages EVERY year (not just in a crisis)
- Work with your library director to identify funding needs
- Develop an annual advocacy platform (positive! – with an ask) – before budget prep season

An Effective Advocacy Program

- Send advocacy platform to the media
- Meet with public officials one-on-one
- Attend budget hearings
- Encourage grassroots participation
- Thank your public officials
- Begin again...



The Saint Paul Public Library has always been in the business of learning, but in the 21st century, the tools, technology, skills and content of learning are constantly changing. The Internet, e-readers, mobile apps and web-based services have had a major impact on how people find, gather, create, and share information. Internet access and digital literacy are prerequisites for engaging with commerce, education, employment, health care, and government services at all levels.

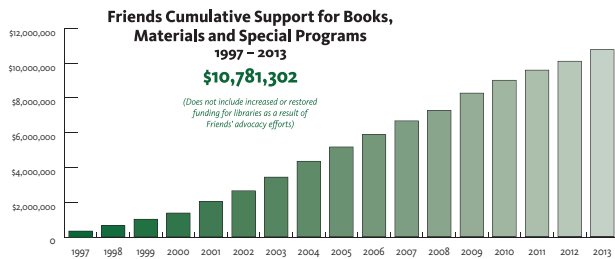
MEETING THE NEEDS OF RESIDENTS

Saint Paul Public Library, with the support of The Friends and a city that is fully committed to providing world-class learning opportunities for all, offers a new paradigm, where the library meets the evolving needs of Saint Paul residents, and above all, helps everyone participate in a global learning environment. Supporting this vision is our guiding belief that libraries, regardless of technological or social change, are **fundamentally a place for people-to-people learning and the exchange of knowledge.**

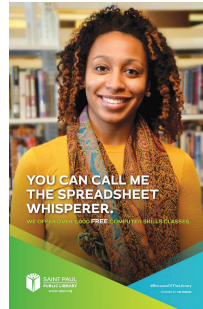
It's well known that improving digital literacy is essential. To that end, the library is investing in resources that equip children and adults with 21st century skills. Throughout Saint Paul, the library is offering digital training programs for all ages, expanding digital services and collections, and renovating its facilities with updated technology and flexible, efficient spaces.

Saint Paul Public Library is uniquely positioned to provide the greatest accessibility to these flexible, collaborative learning environments. The only significant limit to this access is the reduction in hours the library has had to adjust to in recent years. Restoring some evening and morning hours at seven libraries will get us back toward 2009 levels - not fully, but close. More importantly, **access to critically needed services and learning resources will help close the achievement gap and allow people from all over the city to prepare for college and employment in the future.**

The Friends has demonstrated its commitment over the last twenty years of advocating for strong public support of the library by **delivering solutions and financial support** along with its requests:



For too many years, the portion of the Library's general operating budget for collections has been trimmed, cut, and supplemented with other, re-purposed and one-time funds. The advocates remain concerned about this trend and would prefer to see the budget fully support at least a minimum level for materials.



The Friends has also been a steadfast partner of the city in providing leadership and reliable results when raising private funds for capital improvements and library construction:

\$14 MILLION+ RAISED AND/OR COMMITTED SINCE 1997



OUR POSITION:

In order to help the library better serve the most learners of all ages in neighborhoods across the city, The Friends' Advocacy Committee requests the following:

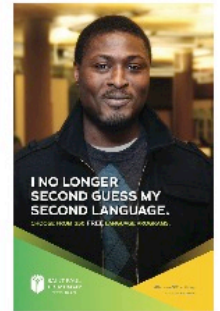
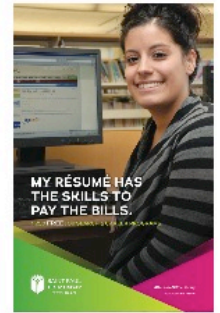
1. \$500,000 in new books and materials funding
2. \$500,000 for expanded hours – 67 additional hours per week (in priority order: maintain Merriam Park Sunday hours; evening hours at 7 branches; morning hours at 7 branches)



The Saint Paul Public Library is a place for collaborative learning and discovery, with a definition of service that goes well beyond checking out books. The Friends stand with the library and the city as together we face an exciting future, ripe with opportunity for all the people of Saint Paul. Please demonstrate your commitment now and in the years to come by supporting the library priorities identified above.

Thank you!

Produced and developed by the Advocacy Committee of The Friends of the Saint Paul Public Library; John Marshall, Chair
325 Cedar Street, Suite 555 • Saint Paul, MN 55101 • 651-222-3242 • www.thefriends.org



10 Things Your Library Should Be Doing to Move from Relevance to Action... to Support

1. Create & tell your library's story
2. Develop key messages
3. Ensure that staff, Board & volunteers understand & can deliver key messages
4. Engage the media
5. Engage your audience

10 Things Your Library Should Be Doing to Move from Relevance to Action... to Support

6. Create a public awareness campaign & an advocacy campaign
7. Identify target audiences & targeted objectives
8. Use social media & other tools
9. Don't stop with the story...make the ask!
10. Evaluate your success!

THANK YOU!

Resources and info at:

www.LibraryStrategiesConsulting.org

and

facebook.com/LibraryStrategies



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