



# LIBRARIES TRANSFORM<sup>®</sup> YEAR TWO REPORT

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September 1, 2016 through August 31, 2017



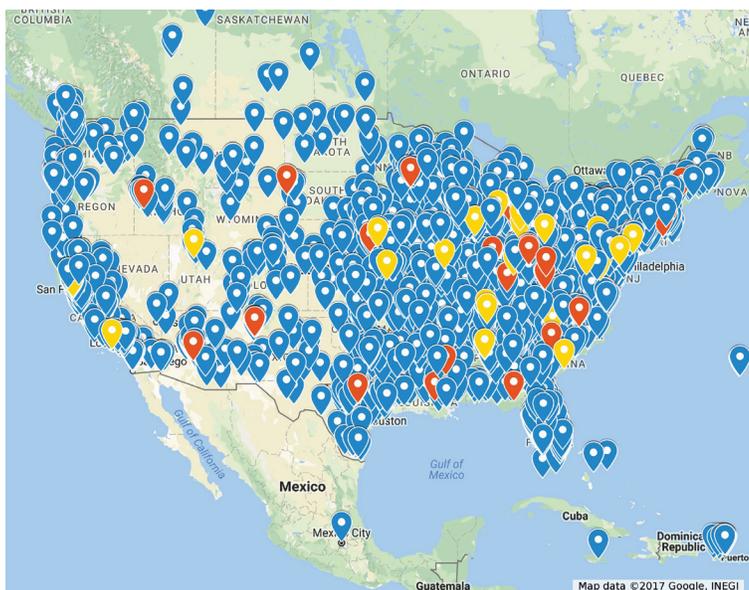
**ALA** American  
Library  
Association

**L**ibraries Transform is a public awareness and advocacy campaign designed to create a national conversation about libraries—the value, impact and services they provide and the role they play in healthy communities. Campaign supporters are part of a movement working to change the perception of libraries from “nice to have” to “essential” by creating awareness of how libraries are transforming their communities for the better. This campaign is more than just a logo and graphics. It’s an opportunity to be a part of the transformative conversation about libraries and why they are important!

# PARTICIPATION

**7,431** libraries and supporters have joined the campaign since October 2015. More than **3,700** joined in the second year—a **107%** increase from Year One to Year Two. Nearly **500** campaign participants are from international libraries.

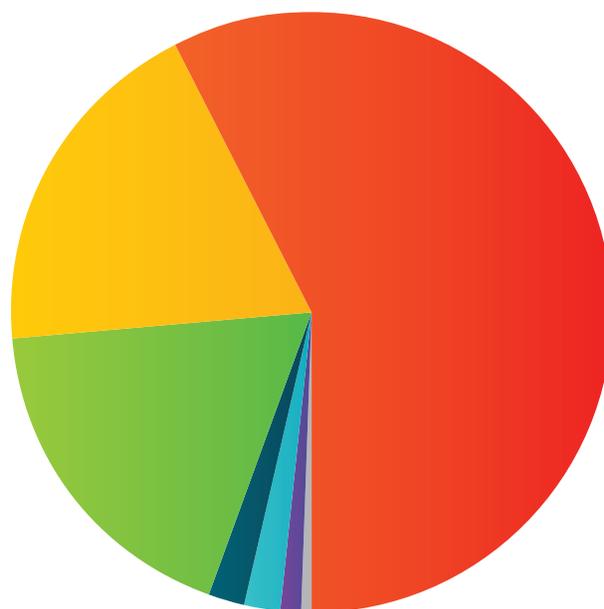
## PARTICIPATING LIBRARIES IN NORTH AMERICA



**blue** = Libraries Transform Libraries  
**red** = State Libraries & Associations  
**yellow** = ALA Library Champions

## LIBRARY TYPES

- 57.74%** public libraries
- 18.82%** academic libraries
- 18.10%** school libraries
- 1.97%** state/national libraries and associations
- 1.89%** business and special libraries
- 1.06%** government and military
- 0.43%** consortiums, friends, museum, prison and Tribal Libraries



# OVERVIEW

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## CAMPAIGN GOALS & OBJECTIVES

- Increase **AWARENESS** of and support for the transforming library.
- Shift the **PERCEPTION** of libraries from “obsolete” or “nice to have” to essential.
- **ENGAGE** and energize library professionals and build external advocates to influence local, state and national decision-makers.

## CAMPAIGN AUDIENCES

- **THE GENERAL PUBLIC** – focus on changing the public’s perception of libraries and strengthening support nationally and at the local level.
- **LIBRARY AUDIENCES** – while already staunch supporters, provide tools for them to be better advocates and storytellers for their libraries and share the message of the campaign.

## KEY MESSAGES

**LIBRARIES  
TRANSFORM LIVES.**

**LIBRARIES  
TRANSFORM  
COMMUNITIES.**

**LIBRARIANS ARE  
PASSIONATE  
ADVOCATES  
FOR LIFELONG  
LEARNING.**

**LIBRARIES  
ARE A SMART  
INVESTMENT.**

# SUCCESS STORY

## INDIANA LIBRARIES AND SCHOOLS GAIN AN ADDITIONAL \$3 MILLION FOR INTERNET CONNECTIVITY

For the many Indiana residents who lack broadband access at home, schools and public libraries are an essential lifeline to internet connectivity. When the Indiana Senate approved a version of the state budget without allocating much-needed additional funds for internet connectivity, the Indiana Library Federation (ILF) doubled down with ALA's Libraries Transform campaign as part of their efforts to build legislative support.

ILF, which represents nearly 2,000 libraries and library professionals in Indiana, took the popular Libraries Transform statement "Because more than a quarter of U.S. households don't have a computer with an internet connection" and customized it to fit

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**"The Indiana Library Federation helped us understand how many of our children and adults rely on publicly supported internet at libraries."**

**BECAUSE ONE  
IN SIX HOOSIERS  
LIVES IN AN  
AREA WITHOUT  
ACCESS TO  
BROADBAND**

**LIBRARIES  
TRANSFORM<sup>®</sup>  
INDIANA**

local data: "Because 1 in 6 Hoosiers lives in an area without access to broadband." The ILF team shared the statement widely, including in newsletters, social media and their 2017 Policy Priority Agenda.

ILF's efforts paid off: the Indiana General Assembly eventually committed to providing an additional \$1 million to libraries and an additional \$2 million

to schools to support internet connectivity. "Because legislators understood that rural broadband is an unmet need for Indiana, we were able to make our case by connecting the two issues—libraries' and schools' needs for internet connectivity and the lack of access to broadband," says Lucinda Nord, ILF's executive director.

Indiana Representative Tim Brown, who chairs the House Ways and Means Committee, adds: "Legislators already understand that access to rural broadband is an issue in our state. The Indiana Library Federation helped us understand how many of our children and adults rely on publicly supported internet at libraries in order to complete homework, apply for jobs and interact with government."

# SUCCESS STORY

## BAY SHORE MIDDLE SCHOOL LIBRARY SHOWS STUDENTS ARE EXPERTS TOO

School librarian Kristina Holzweiss was flipping through the American Library Association's (ALA) graphics catalog when she saw the Libraries Transform campaign's "I'm an expert in" badges. The first thought that came to her mind was, "How can I use these in my school library?"

Holzweiss decided to try them out with her student "techspert" team at Bay Shore Middle School (BSMS) in Long Island, N.Y. At BSMS, Holzweiss works with "techspert" students throughout different periods of the day. They help her in the library with everything from wrangling robots to creating websites and organizing the makerspace.

Holzweiss presented the badges to the "techspert" students, asking them what they were an expert in. Students filled in the blank spaces with a broad range of subjects, including reading, 3D printing and coding.

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**"The students have realized that the library is theirs too."**



Holzweiss says the badges have been a big success in the school library. "For the students, the badges have been really empowering. They have taken ownership of their expertise. And the students have realized that the library is theirs too," she said.

"Techspert" team member Prisca says, "I think wearing this

badge shows that I like to help, and have dedication to the library. As a 'techspert' I am determined to help change the library in good ways so that students are more comfortable coming and learning new things through technology and reading. Libraries can change your attitude and expand your mind."

The expert badges were created as part of ALA President Julie Todaro's 2016–17 presidential initiative which focused on librarians as experts and the critical role they play in our nation's communities by transforming lives and communities through education and lifelong learning.

# LIBRARIES TRANSFORM TOOLKIT

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The campaign has continued to develop new downloadable tools to serve the changing needs of the library community, as well as to make topical connections to current events. Throughout the year, new “Because” statements were released with topics including politics, equity of access, information literacy, summer learning and more.

**20,435**  
YEAR TWO DOWNLOADS

**34,867**  
TOTAL DOWNLOADS

**BECAUSE BLUE STATE OR RED STATE, EVERYONE BENEFITS FROM AN ENLIGHTENED STATE.**

**BECAUSE THE SUMMER SLIDE ISN'T PLAYGROUND EQUIPMENT.**

**BECAUSE ACCESS EQUALS OPPORTUNITY.**

**BECAUSE FAKE NEWS CAN HAVE REAL-WORLD CONSEQUENCES.**

# PRINT AND DIGITAL MEDIA

The Libraries Transform campaign has maintained a strong presence through media relations and social media, reaching millions with the message of the power of libraries.

**561**

ARTICLES FEATURING THE  
CAMPAIGN

**209,000,000+**

MEDIA REACH

**4,000,000+**

REACH ON FACEBOOK

**30,970**

USES OF #LIBRARIESTRANSFORM  
ON TWITTER

**143,787**

ENGAGEMENTS  
ON FACEBOOK + TWITTER

**51,479**

PAGE VIEWS  
ON LIBRARIESTRANSFORM.ORG

Statistics reflect the period from  
September 1, 2016 to August 31, 2017.



ALA's Twitter shares a *Star Wars*-inspired call-to-action.



Henderson State University highlights librarian expertise on Instagram.

# SUCCESS STORY

## MISSOULA PUBLIC LIBRARY RECEIVES FUNDING FOR NEW BUILDING

It is no coincidence that the Missoula Public Library received overwhelming voter approval for a \$30 million referendum for a new library; library patrons are well acquainted with the many ways the library reaches out to the community. The new library will triple its circulation from 200,000 items to around 600,000.

Given its transformative nature, the library has adopted the Libraries Transform campaign. Library Director Honore Bray said the Libraries Transform campaign is a perfect fit for her library.

The Libraries Transform “Because” statements played a part in the library’s push for a new building—one “Because” statement informed the public “Because 1 in 4 Missoulians doesn’t have access to a utility called the Internet.” The new library will triple its capacity for Internet connectivity and computer use.

During the referendum campaign, the library used the Libraries Transform campaign for educational pieces that appeared in posters, including one that informed people that only 38 people

can sit and use resources in the adult section of the library.

Bray said the Libraries Transform banners hanging on the ceiling and the posters clinging to

the walls communicated in a direct fashion to library users. “It’s a very clean format that makes things just very clear and concise for the user.”



**The new library will triple its capacity for Internet connectivity and computer use.**

# SUCCESS STORY

## DEPAUL UNIVERSITY LIBRARY DEEPENS COMMUNITY ENGAGEMENT

DePaul University (Chicago) Librarian Scott Walter remembers what he was thinking when he heard ALA President Julie Todaro announce her 2016–17 “expert in the library” focus for the Libraries Transform campaign, “It struck me as a perfect platform for deepening academic library engagement.”

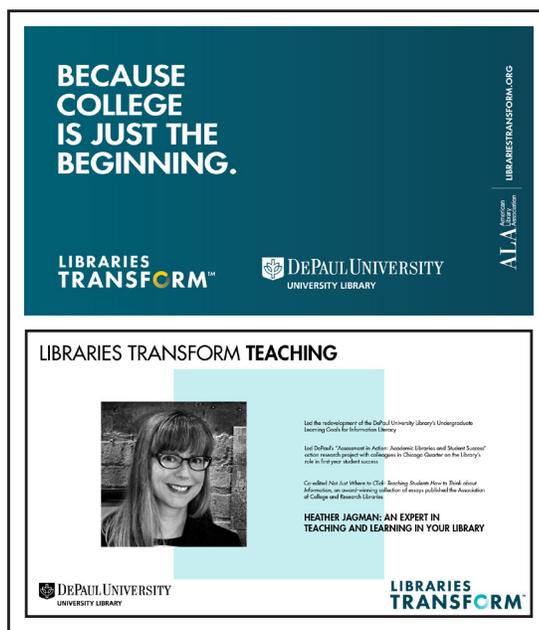
Around the same time, Walter’s colleague, Ashley McMullin, assessment and marketing librarian at DePaul, and her team were working on a plan to share more information about librarians with the campus through a new initiative called “library spotlights,” which shows how individual librarians are transforming the university. After learning about the Libraries Transform’s “expert in the library” theme, Walter asked McMullin to

combine these ideas together in a campaign to highlight the expertise of academic librarians and all they bring to the DePaul community.

In addition to creating the “library spotlights,” McMullin and her colleagues crowdsourced ideas from the school’s staff for new “Because” statements to reflect their academic library environment.

According to Walter, the feedback from faculty colleagues and senior leadership has been positive,

and they say they have learned something about what librarians do for DePaul. Walter adds, “We will certainly continue to use Libraries Transform, especially as the ‘expert in the library’ focus is very consistent with the message we continually promote across campus regarding librarian expertise and the value of libraries and librarians to the academic mission. The approach we’ve taken of highlighting individuals and the way their expertise has benefited the DePaul community is one that I think has real meaning for our staff and for our community members.”



**Colleagues and senior leadership say they have learned something about what librarians do for DePaul.**

# THANK YOU TO OUR 2016-17 LIBRARY CHAMPIONS

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Thank you to our Library Champions, especially Dollar General Literacy Foundation and OverDrive. This campaign would not be able to reach its goals without their creativity, ingenuity and financial support.



## LEAD SPONSOR – \$50,000+

- OverDrive, Inc.

## SUSTAINERS – \$25,000+

- Dollar General

## INVESTOR – \$10,000+

- Biblioboard

## PATRONS – \$7,500+

- Bound to Stay Bound Books
- The Nora Roberts Foundation
- SirsiDynix

## MEMBERS – \$5,000+

- Baker & Taylor, LLC
- Brodart Company
- Candlewick Press
- Demco Incorporated
- EBSCO Information Services
- Elsevier
- Gale, a Cengage Company
- Ingram Content Group
- Innovative
- LS&S, LLC
- Midwest Tape
- Morningstar, Inc.
- OCLC
- Penguin Random House
- ProQuest
- ReferenceUSA
- The Rowman & Littlefield Publishing Group
- SAGE Publishing
- Scholastic Inc.
- Severn House Publishers Ltd.
- Sisters in Crime
- Springer Nature
- Steelcase Education
- Taylor & Francis Group
- TLC - The Library Corporation

**LIBRARIES  
TRANSFORM<sup>®</sup>**