

# Advocacy in COVID Times with The E's of Libraries®

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The Future of Libraries 2020  
Pacific Library Partnership

# The E's of Libraries

Education

Employment

Entrepreneurship

Empowerment

Engagement

With Respect to Libraries,  
What is the Reality-Perception  
Gap?

# The Reality-Perception Gap

**Why Does it Matter that  
there is a Reality-  
Perception Gap?**

- ▶ Addressing the Past Perception Hurdle
- ▶ Addressing the Lack of One Dominant Activity Hurdle

How The  
E's of  
Libraries  
Addresses  
the  
Hurdles

# The E's of Libraries



**Education**



**Employment**



**Entrepreneurship**



**Empowerment**



**Engagement**

# Using The E's of Libraries

## Internal Advantages

- ▶ **Common Language**
- ▶ **Easy**

# Using The E's of Libraries

## External Advantages

- ▶ Understandable
- ▶ Supportable
- ▶ Essential
- ▶ Memorable



# Tailoring the Message at a Meeting or Presentation

- ▶ No need to use all of The E's: Use only the E's that are relevant to that meeting or presentation.
- ▶ With respect to The E's that are relevant to that meeting or presentation, there is no need to use all of the categories or subcategories of those E's.
- ▶ Cautionary Note: Be ready to discuss any other E's, categories, or subcategories that are potentially relevant to your meeting or presentation, so if the audience surprises you and is interested in those, you are ready.

# Flexibility with The E's

If The E's that best fit your library include others not listed above, or do not include some of the ones listed above:

**Change the list for your library. Add to the list, subtract from it, or both.**

**Where The E's  
of Libraries Has  
Been Used...**

The background features a series of overlapping, semi-transparent green triangles and polygons that create a dynamic, geometric pattern. The colors range from a light, pale green to a deep, forest green. The shapes are layered, with some appearing in front of others, creating a sense of depth and movement. The overall composition is modern and minimalist.

**It Has  
Worked!**

# Libraries are Essential



**“My E is education.”**

The Brownwood Library offers physical and online books, study guides and practice tests for STAAR testing, SAT study and general skills (math, reading, etc.) for a range of skill levels. 32.5 million people use library technology resources to help them achieve their educational goals in a year. Library programs and resources support many types of learning, including digital literacy and social skills. Storytime is a fun time for children and their caregivers and a great learning experience.

**“My E is employment.”**

The Brownwood Library has tools to both advance local businesses and for employees to advance their skills. We offer online courses and practice tests in a range of career tests, including tests for police officers, EMTs, fire fighters, postal workers, hair stylists, nursing, veterinary assistants and more. For businesses, we offer business tools such as Reference USA, a powerful tool which allows businesses to create custom mailing lists and analyze U.S. companies, industries, and consumers.



**“My E is entrepreneurship.”**

Brownwood Library offers great resources for entrepreneurs, including the Small Business Reference Center, with Nolo do-it-yourself guides, as well as business videos, details on how to create business plans, and more. The library has also provided a meeting space for small businesses.

**“My E is engagement.”**

Library staff see hundreds of people every week. They see firsthand what our community's needs are and how to respond to them with programs and one-on-one instruction. Library staff regularly helps senior patrons and others navigate using computers, applying for jobs and connecting with family online.



**“My E is empowerment.”**

The resources provided by the Brownwood Library give our community the resources they need to make educated decisions, enrich their lives and be more self-reliant.



**“My Library is Essential.”**

Brownwood (Texas) Public Library incorporated the “My E is...” message in materials about the library.

## INNOVATION and PARTNERSHIPS: Collective Impact

The Library leverages partnerships with County and State agencies, nonprofits and local businesses in order to extend the reach of library services and resources. Collaborative programming allows for innovative ideas to reach wider audiences; cross-promotion ensures greater return on investment, and greater access to resources means more opportunity for Baltimore County residents.



### EDUCATION

- All **115,000** BCPS students now have automatic **Student Accounts** with BCPL. These accounts can be used to check out materials, utilize research databases; and, best of all, do not accrue fines; eliminating a barrier to access.
- More than **50,000** children participate in the **Summer Reading** program each year, which provides fun and accessible ways to connect to reading and learning throughout the summer, keeping children better prepared for the start of a new school year.
- Librarians from the Parkville Branch maintain a close relationship with the **Hickey School**, providing regular book discussion visits at this youth detention center. In support of this program, BCPL has won funding through an ALA Great Stories grant.
- Partnering with **Towson University** has enabled a variety of collaborative programs, including professors speaking at programs, BC Reads events hosted on the TU Campus and book discussions in support of TU grant projects

# Baltimore County (Md.)

## Public Library



### ECONOMY

- The **William & Lanee C. Featherstone Foundation** provides workforce and technical training for Latino and underserved customers.
- The **Maryland Small Business Development Center, Small Business Administration and CASH Campaign** work with the library to provide workshops at several branches that support the development and success of entrepreneurs, solopreneurs and small businesses.
- Librarians assist customers daily with online job applications, learning new job skills and interview tips.
- CASH Campaign of Maryland will provide personal finance classes and free tax preparation for low-income customers in FY19. Funding for the tax preparation service is provided in part by grants from Wells Fargo and PNC.



### EQUITY

- **Summer lunches and after-school snacks** are provided at no cost to the library or to the children. More than **27,000** meals and snacks were served in FY18 alone.
- **Maryland Legal Aid** provides free, drop-in legal assistance with civil matters at various branches.
- A grant from the **Maryland State Library** enabled BCPL to offer the "Build Your Own Computer" series at two branches. Presented by **Baltimore Robotics Club**, participants learned to build their own computer, which they were able to keep at the end of the program.
- **Social justice programs** bring participants together with local authors, artists, activists and leaders. Our branches provide safe spaces for conversation and thoughtful discourse on challenging issues.
- **E-devices**, including Google Chromebooks, are now circulated to make technology accessible to all Baltimore County residents.



### ENGAGEMENT

- Librarians visit **WIC Centers** to promote early learning practices and spread awareness of library services.
- Held in April, the annual **BC Reads** program promotes community-wide discussion through reading and the arts.
- **Baltimore County Health and Human Services** provides smoking cessation, diabetes education and Narcan trainings at various branches.
- The Library provides book clubs technology instruction and mobile library services at **County Senior Centers**.
- Collaboration with **Baltimore County Department of Recreation & Parks** to provide off-site library services through Talking is Teaching panels, Story Trails and Little Free Libraries.

## Maryland Public Libraries In a Year\*

**56,980,321**

Items Were  
Checked Out

**2,393,632**

People Attended  
Library Programs

**26,089,963**

People Visited Maryland  
Public Libraries

**8,234,905**

Questions Answered  
by Library Staff

**5,604,327**

People Used Internet at  
Library Computers

**15,122,526**

People Used WiFi in  
Maryland Libraries

**3,630,368**

Registered Library  
Card Holders

**16,049,911**

Total Items Available  
for Borrowing



Source: FY17 Maryland State Library Report

## Maryland libraries make a difference in **EDUCATION**



**Carroll County Public Library**

Libraries create enthusiasm for reading for students of all socio-economic and reading levels through countywide education programs such as Battle of the Books.



**Northern Middle School Library, Garrett County**

Libraries expand the universe of possibilities for students through opportunities such as STEM programs, LEGO Leagues, and computer coding.



# Maryland libraries are about **ENGAGEMENT**



**Anne Arundel County Public Library**

At an Adulting 101 program, MD State Delegate Mark Chang shares the basics of local government and how teens can effect change through civic engagement.



**Harford County Public Library**

"Choose Civility" programs uplift communities through acts of kindness.



**Howard County Library System**

Thousands of visitors attended the grand opening of the HCLS Elkridge Branch + DIY Education Center in March. The new branch features a DIY collection with tools for home repair, baking, and sewing for borrowing at no cost.



**Prince George's County Memorial Library System**

The library has many functions that meet the needs of many different people. It's diverse and inclusive.

# Maryland libraries are for **EVERYONE**



How Can We Use  
The E's of Libraries right now?

# Case Study: The Friends of the Saint Paul (Minn.) Public Library

## 2020 Advocacy

- ▶ EQUITY
- ▶ EMPLOYMENT
- ▶ EMPOWERMENT
- ▶ EDUCATION
- ▶ ENGAGEMENT
- ▶ EMPATHY

# Exercise: The Reality- Perception Gap

What are some common  
misperceptions you hear  
or read about your  
library?

What are some of the  
positive things you hear  
or read about your  
library from community  
members and/or  
stakeholders?

What are your library's  
3-5 dominant activities?

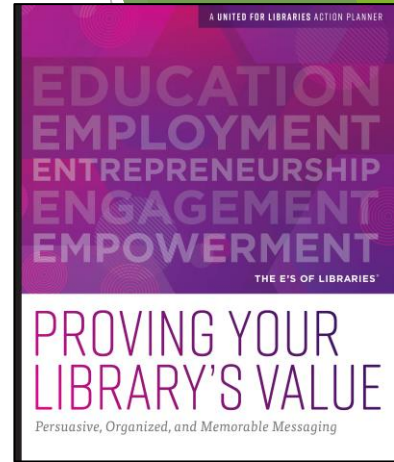
# Proving Your Library's Value: Persuasive, Organized, and Memorable Messaging

United for Libraries Action Planner & Action Planner *PLUS+* (featuring eBook, eCourse, ePlan)

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