You are a Library Activist

Montana Library Association Conference

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Librarian By Day

Superheroine By Night

Meme by night by Kathryn Jacobson, background by unsplash on Pixabay, Batgirl image source unknown
“Our community is better because you’re in it.”
VOTE LIBRARIES
The Toolbox of Our Community

- First Nationwide PAC for Libraries
- 61 Campaigns
- $210+ million in stable tax funding
- 18 State School Associations and ESSA
- Donor supported -> Pro-Bono Support
Talking with Voters about Libraries

Support for Negotiations and Lobbying about Funding

#votelibraries 2016 - Advocacy campaign during recent election

The Political Librarian journal
The Civic Attitudes We Track
Civic Attitudes about Libraries

94% of Parents say libraries are important for their children. 79% say “very important”. ¹

58% of Americans have a library card. ²

48% of card holders have visited the library in the last year at least once.³

¹ PEW 2013, 2- ALA 2013, 3 - PEW 2016
US Voter Attitudes

37% will Definitely vote yes for the library
37% will Probably vote yes for the library

26% will Probably or Definitely vote no or may vote either way

From Awareness to Funding, OCLC (2008)
Value Proposition about Libraries

A majority of Americans (69%) feel libraries are doing a good job of providing a safe place for people to hang out or spend time … and roughly half think their libraries contribute “a lot” to their communities in terms of helping spark creativity among young people (49%) and providing a trusted place for people to learn about new technologies (47%). (PEW 2016)
“Our community is better because you’re in it.”
KEEP DARBY STRONG
Vote YES for the Darby Library

BIC, Darby Community Public Library, Andrew Massie, Treasurer, P.O. Box 1115 Darby, MT 59829
“Our community is better because you’re in it.”
Every Student Succeeds Act
Montana State Plan

opi.mt.gov
Alma Smith Jacobs at the Great Falls Montana Public Library
“Our community is better because you’re in it.”
Attitude - Not Demographics

The factors that determine residents’ willingness to increase their taxes to support their local library are their perceptions and attitudes about the library and the librarian.

- OCLC "From Awareness to Funding" p. 7-3
Library as Transformative Force

The library is not perceived as just a provider of practical answers and information; the most committed supporters hold the belief that the library is a transformational force.

- OCLC "From Awareness to Funding" p. 7-4
“Our community is better because you’re in it.”
activism vs. advocacy
But Value Props are Not About “Me”

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These Attitudes are Emotional

66% of Americans say the closing of their local public library would have a major impact on their community - although notably, just 33% say this would have a major impact on them personally or on their family.

(PEW 2016)
“Our community is better because you’re in it.”
action.everylibrary.org
Thank You

Erica Findley
EveryLibrary

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