BUILD SUPPORT
FOR YOUR LIBRARY

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Y LEARN FROM POLITICS?

the data

DATA

KNOWLEDGE

ACTION
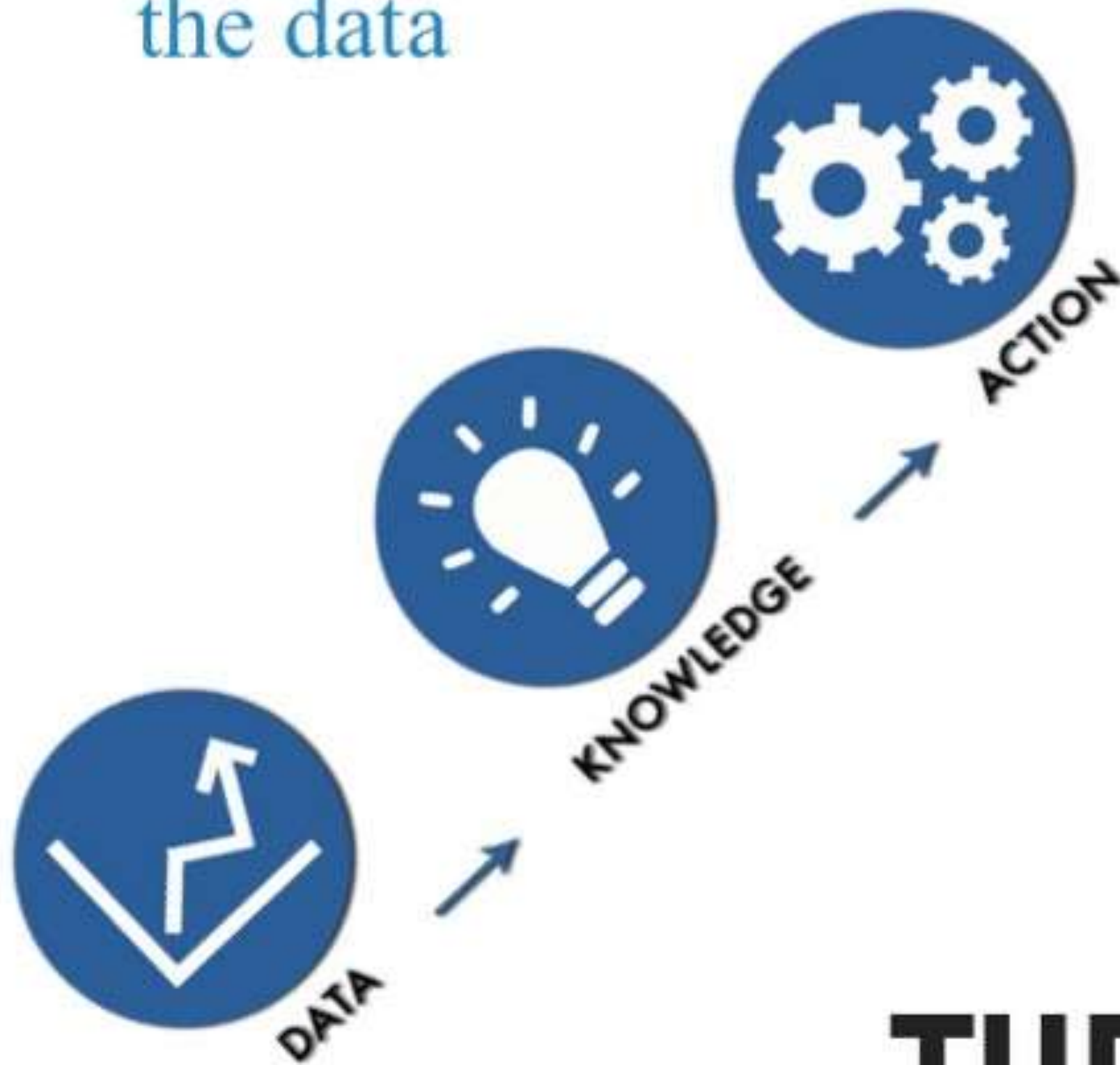
START WITH THE DATA

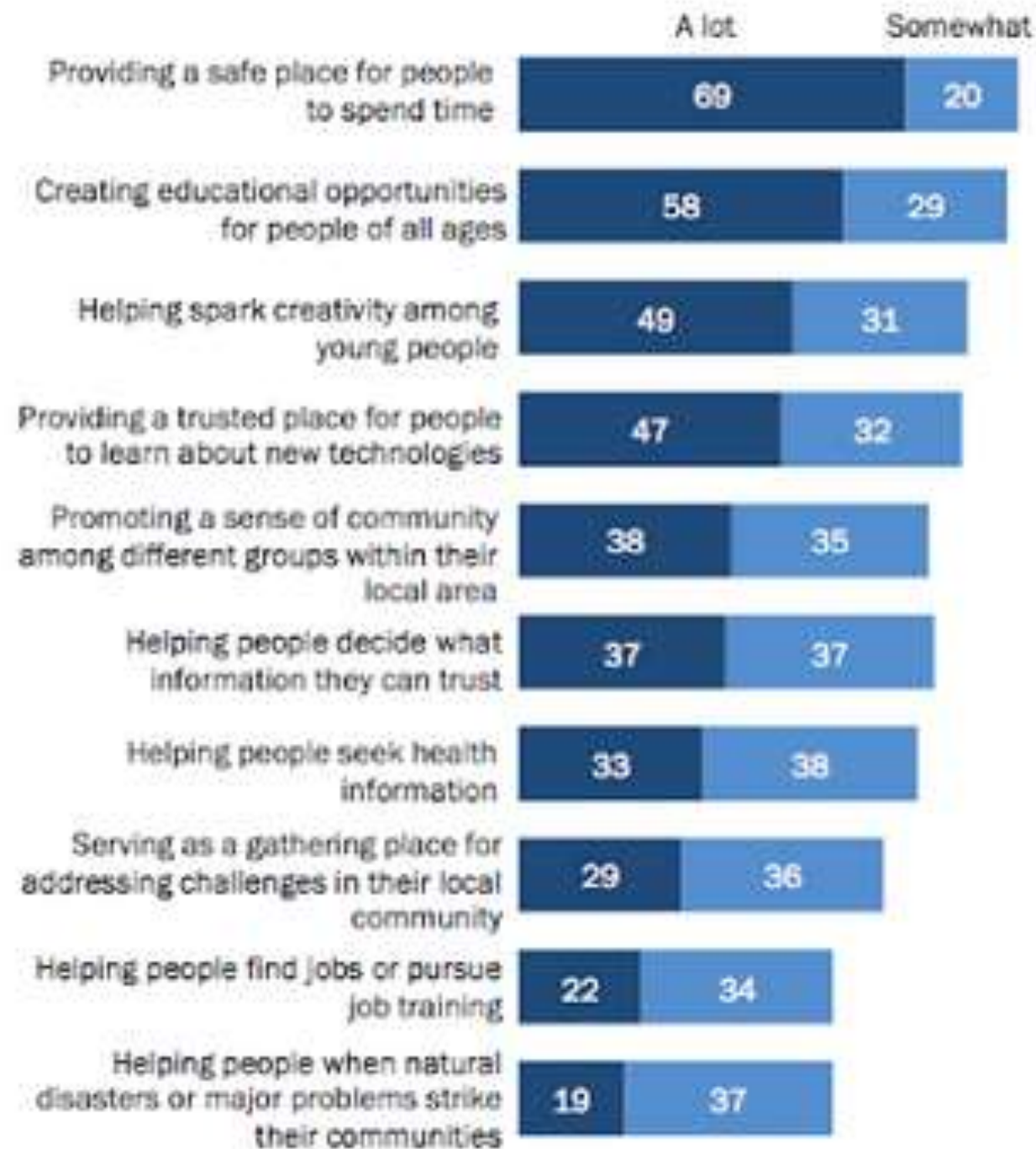# the data CIVIC ATTITUDES

- Millennials use libraries at a higher rate than any other demographic

- Parents are more likely to use libraries than adults without children

- The majority of Americans hold very positive views about libraries

People see libraries as a safe place, a source of educational opportunity and trusted information, as well as a place to ignite creativity in young people

% of U.S. adults ages 16 and older who say libraries contribute 'a lot' or 'somewhat' to their communities by ...

	A lot	Somewhat
Providing a safe place for people to spend time	69	20
Creating educational opportunities for people of all ages	58	29
Helping spark creativity among young people	49	31
Providing a trusted place for people to learn about new technologies	47	32
Promoting a sense of community among different groups within their local area	38	35
Helping people decide what information they can trust	37	37
Helping people seek health information	33	38
Serving as a gathering place for addressing challenges in their local community	29	36
Helping people find jobs or pursue job training	22	34
Helping people when natural disasters or major problems strike their communities	19	37

Source: Survey conducted March 7-April 4, 2016.
"Libraries 2016"

PEW RESEARCH CENTER

the
CIVIC data
ATTITUD

the **CIVIC**
data **ATTITUDES**

People think closing their local public libraries would hurt communities

% of U.S. adults ages 16 and older who say closing their local libraries would have the following impacts on ...

	Major impact	Minor impact	No impact
Their communities	66	25	6
Them & their families	33	33	33

Source: Survey conducted March 7-April 4, 2016.
"Libraries 2016"

PEW RESEARCH CENTER

VOTER ATTITUDES

In 2018 voters view the library as:

55% - an essential local institution

58% - advancing education

53% - a source of community pride

51% - enhancing the quality of life

VOTER ATTITUDES

the data

In 2008 of all voters:

37% will Definitely vote yes for the library

37% are likely to vote yes for the library

26% are likely or will definitely vote no

VOTER ATTITUDES

In 2018 of all voters:

27% will Definitely vote yes for the library

31% are likely to yes for the library

42% are likely or will definitely vote no

the data VOTER ATTITUDES

The positive image of the library has increased.
The willingness to vote for it has decreased.

Tier/Segment	% of total population		% of segment that would vote "yes" for libraries		Number of annual library visits		% who rate libraries positively		% who rate librarians positively	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Super Supporters	7.1%	6.5%	80%	64%	15.9	15.9	71%	80%	72%	73%
Probable Supporters	32.3%	25.6%	47%	36%	19.9	13.6	73%	73%	72%	65%

the data

CARD STATISTICS DON'T MATTER

the data

LIBRARY USE DOESN'T MATTER

the data

WHAT DOES MATTER?

strategy

WHAT
DOES
THAT
MEAN?

YOU

strategy SELF
REFLECTI
ON

TAKE A MOMENT TO ASK YOURSELF:

WHY DID YOU TAKE THIS ROLE IN A LIBRARY?

WHAT ARE YOU PASSIONATE ABOUT IN YOUR ROLE IN THE LIBRARY

WHAT DOES YOUR LIBRARY DO BETTER THAN ANYONE ELSE IN YOUR COMMUNITY?

WHAT COULD YOUR LIBRARY BE DOING BETTER?

ARE YOU COMFORTABLE 'BEING SEEN' IN THIS ROLE IN THE COMMUNITY?

WHAT DATA IS MISSING?
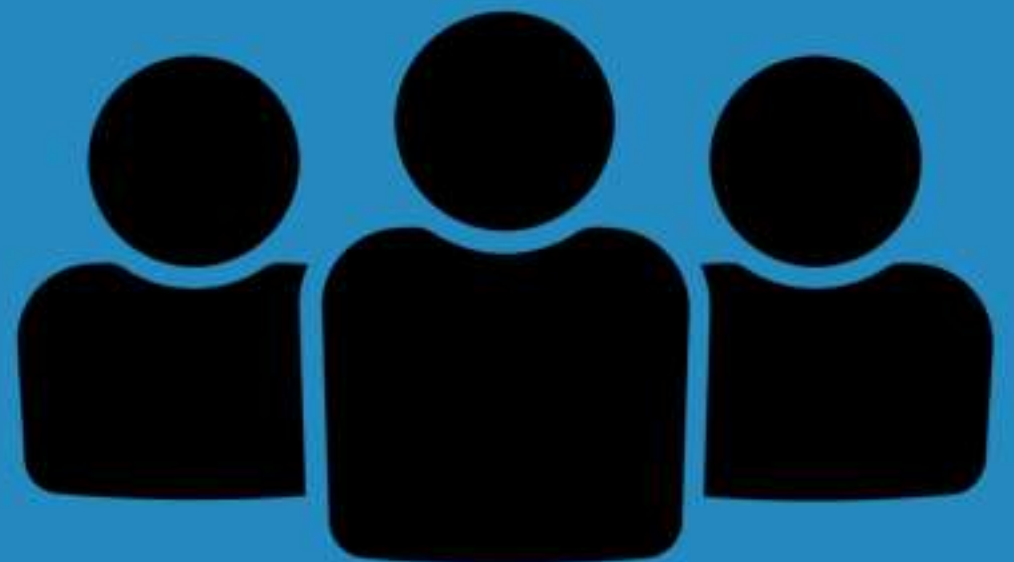
WHAT IS POLITICAL POWER?

WHAT DO WE HAVE?

strategy

WHAT
CAN
WE
GET?

WHAT SHOULD WE BE DOING?

Identify, Cultivate and empower Super Supporters

A significant bright spot in the research is that support among library Super Supporters— a small but mighty group—is largely unchanged. This segment's loyalty should not be taken for granted, but rather nurtured and protected. In addition, library leaders can consider how to engage and leverage this group as library ambassadors to advocate with decision makers and influence other segments of the population that might be more disconnected or skeptical.

tions engaging a threshold

3.5% of the population

have never failed

to bring about change.

ADVOCACY MODEL
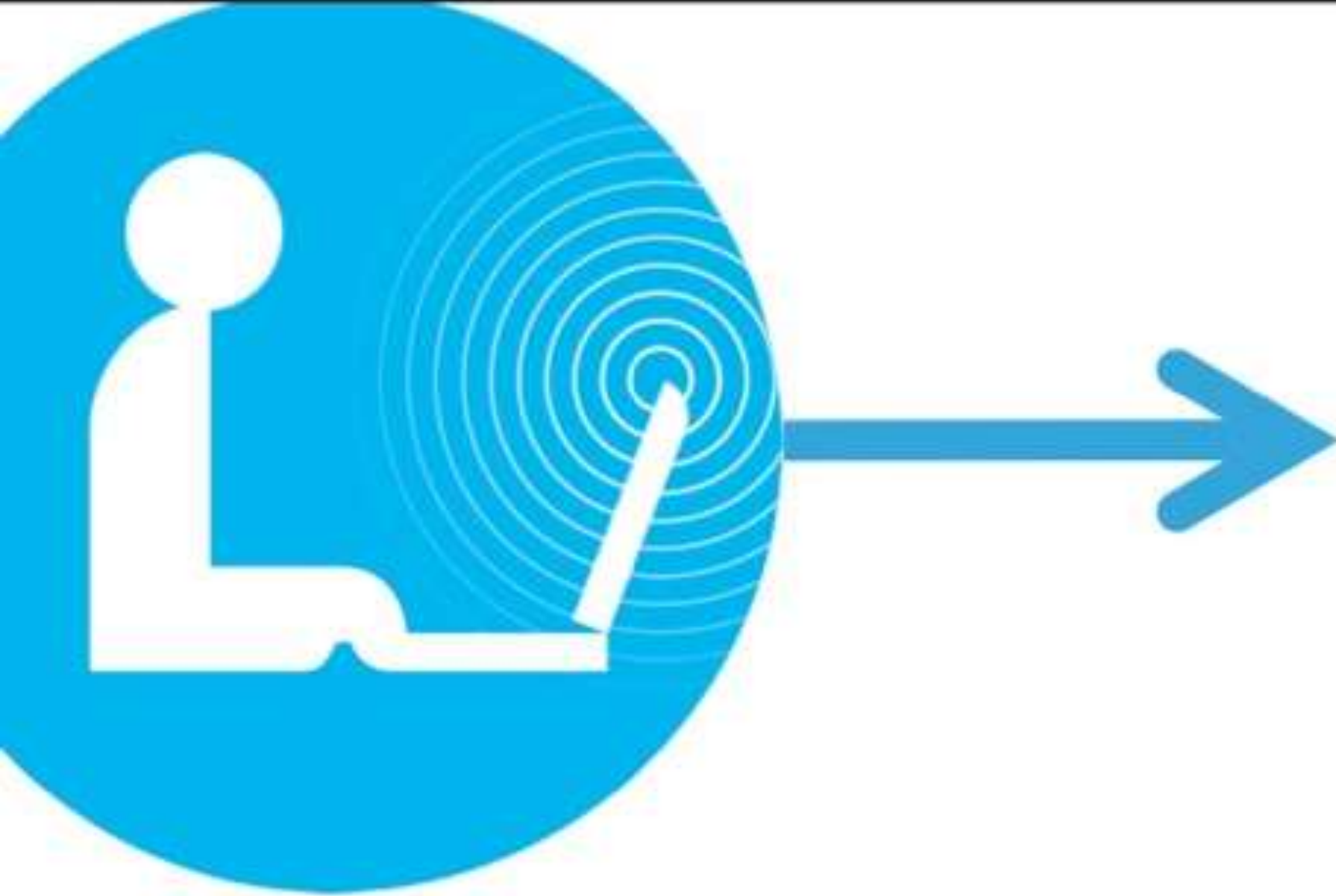
PROBLEM WITH ADVOCACY
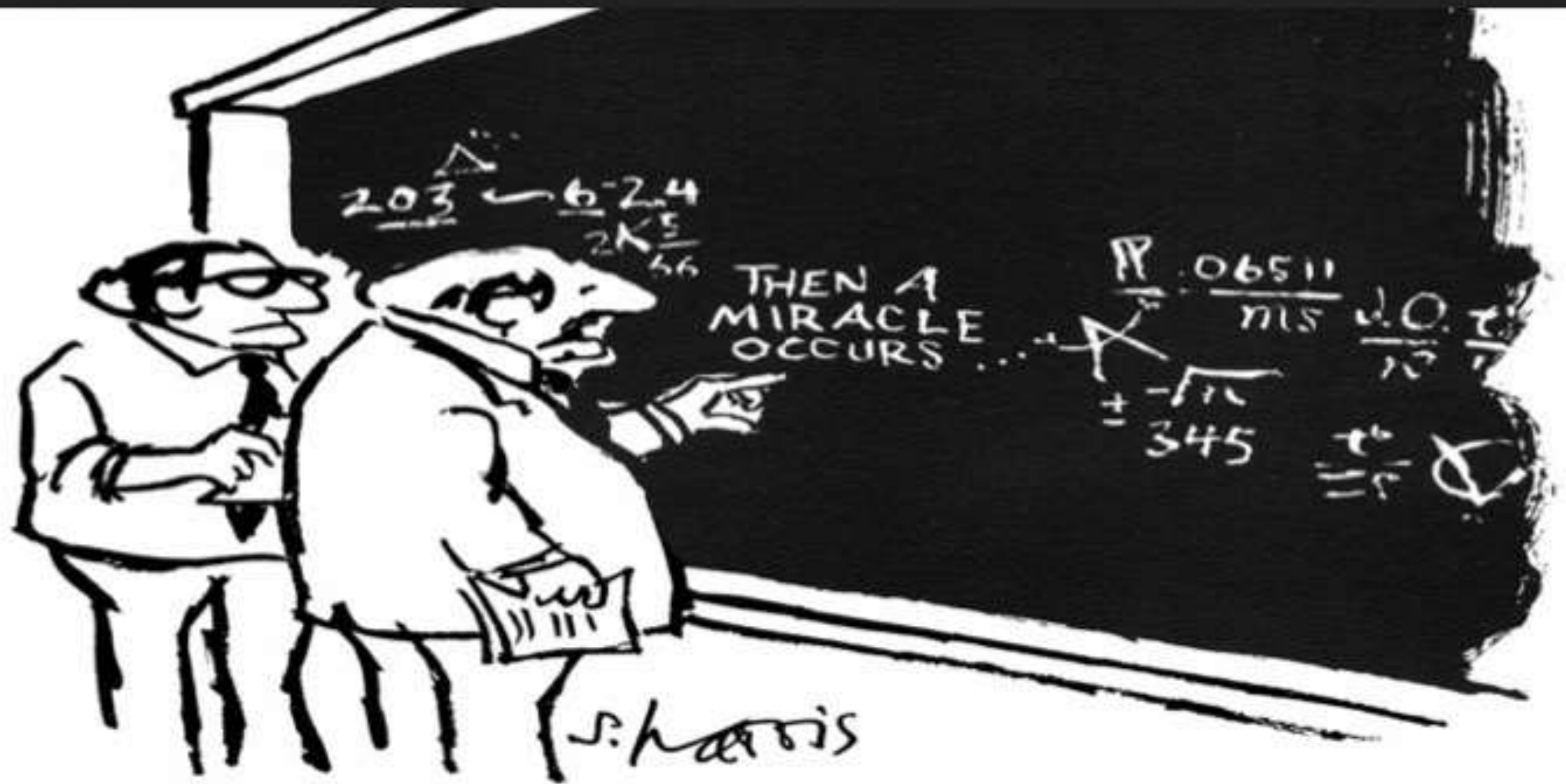
"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

WHAT ARE WE LEAVING OUT?
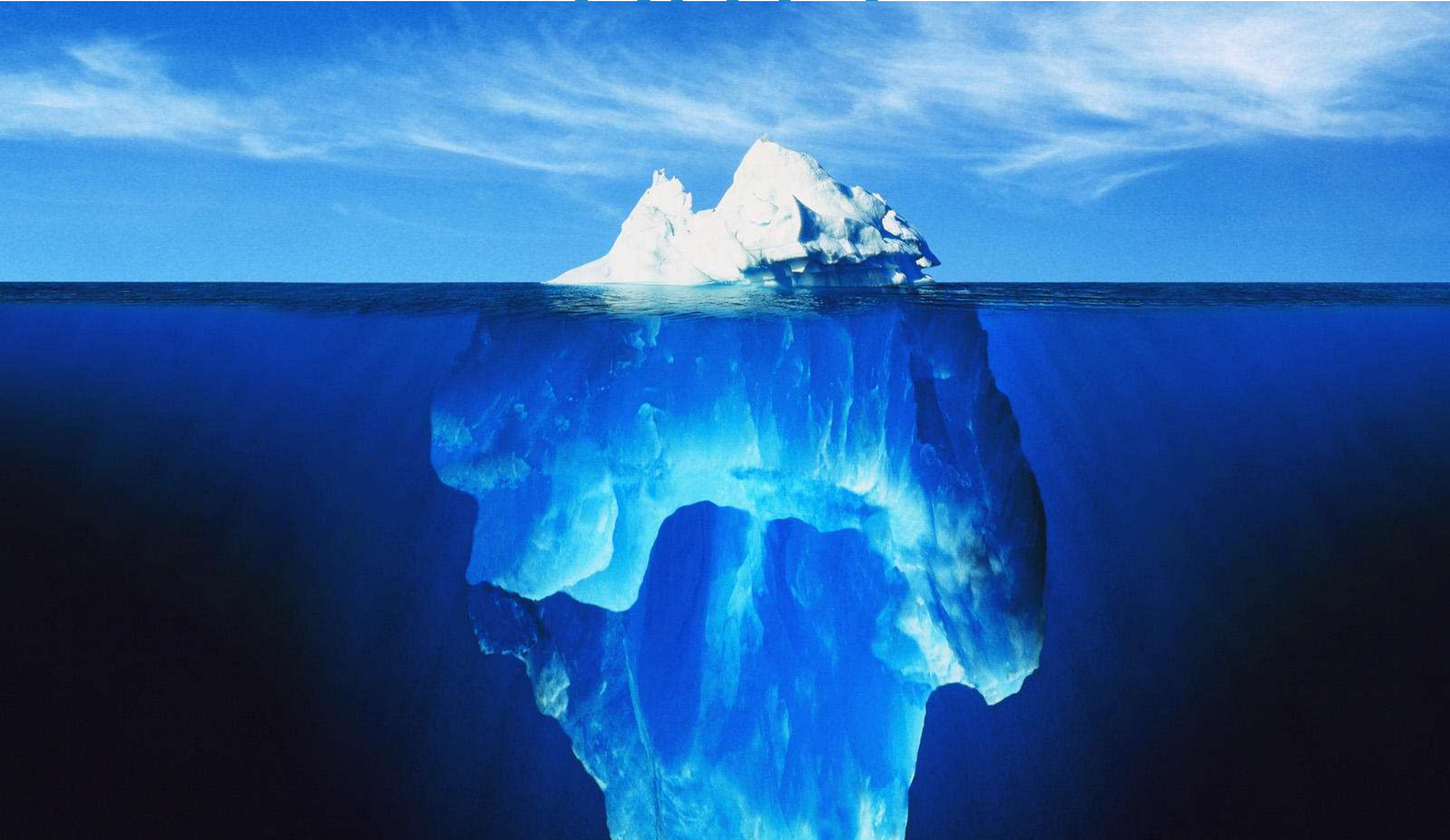
ACTIVIST MODEL

GUIDING PRINCIPLE:

PERSUADE

IDENTIFY

ACTIVATE

guiding principle

DREAD PIRATE ROBERTS

RICK PERRY'S GLASSES

guiding principle

SAUL ALINSKY

guiding principle

—it is necessary to begin where the world is if we are going to change it to what we think it should be. That means working in the system."

strategy

STRATEGY = ~~USERS~~

strategy

STRATEGY = ~~AWARENESS~~

strategy
STRATEGY = SUPPORTERS

strategy

TACTICS =

HOW WE GET SUPPORTERS
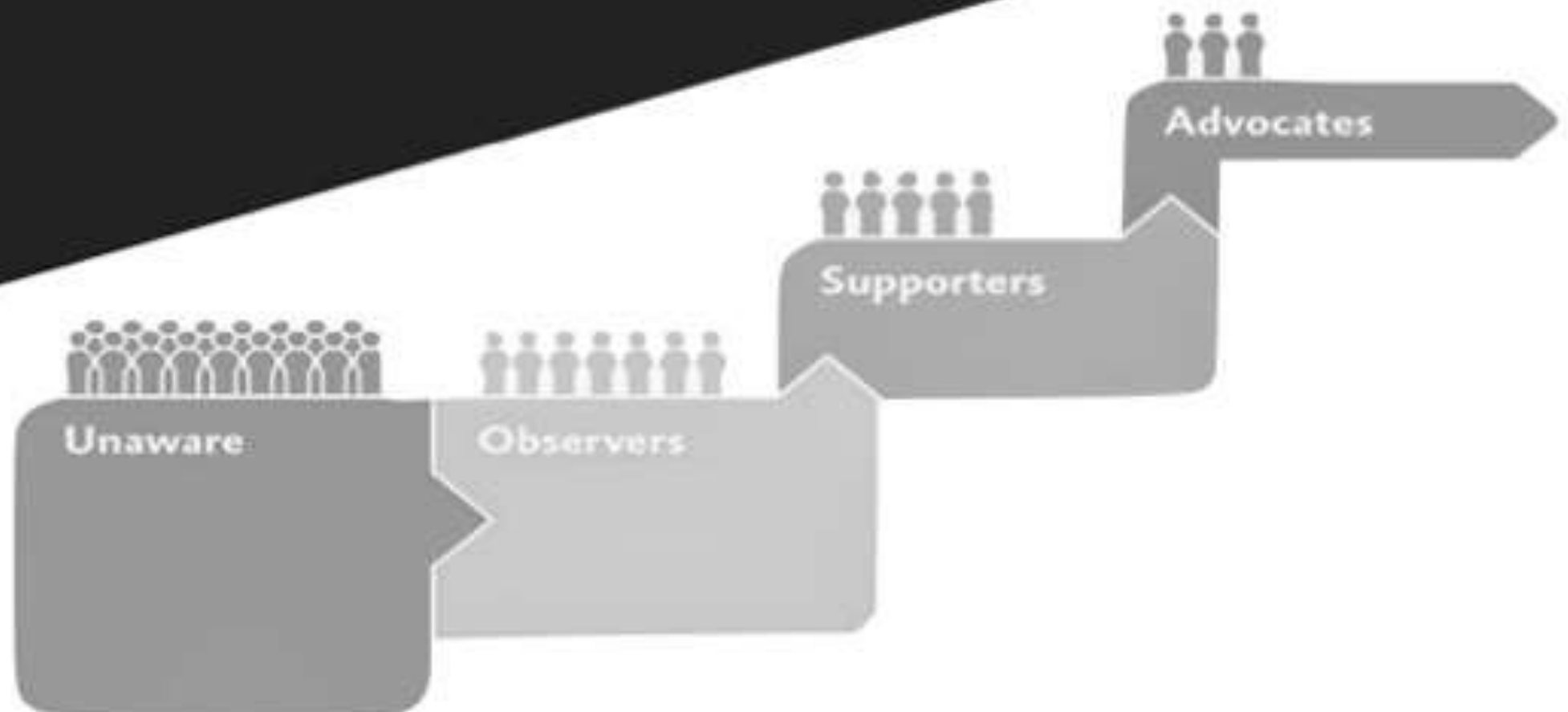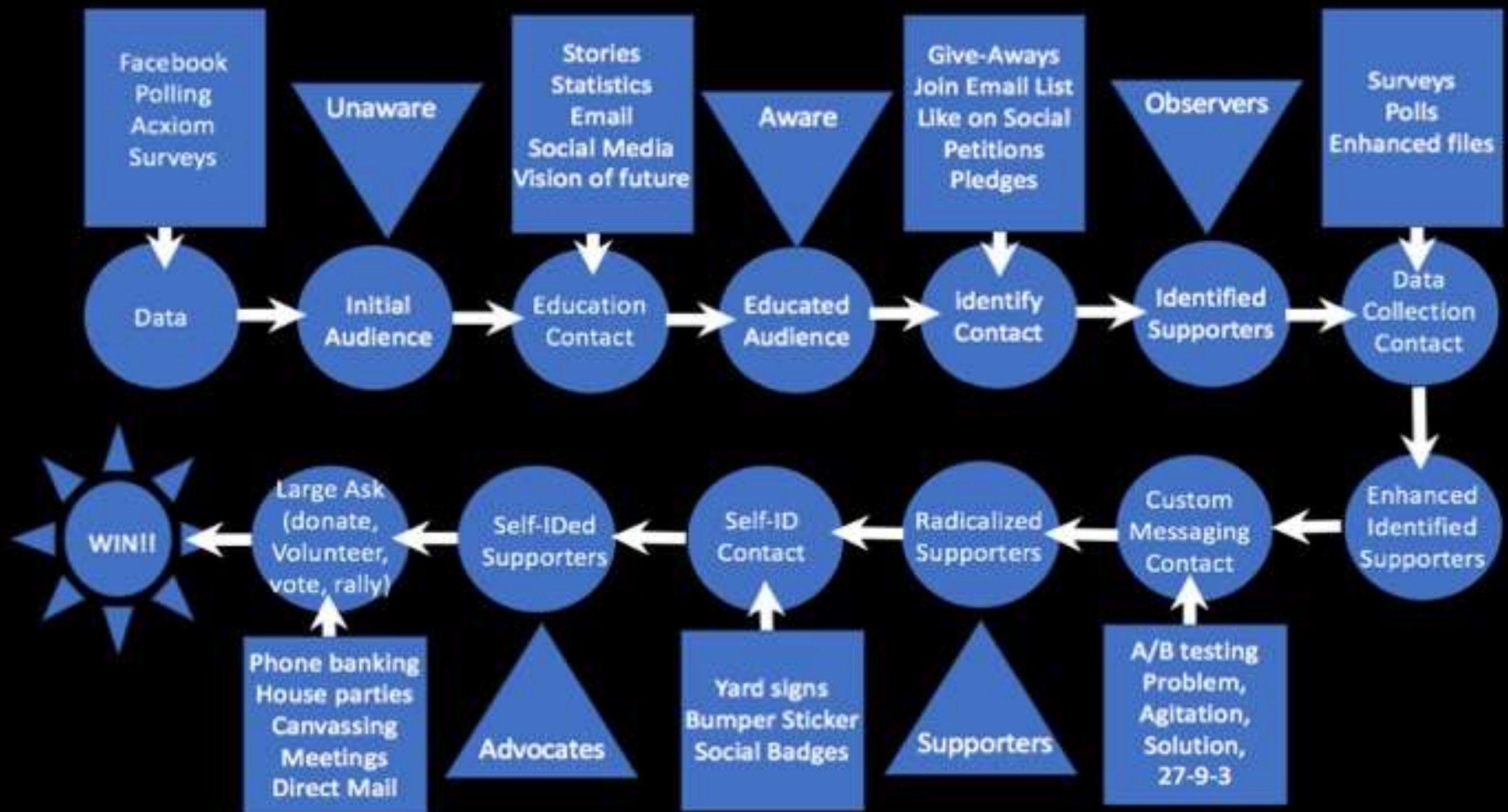
4 KINDS OF SUPPORTERS
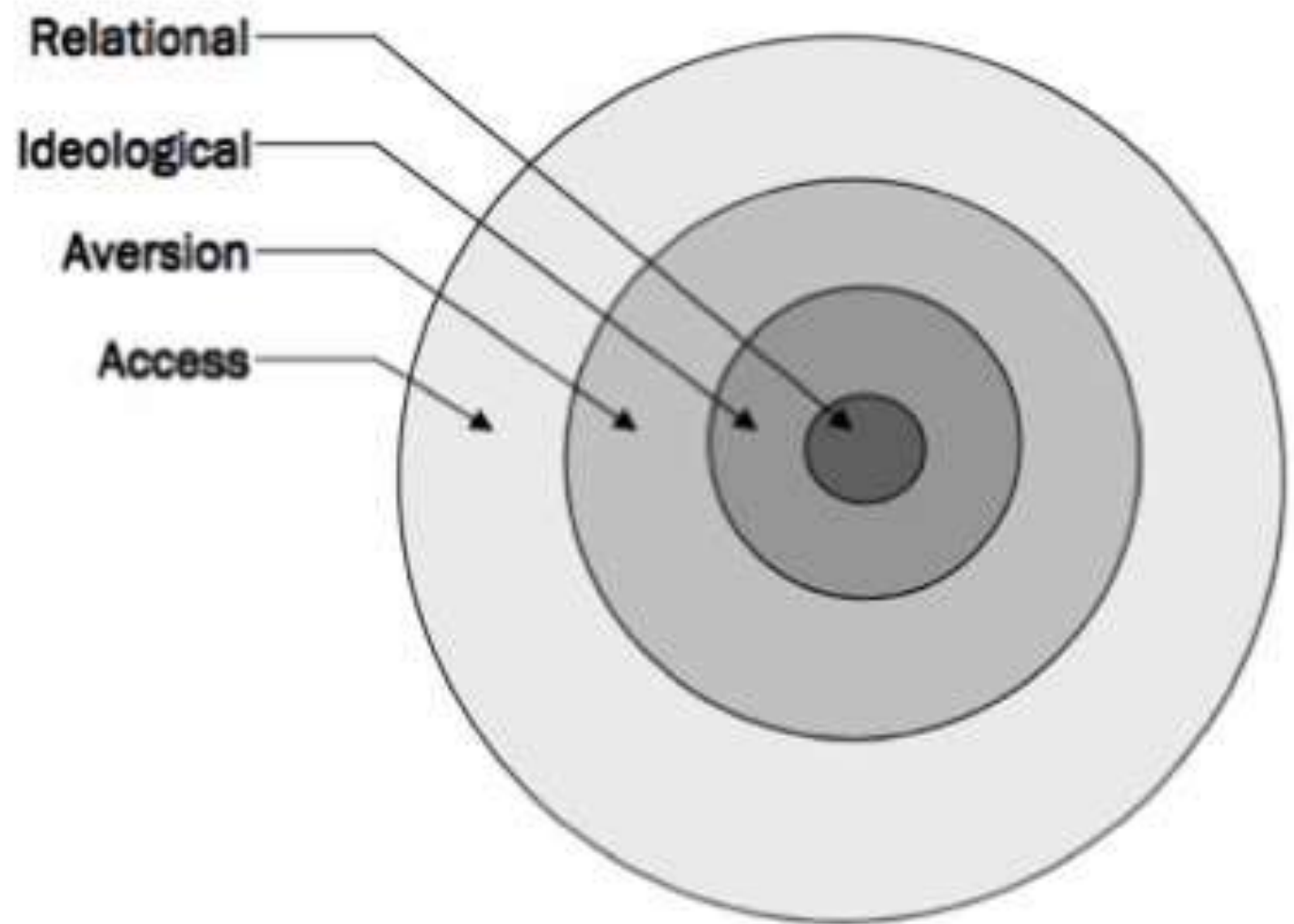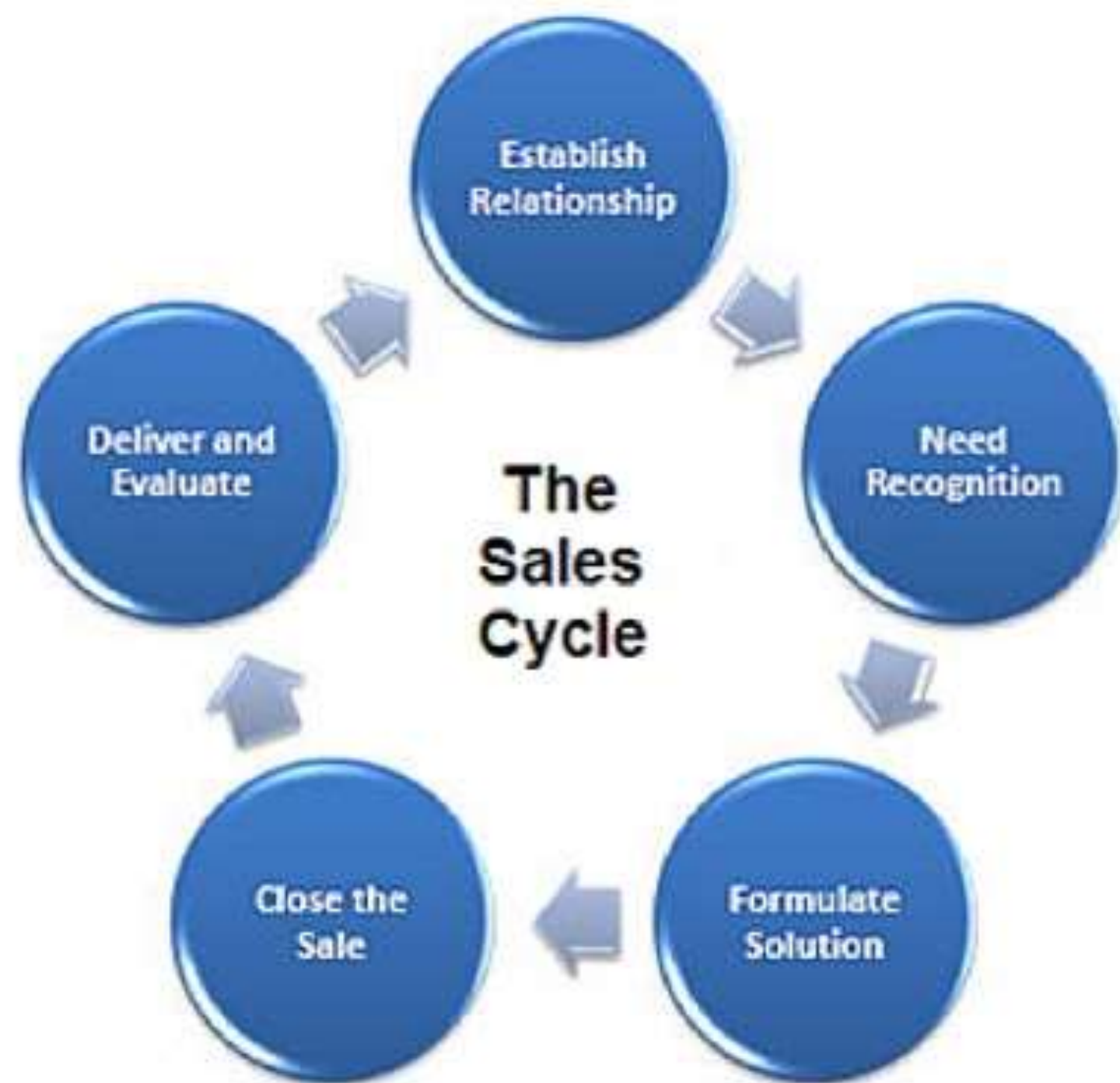
Relational

Ideological

Aversion

Access

GIVE ME A LARGE ENOUGH EMAIL LIST AND A PLATFORM TO SEND THEM FROM, AND I SHALL MOVE THE WORLD

– ARCHIMEDES

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