

# LIBRARIES TRANSFORM<sup>®</sup>

## YEAR ONE REPORT

October 1, 2015 through August 31, 2016



**S**ince its launch in October 2015, the Libraries Transform campaign has increased public awareness of the value, impact and services provided by libraries and library professionals, creating one clear, energetic voice for our profession. The campaign showcases the transformative nature of today's libraries and elevates the critical role libraries play in the digital age.

## OVERVIEW

### CAMPAIGN GOALS & OBJECTIVES

#### AWARENESS

Increase awareness of and support for the transforming library.

#### PERCEPTION

Shift perception of library from "obsolete" or "nice to have" to essential.

#### ENGAGEMENT

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

Provide tools for already staunch supporters to be even better advocates for their libraries and spread the message of the campaign.

### COMPONENTS OF THE CAMPAIGN

#### PROVOCATIVE BRANDING

The Because statements that surprise and catch attention of target audiences.

#### LIBRARIES TRANSFORM WEBSITE

Librariestransform.org

#### NATIONAL, STATE AND LOCAL IMPLEMENTATION STRATEGIES AND TACTICS

### STRATEGIES

- Engage ALA members in campaign planning and brainstorming.
- Provide ALA members with branded print and digital materials for local communication campaigns.
- Engage target audiences with interactive website and Because statements.
- Capitalize on existing ALA assets, e.g. Policy Revolution, National Library Week, Library Card Sign-Up Month, as "tent pole" events during life of campaign.
- Focus public service announcements on Libraries Transform campaign.
- Engage target audiences through national social media campaign, #librariestransform.

### THE BECAUSE STATEMENTS

The campaign is built around the Because statements: short, clever, effective statements about topics or issues related to libraries. These statements serve as gateways to data, research, and best practices: PROOF that libraries are transforming and making a difference in their communities. The Because statements are easy to localize and hard to forget.

**BECAUSE  
THE EXPERT IN  
THE LIBRARY  
IS YOU.**

# BY THE NUMBERS

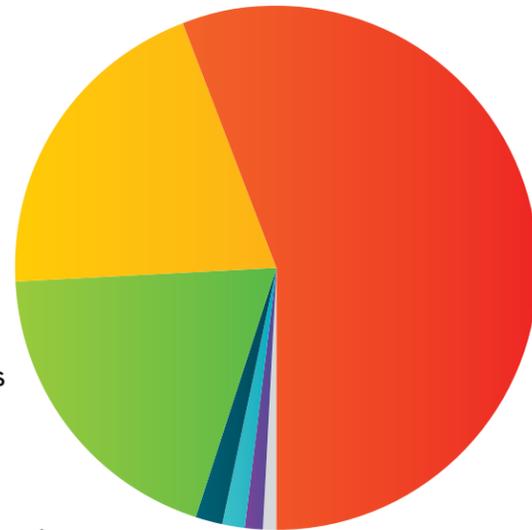


More than **3,700 libraries and supporters** have joined the campaign.

Of these, **262 are international.**

## DEMOGRAPHICS

- 55.94%** public libraries
- 20.26%** school libraries
- 19.09%** academic libraries
- 1.72%** state libraries and associations
- 1.31%** business and special libraries
- 0.87%** government and military
- 0.81%** consortiums, friends, museum, prison and tribal libraries



## MEDIA COVERAGE

**Number of total articles<sup>1</sup>**  
More than 900

**Circulation rate<sup>2</sup>**  
More than 462 million

**Publicity/Ad value**  
More than \$4 million

## LIBRARIES TRANSFORM WEBSITE (librariestransform.org)

**Pageviews**  
232,165

**Unique pageviews**  
174,160

**Average time on page**  
1 min. 35 sec.

**Tool downloads from toolkit**  
16,128

## LIBRARIES TRANSFORM MONTHLY E-NEWSLETTER

**Circulation**  
approximately 3,700

**Average open rate<sup>3</sup>**  
39% (Industry: 36%)

**Average click-through rate<sup>3</sup>**  
25% (Industry: 16.14%)

## SOCIAL MEDIA



**Libraries Transform content impressions**

2.7 million

**Libraries Transform post retweets**

7,203

**#LibrariesTransform**  
used 33,284 times



**Post reach on ALA and I Love Libraries Facebook**

5,620,407

**Comments**

10,888

**Likes**

246,337

**Shares**

46,824

**Video views**

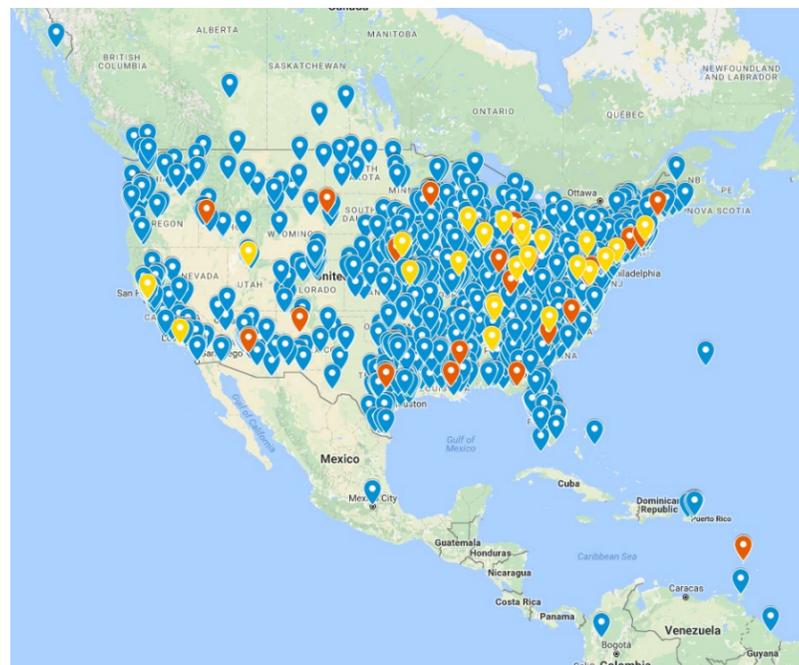
65,920



**Views**

19,057

## MAP OF PARTICIPATING LIBRARIES IN NORTH AMERICA



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

1. According to the News Media Alliance (formerly the Newspaper Association of America), there are more than 1,300 daily newspapers and 5,700 weekly newspapers in the United States, so the placements should be viewed as a snapshot of coverage.  
2. The following numbers are the approximate total articles mentioning the Libraries Transform campaign captured by ALA's monitoring service Meltwater News. Please note that the circulation rate is calculated using the number of articles/mentions multiplied by the monthly unique visitors for each media outlet's website.  
3. Industry rates per Informz 2016 Association Email Marketing Benchmark Report.

# NOTABLE TACTICS & ACTIVITIES

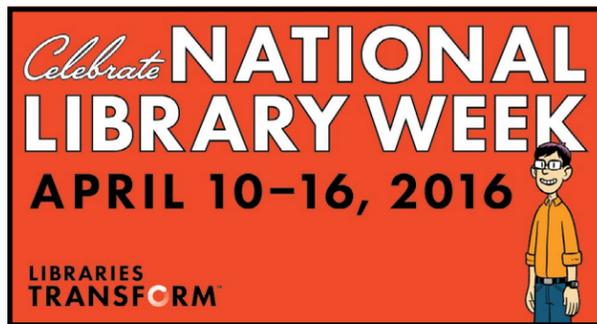
## LIBRARIES TRANSFORM LAUNCH

Sari Feldman, ALA president 2015-16, officially launched the Libraries Transform campaign October 29, 2015 from Washington, D.C., with tours of transformative libraries such as Martin Luther King, Jr. Memorial Library, George Washington University's Gelman Library, Thomson Elementary School library, and joined Smithsonian library staff for a tour of the museum's Fantastic Worlds exhibit. Throughout the day Libraries Transform street teams hosted giveaways across Washington, D.C.



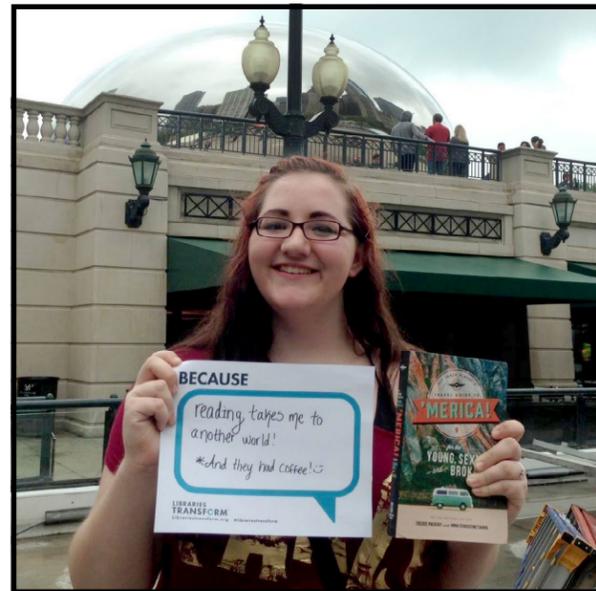
## NATIONAL LIBRARY WEEK SIGN-UP PROMOTION

ALA created and sent approximately 5,000 packages to libraries as part of the Libraries Transform National Library Week sign-up promotion. These packages included Libraries Transform logo window clings, bookmarks, and other campaign materials. The promotion, which launched in March 2016, gained support from more than 2,700 libraries and library advocates by May 2016.



## LIBRARIES TRANSFORM POP-UP CAFÉ EVENT AT MILLENNIUM PARK

ALA hosted a pop-up café event at Millennium Park in downtown Chicago during the Book Expo of America on May 12 and 13. Almost 600 cups of free hot and iced coffee were served to park visitors and passersby who also learned about the campaign. The two-day event was well received on social media, with 114,817 impressions on the ALA and I Love Libraries Facebook pages and 87,763 impressions on Twitter.



## GREAT PARTNERSHIPS SUCH AS NATIONAL READATHON DAY

ALA and Penguin Random House partnered to present National Readathon Day using the theme Libraries Transform, which raised awareness and funds for the Every Child Ready to Read initiative. Through this effort, ALA also received access to Facebook's new donation button, which will be used in future fundraising campaigns.

## CAMPAIGN REPRESENTED AT NATIONAL AND INTERNATIONAL CONFERENCES

Past President Sari Feldman and ALA leadership promoted the Libraries Transform campaign nationally and internationally during the first year, including it in remarks and in presentations at Midwinter Meeting and Annual Conference as well as internationally at the Sharjah International Book Fair.



## TRADITIONAL MEDIA COVERAGE AMPLIFIED LIBRARIES TRANSFORM

Print, online, radio, and TV coverage helped amplify the Libraries Transform message in its first year. Libraries Transform and its key messages were featured or mentioned in more than 900 articles during the reporting period.



## The New York Times

<http://www.nytimes.com/2016/07/05/nyregion/resurgent-new-york-city-libraries.html>  
*"All libraries are having a renaissance," Ms. Feldman said. "We're seeing that libraries have really stepped up to take on roles that are needed in a community."*

## Media Shift

<http://mediashift.org/2016/04/at-national-library-week-a-look-at-how-libraries-transform-in-the-digital-age/>  
*The mode and methodology behind its launch last October, Feldman says, "is much more about getting policy makers, funders, and our communities engaged with this idea of library transformation, and then about how libraries transform individuals and communities."*

## Library Journal

<http://lj.libraryjournal.com/2015/11/managing-libraries/transformation-time-sari-feldman-hits-the-right-tone-editorial/>  
*Instead, this public awareness campaign confronts people with the positive impact libraries have, answering the question of why they matter over and over again, with fresh, effective language.*

## Washington Post

<https://www.washingtonpost.com/news/arts-and-entertainment/wp/2016/04/12/the-holy-bible-and-two-boys-kissing-the-10-most-challenged-books-of-2015/>  
 The video that accompanies this story was produced by ALA and features banners with Libraries Transform campaign messaging.

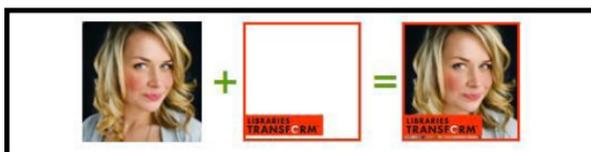
## STRONG SOCIAL MEDIA PRESENCE THROUGHOUT THE FIRST YEAR

The first year of the Libraries Transform campaign was supported by a strong social media presence, including fresh messaging, eye-catching graphics, and fun activities for everyone following ALA social media channels. Here are just a few examples:

- Because statements paired with critical messages about the importance of school librarians.



- Opportunities to participate in ALA initiatives via a Twibbon for Twitter.



- Tweets illustrated by great photos.



- Engaging videos shared through multiple channels.



# NOTABLE OUTCOMES

## OHIO LIBRARY COUNCIL DELIVERS A MESSAGE OF TRANSFORMATION TO LEGISLATORS

The Ohio Library Council (OLC), the voice of Ohio's public librarians, used the Libraries Transform campaign to speak to state legislators during its legislative day. The OLC adopted the theme Ohio Libraries Transform, and a key component of OLC's efforts were the campaign's Because statements.

In meetings with legislators, the OLC matched up the Because statements with specific talking points. One statement, "BECAUSE MORE THAN A QUARTER OF U.S. HOUSEHOLDS DON'T HAVE A COMPUTER WITH AN INTERNET CONNECTION," was matched with talking points explaining, "The digital divide is real. 28% of Ohio households do not have broadband. Libraries play an essential role in bridging the divide and not just through access." Michelle Francis, OLC director of government and legal services, said, "I have heard nothing but positive feedback about the ALA campaign. It is excellent branding. It's really something that everyone can get behind."

association. They picked out Because statements that fit their core principles and created some of their own. Then they took the messaging directly to the people who needed to hear it most. They started a billboard campaign with placements on the major roadway leading into the capitol so it would be seen by lawmakers on their way to work.



## IDAHO LIBRARY TOUTS EXPERTISE WITH TRANSFORM BADGE

At Marshall Public Library in Pocatello, Idaho, library director Eric Suess has put "The Expert in the Library" theme to good use.

"It is true libraries are very valuable to their communities, but when Julie Todaro picked up and ran with the expert in the library part of Libraries Transform, that spoke to me, because while libraries are a great resource to the community, the library's greatest resource is its people," said Suess. "I wanted to make sure that we could let our patrons, our community, know about the significant talents, interests and abilities that our employees have."



## MISSOURI ASSOCIATION OF SCHOOL LIBRARIANS USES BILLBOARDS TO START THE CONVERSATION

The Missouri Association of School Librarians adopted the campaign and created a marketing plan for their



# THE FUTURE OF THE CAMPAIGN

In Year Two of the Libraries Transform campaign, our goal is to build on the strategies and tactics that propelled the campaign to more than 3,700 libraries and supporters in 2015–16, while introducing new elements and programs to raise the profile, expand the reach, and strengthen the voice of the campaign. We will continue to recruit libraries, while we will also expand our focus to include librarians and other key supporters. Additionally, we will build on current promotional tactics while creating new ones, look to expand and strengthen the supporters for the Champions program, and support President Julie Todaro’s initiative, “Libraries Transform: The Expert in the Library.”

## KEY FOCUS AREAS

### AMBASSADORSHIP

Create a larger community of support

### AFFILIATION

Leverage the benefits of natural partnerships

### AMPLIFICATION

Strengthen and expand the Libraries Transform message

## GOALS

### Expand the role of supporters in the campaign, in addition to libraries and associations

Offering the opportunity for individual “ambassadors” across multiple areas to join the campaign will give us access to influencers in key areas:

- Librarians and library professionals
- Leaders: mayors, governors, legislators
- Friends and trustees
- Leaders of community organizations that can help us connect with local residents
- School librarians and teachers that can lead to partnerships with schools

### Create additional funding sources by strengthening and expanding the Library Champions program

Library Champions are among the greatest proponents of America’s libraries. We will work closely with the Development Office to strengthen our ties with

the current Champions while exploring potential champions in other fields that are supportive of libraries or aligned with the mission of libraries. These fields include: technology, content delivery, and organizations focused on education and access.

### Build upon successful marketing and promotional tactics, and introduce new tactics

The Because statements are signature elements of the campaign. The pithy statements draw the public’s attention to critical issues and ideas, which are then supported by data, research, and heartfelt stories that humanize and connect the public to libraries. ALA will continue to use traditional, earned, owned, and paid media; social media; and a variety of marketing and PR tactics to promote these statements and the campaign.

## PROMOTIONAL/MARKETING TACTICS TO BE CONTINUED OR EXPANDED

- MEDIA RELATIONS
- SOCIAL MEDIA
- VIDEOS
- FACTOIDS
- SUCCESS STORIES AND TESTIMONIALS
- WEBINARS
- PSA PLACEMENTS AT THE NATIONAL LEVEL
- QUIZZES

# THANK YOU TO OUR LIBRARY CHAMPIONS

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.

## SUSTAINERS – \$25,000 AND ABOVE

- Dollar General Literacy Foundation
- OverDrive

## PATRONS – \$7,500

- Bound to Stay Bound Books
- SirsiDynix

## MEMBERS – \$5,000

- Baker & Taylor
- Brodart
- Candlewick Press
- Demco
- EBSCO Information Services
- Elsevier
- Gale Cengage Learning
- Ingram Content Services
- Innovative
- Midwest Tape
- Morningstar Inc.
- OCLC
- ProQuest
- ReferenceUSA
- Rowman & Littlefield
- Sage Publishing
- Scholastic, Inc.
- Severn House Publishing Ltd.
- Sisters in Crime
- Springer Nature
- Steelcase Education
- Taylor & Francis Group
- TLC – The Library Corporation



**LIBRARIES  
TRANSFORM<sup>®</sup>**