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*VIDEO
PREMIERE: The
Economic Power of
Libraries*

SirsiDynix and EveryLibrary

May 5, 2021



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The Economic Power of Libraries

Designing the video to help
libraries tell a new story

Economic Power of Libraries

As we come through COVID....

Our Big Questions :

- What do communities need the from their libraries today?
- How can we help libraries be seen building prosperity?



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Our Hope...

To drive meaningful funding conversations

Putting this video to work for your library's agenda with:

- Elected Officials
- Funding Partners
- Grant Makers
- Internal Stakeholders



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Pitching a New Idea / Changing the Frame

Effective advocacy starts
with educating and
orienting stakeholders

Effective Advocacy

If your advocacy training
assumes an adversarial situation
then you have a real problem

- Education
 - What are libraries capable of today?
- Orientation
 - Who are librarians and library workers today?
- Ideation
 - What could a shared solution look like?
- Identification
 - What resources do we need in place to authentically collaborate?
- Activation
 - When will we both commit to a collaboration?

How people listen

Understanding your audiences

- Compassionately Engaged
 - Populations and people
- Pride of Place
 - Interesting, thriving, and prosperous
- Data-Driven
 - Data as lens into impacts
- Concerned or Fearful
 - Focused on filling gaps

Two Possible Frames for Any Audience

Honestly representing your
successes or your failures

- Stories of Success that demonstrate your competencies.
- Stories of Failure that demonstrate your integrity.

Success Stories

Scalable or Replicable

Stories of Success that demonstrate your competencies.

- Show that you are a good candidate for funding that scales or replicates a project, program, service, or approach.
- Measures of activity and impact that show a potential return on funding invested.

Fixing Failure

New inputs that avert or address a crisis or gap

Stories of Failure that demonstrate your integrity.

- You are the only expert in libraries in your community. What are the “library-shaped solutions” to problems that partners and policymakers need to hear?
- What will new funding inputs do to measurably address the gaps?

This is our Plan...

As the only expert in town about libraries, they are inclined to believe you.

Talk about Plan B and Plan A

- Plan A = what happens if you are properly funded
- Plan B = what happens if you are under-funded

Then please stick to it.



(re)Positioning Your Library

Talking about Economic
Development and Libraries

Andrew Carnegie called public libraries "The People's University". In 2021, it should be the "People's Business Accelerator"

- Access to knowledge and collections
- Built environment for learning and collaboration
- The local entrepreneurship pipeline

*Educate
Stakeholders
about Libraries
and Economic
Development*

- Economic Equity
- Workforce Dislocation and Re-tooling
- Main Street Vitality
- Entrepreneurship Pathways
- Childcare and Transportation
- Grade Level Reading
- Neighborhood Vitality
- Broadband

*Who Else Cares
about Economic
Development?*

- Business Intelligence = Reference and Collections
- Access to Market = Local Referrals, Host Site
- Access to Technology = Fab Labs, Maker Spaces, Broadband
- Access to Capital = PPP Ready (Tax base and c3 Infrastructure)

*Orient
Stakeholders
to the Ways
Libraries Support
Economic
Development*

What kinds of businesses is your library shovel-ready to help support or create:

- Retail businesses and service providers
- Food trucks, restaurants and food service
- Local artisans and craftspeople
- SASS and App ideas
- Consultancies and sector-specific talent
- Non-Profits and charitable organizations
- Side Gigs

*Help Ideation
Happen*

- Staff
- Space
- Tech
- Collections
- Partnerships
- Permission / Designation
- Funding

*Identify What You
Need and Prepare
to Persuade*



Talking to Elected Officials

We need to understand
what our boss really wants

What Funders Want Now

What are the agendas of your elected officials or funders?

- During the ongoing COVID crisis, elected officials, policymakers, and philanthropic funders want to see their money go to effective programs and competent staffing in ways that deliver results.
- They want to support programs and projects that can be measured and justified through data as well as stories.
- They are looking for the right way to apply funding and resources - whether taxes or philanthropy or grants - to solve problems.

Political Excuses

There is always money. It is always a matter of priorities.

- An austerity mindset will lag economic growth
- Highly volatile budget situations lead to conservative spending plans
- The “One Time Money” problem
- The budget needs to be re-written by the experts

What is their Agenda

How does your economic development idea “map” to those agendas?

Hopes:

- Interesting Places
- Thriving Places
- Prosperous Places

Concerns:

- Duplicative Services
- Efficient / Effective Services
- Scarcity Mindset

Political Frames

Get out of your own way

Three Kinds of Heroes

- Progressives
- Conservatives
- Libertarians

Remember: How they listen matters



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Using the Video

How to position your library
for new funding and new
partnerships.

How can you your library work on building prosperity?

Individuals, Families, and Whole Communities



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*The Big Question
for Your Library's
Leadership*

You can download the video and other useful content at:

<https://www.sirsiDynix.com/library-impact-video>

- Ready-to-use PowerPoint with the Library Impact Video already embedded
- Ready-to-download Library Impact video available in 2 sizes (1080 x 1920 and 750 x 1280)
- Comprehensive PDF with all statistics and references



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*Download, Use,
and Share*



Contact EveryLibrary for pro-bono assistance with funding-focused ideas.

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Thank You!

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