

**YALSA Board Meeting
2005 Annual Conference
Chicago, Illinois
June 23-29, 2005**

Topic: Campaign for America's Libraries

Background: The multi-year effort began with a general campaign, followed by academic, school and public library campaigns. In the recent round of member surveys, focus groups, etc. that shaped ALA Ahead to 2010, public awareness for libraries and library workers continues as a top priority. Building on the input received for the general strategic planning process, the future planning for the public awareness campaign will be more comprehensive and collaborative than in the past. There will be an open forum during Annual (Sunday) to provide broad-based opportunity to members, committees and other governing groups for input.

Action Required: For Consent/Information Only

**Document #12.46 for Spring 2005 ALA Executive Board Meeting:
Campaign for America's Libraries : Five-Year Summary
Background**

The Campaign for America's Libraries was developed in response to a member survey conducted in 1999, which informed ALAction 2005. In that survey, members indicated that "ALA needs to do more to educate the public about the value of libraries" and ranked public awareness and advocacy as the highest priority for the Association.

Conceived by the ALA Executive Board and developed by ALA staff and Weber Shandwick, this public awareness campaign was designed to achieve the following broad objectives:

To increase awareness and support for libraries by increasing the visibility of libraries in a positive context and by communicating clearly and strongly why libraries are both unique and valuable;

To update the image of libraries and librarians for the 21st century, sustaining and strengthening their relevance; and

To bring renewed energy to the promotion of libraries and librarians.

Several internal objectives were identified:

Develop a campaign that represents and is useful to all types of libraries;

Create tools, resources and materials that could be utilized by all types of libraries;

Provide an opportunity to share public relations/marketing/advocacy best practices within the library community

The success of the campaign in achieving all of these objectives would, in turn, drive *long-term* success in other critical areas, including:

- Increased library usage;
- Positive professional recruitment impact;
- Stronger commitment to funding; and
- More receptive public policy environment.

In ALA's new strategic plan, ALA Ahead to 2010, "Advocacy/Value of the Profession" has been identified as Goal Area I with the goal statement of "ALA and its members will be leading advocates for the value of libraries and librarians."

Campaign Participation

As of January 2005, the ALA Public Information Office estimates that the campaign has been used by over 20,000 academic, school, public and special libraries and has reached the millions of people they serve. The estimate is based on reports and feedback received from individual libraries, as well as state library agencies and ALA Chapters.

To date, nearly 40 ALA Chapters and 20 state libraries have participated in the campaign through statewide summer reading programs, statewide public awareness campaigns, grassroots advocacy, legislative outreach, special programs and events. More than \$500,000 in LSTA funding has been expended for these statewide campaigns.

ALA divisions representing academic, school and public libraries have created their own campaigns geared toward their members' needs and interests. This includes ACRL, AASL, PLA and ALSC.

In response to member requests and ALA Council approval, the campaign is working with the Office for Literacy and Outreach Services on a new advocacy campaign regarding the value of rural school, tribal, native and public libraries. Also working on the project will be the Association of Bookmobile & Outreach Services and the Association of Rural & Small Libraries.

28 countries and the Caribbean Islands are involved in the campaign due to a partnership with IFLA. Those countries include Argentina, Armenia, Australia, Azerbaijan, Belarus, Brazil, Bulgaria, Canada (seven provinces), El Salvador, Georgia, Greece, Iceland, Ireland,

Italy, Japan, Korea, Kazakhstan, Mexico, Moldova, Nepal, Nigeria, Norway, Portugal, Serbia, Singapore, Turkey, Uruguay and Venezuela.

Since the inception of the campaign, nearly 100 advocacy trainings specific to the @ your library campaign have taken place across the country, with approximately 5000 librarians participating. Dozens more trainings have focused on general advocacy.

The campaign discussion list has more than 1,000 subscribers who get updates and share ideas on advocacy, marketing and public relations. The Website averages 24,000 page views per month.

Development of Tools and Resources to Support Academic, School and Public Libraries

Over 30,000 @ your library toolkits have been distributed through ALA's divisions to date; new campaign Websites have been created; several new electronic discussion lists have been set up to share best practices among division members; and strategic marketing, train-the-trainer and/or advocacy training has been developed by each division.

A Campaign to Save America's Libraries initiative is providing libraries with resources and materials to fight budget cuts and address the funding crisis facing many libraries across the country. This includes a comprehensive toolkit, video, television PSA and funding Website.

Working with ALA's Library Advocacy Now Network, the campaign is supporting association-wide advocacy efforts with new tools, materials and training, including the first Advocacy Institute, which was attended by 275 people during the ALA Midwinter Meeting in Boston.

The campaign has been working with ALA Graphics to develop new promotional materials that promote libraries and literacy. The @ your library brand, for example, has been integrated into 30 new READ posters since the launch of the campaign in 2001.

Messaging About the Value of Libraries, Librarians and Library Workers

The ALA Public Information Office has achieved hundreds of millions of impressions with campaign messages through national media relations activity, the placement of public service announcements and campaign partnerships. Campaign messages are incorporated into ALA's media relations efforts at all possible opportunities. From NBC Nightly News to the Today Show, to National Public Radio to *The Wall Street Journal*, the campaign has helped ALA get its messages across to a national audience.

The national campaign kickoff in April 2001 with First Lady Laura Bush resulted in 35 million media impressions in outlets including *The Washington Post*, CNN and National Public Radio.

A campaign partnership with ABC has resulted in 25 television PSAs featuring library messages over the last four years. Those PSAs have been distributed to ABC affiliates as

well as through the ABC Television Network. ALA-produced PSAs featuring George Lopez, spokesperson for PLA's Smartest Card Campaign, were included along with the most recent package of ABC spots. The PSAs are worth millions of dollars in production and airtime.

Through the efforts of the ALA Public Information Office, @ your library print PSAs about library funding have appeared in *Woman's Day*, *Redbook*, *Better Homes and Gardens*, *U.S. News and World Report*, *Ms.* and *Family Circle*. Together, these magazines reach 11 million readers. The value of the PSAs totaled \$500,000 in free ad space.

A new "Smartest Card" PSA developed on behalf of the Public Library Association's new advocacy campaign recently appeared in *Parents* and *Ms.* Magazines. In these two publications alone, the PSA reaches over 2 million readers and is valued at more than \$125,000.

A \$200,000 full-page ad in *Woman's Day* promoting support for library funding was donated to ALA as part of its campaign partnership. A 2004 editorial outreach initiative/contest from *Woman's Day* promoting librarianship resulted in 500 entries. *Woman's Day* has 4 million readers. The value of the partnership with *Woman's Day* is nearly \$1 million/year, according to Weber Shandwick.

4,000 libraries registered for a national teen reading initiative developed by ALA and Dean Foods, makers of Hershey's Milk. The interest and involvement of these libraries resulted in 1,500 contest entries from teens nationwide about their favorite book and why the message was meaningful. Weber Shandwick valued the partnership at \$2 million/year.

In 2004, nearly 2,000 libraries registered for the Join the Major Leagues @ your library program, resulting in 1,500 contest entries from adults and children nationwide. Weber Shandwick values the partnership with Major League Baseball at \$2 million/year.

A voter education initiative with Working Assets resulted in the participation of 2000 libraries and 20,000 people registering to vote or updating their voter registration information prior to the Presidential election in November 2004.

Evaluation

As the recommendation of KRC Research, a subsidiary of Weber Shandwick, the ALA Office for Research and Statistics conducted a member survey in the spring and summer of 2003. The purpose was to assess members' awareness of the campaign and its value to them. The survey was sent to a random sample of 2,400 public, school and academic librarians. 90% of respondents indicated they were aware of the campaign and 87% said it was a good thing for ALA to do. Two-thirds of survey participants indicated they were participating in the campaign in some fashion.

In March 2002, KRC Research, conducted a random telephone survey of 1000 adults to assess their attitudes toward public libraries. The campaign's key messages were tested through the survey. The results indicate that Americans are most persuaded by messages

focused on public libraries as dynamic and changing for the better and being places of opportunity – two of the campaign’s key messages.

In 2003, Jennifer Sosin, President, KRC Research, met with the ALA Executive Board to develop a plan for benchmarking the campaign with ALA members and other users of the campaign’s messages and materials. She noted that “in public awareness and education campaigns, impact among targeted audiences flows in three distinct phases: 1) Increased awareness; 2) Shifts in attitudes; and 3) Desired changes in behavior.... This [first] phase is when the impact of a campaign first becomes apparent, with many campaigns seeing increases in awareness among key audiences the first couple of years.... Changing attitudes and behaviors are much longer-term goals – taking anywhere from a few years to 10 to 20 years (depending on the resources devoted to the campaign, the targeted audiences, and outside factors).”

In the next year, the Campaign will be working with ALA divisions to assess the reach and impact of their @ your library initiatives. Over the next 12 months, there also will be another member survey conducted to evaluate awareness and assessment of the value of the campaign to academic, school and public libraries.

Next Steps

On April 4, 2005, a member group met with ALA staff to begin planning for the next five year of The Campaign for America’s Libraries. This group included Sally Reed, Chair, ALA Public Awareness Committee; Patricia Glass-Schuman, Chair, Library Advocacy Now! Subcommittee and a past president of ALA; John W. Berry, Chair, International Relations Committee and a past president of ALA; Clara Bohrer, President, Public Library Association; Veronda Pitchford, member, Library Advocacy Now! Subcommittee; and Lisa Wolfe, President, L. Wolfe Communications.

The group agreed to reconvene in the fall. To obtain additional input on future Campaign goals and activities, the group decided to collect feedback through the following:

- Meeting with Unit Managers in late April;
- Discussion with the Executive Board at the Spring 2005 Board Meeting;
- Open hearing at the ALA Annual Conference in June;
- Discussion at the Fall Joint Board/Division Leadership Meeting;
- New Website to collect comments and feedback from members across the Association; information will be collected in a database.

Based on this information, campaign goals for the next phase will go to the Board in Fall 2005. Currently, second phase campaign “kickoff” activities are scheduled to begin during National Library Week 2006.