Trend Analysis & Marketing In U.S. Libraries

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Overview

• Data collection
• Mining and deriving the “meaning”
• Analysis and trends
• Library challenges & Finding the opportunity
• Marketing the opportunity. Turning marketing “Inside Out”
Why Gather Statistics

• Numbers driven environment.
• Fact based reporting & analysis: no anecdotal statements!
• Show Value & ROI
• Strengthen case to request funding
• Marketing & Advocacy
• Develop meaningful strategy matching trends
• Comply with standards
• Benchmarking
What should be measured?

Key Performance Indicators (KPIs) based on:

- Resources allocated especially funding
- People
  - Customers
  - Staff
- Products
- Services
- Place
KPIs co-related with....

• Operating income received: federal, state, municipal
• Expenses by category: materials, personnel
• Circulation by category and per capita
• Staffing patterns
• Library services: programs, attendance, usage, services to non-English speaking populations, to job-seekers

Calculating different ratios will determine value and ROI, and develop strategic future plans.
Statistics for NJ Public Libraries

- 2002 Data
- 2003 Data
- 2004 Data
- 2005 Data
- 2006 Data
- 2007 Data
- 2008 and Prior
- 2008 Data
- 2009 Data
- 2010 data
- 2011 Library Data
- 2012 Library Data
- 2012 Statistical Comparison Spreadsheets
- Data Year 2012 Statistical Totals
- Statistical Comparisons

New Jersey Public Library Data and Analyses

- 2012 Library Data
- 2011 Library Data
- 2010 Library Data
- 2009 Library Data
- Library Data 2008 and Prior
- Statistical Comparisons

National Statistics
NJSL Statistics: Linear Data, So what?

Statistical Comparisons

- Circulation and Library Visits 1990–2012
- NJ Public Library Service Statistics Since the Beginning of the Recession
- 2011–2012 Comparison
- 2010–2011 Comparison
- 2009–2010 Comparison
- 2008–2009 Comparison
- 2007–2008 Comparison
- 2006–2007 Comparison
- 2005–2006 Comparison
- 2004–2005 Comparison
### New Jersey Public Library Services

#### Part VII: Library Services

| Question Number | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| **New Jersey Public Library Services** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Question Number** | **A** | **7.1** | **7.2** | **7.9** | **7.10** | **7.21** | **7.22** | **7.23** | **7.24** | **7.25** | **7.50** | **7.51** | **7.52** |
| **Description** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** | **Library Services** |
| **Municipality** | **County Code** | **Library Visits Per Year** | **Reference Transactions Per Year** | **Summer Reading Club Participants** | **Summer Reading Total Books Read** | **Number of Registered Borrowers-Resident** | **Number of Registered Borrowers-Non-resident** | **Number of Computers for Public Use** | **Number of Computers with Internet Access for Public Use** | **Numbers of Users of Public Internet Per Year** | **Number of Library Programs for Children** | **Number of Library Programs for Adults** | **Total Library Sponsored Programs** |
| NJ0002 | ABSECON | 0101 | 21,435 | 1,256 | 0 | 0 | 2,260 | 650 | 5 | 7 | 11,208 | 64 | 0 | 64 |
| NJ0006 | ALLENDALE | 0201 | 69,508 | 2,503 | 153 | 1,908 | 5,231 | 13 | 5 | 5 | 13,260 | 227 | 21 | 248 |
| NJ0307 | ALPHA BORO | 2102 | 57,773 | 17,472 | 48 | 505 | 5,871 | 168 | 20 | 15 | 41,225 | 151 | 13 | 164 |
| NJ0197 | ASBURY PARK | 1304 | 563,114 | 27,132 | 360 | 1,495 | 19,660 | 3,391 | 54 | 48 | 126,890 | 317 | 102 | 419 |
| NJ0003 | ATLANTIC CITY | 1302 | 965,446 | 20,510 | 715 | 11,942 | 37,735 | 37 | 109 | 72 | 131,772 | 1,030 | 422 | 1,452 |
| NJ0318 | ATLANTIC HIGHL | 1305 | 14,716 | 1,873 | 130 | 7,012 | 2,137 | 83 | 4 | 2 | 2,429 | 156 | 118 | 274 |
| NJ0084 | AUDUEN BORO | 0401 | 17,325 | 1,195 | 100 | 1,345 | 2,417 | 5 | 5 | 5 | 2,063 | 28 | 7 | 35 |
| NJ0316 | AVALON | 0501 | 111,000 | 875 | 92 | 637 | 1,165 | 6,692 | 23 | 21 | 15,400 | 189 | 434 | 623 |
| NJ0195 | AVON-BY-THE-S | 1306 | 21,160 | 3,600 | 75 | 700 | 2,301 | 100 | 7 | 7 | 5,500 | 134 | 10 | 144 |
| NJ0009 | BASS RIVER TO | 0301 | 194,864 | 50,000 | 140 | 2,113 | 18,140 | 85 | 42 | 42 | 47,680 | 245 | 30 | 275 |
| NJ0146 | DAYONE | 0501 | 194,864 | 50,000 | 140 | 2,113 | 18,140 | 85 | 42 | 42 | 47,680 | 245 | 30 | 275 |
| NJ0253 | BEACH HAVEN | 1504 | 19,937 | 1,012 | 24 | 264 | 2,598 | 233 | 3 | 3 | 3,438 | 12 | 29 | 41 |
| NJ0276 | BEDMINSTER-FI | 1801 | 83,964 | 4,696 | 129 | 4,000 | 6,476 | 249 | 22 | 22 | 5,766 | 151 | 146 | 297 |
| NJ0110 | BELLEVUE | 0701 | 78,088 | 19,808 | 417 | 4,850 | 6,647 | 1,153 | 45 | 41 | 13,004 | 187 | 171 | 358 |
Analysis: Co-relation in 2 variables

<table>
<thead>
<tr>
<th>Year</th>
<th>Circulation</th>
<th>increase/decrease</th>
<th>NOTES</th>
<th>Visits</th>
<th>increase/decrease</th>
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<tbody>
<tr>
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<td>59,761,802</td>
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<td></td>
<td>31,067,000</td>
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<td>1991</td>
<td>41,742,740</td>
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<td>44,308,865</td>
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<td>36,814,000</td>
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<td>-0.01%</td>
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<td>36,207,000</td>
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<td>38,151,000</td>
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<td>37,531,000</td>
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<td>1997</td>
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<td>39,011,000</td>
<td>3.94%</td>
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<td>-1.83%</td>
<td></td>
<td>36,942,000</td>
<td>-0.18%</td>
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<td>35,226,000</td>
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<td>2001</td>
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<td>6.69%</td>
<td></td>
<td>40,842,509</td>
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<td>2002</td>
<td>51,396,103</td>
<td>5.77%</td>
<td></td>
<td>41,970,399</td>
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<td>2003</td>
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<td>41,753,411</td>
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<td>2004</td>
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<td>1.76%</td>
<td></td>
<td>42,445,835</td>
<td>1.82%</td>
</tr>
<tr>
<td>2005</td>
<td>52,355,669</td>
<td>1.45%</td>
<td></td>
<td>44,210,003</td>
<td>4.38%</td>
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<td>2006</td>
<td>52,847,558</td>
<td>0.93%</td>
<td></td>
<td>45,673,207</td>
<td>3.13%</td>
</tr>
<tr>
<td>2007</td>
<td>55,903,583</td>
<td>3.82%</td>
<td></td>
<td>46,028,401</td>
<td>0.78%</td>
</tr>
<tr>
<td>2008</td>
<td>53,800,386</td>
<td>6.97%</td>
<td>Recession began December</td>
<td>48,531,094</td>
<td>5.44%</td>
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<td>2009</td>
<td>63,359,526</td>
<td>6.36%</td>
<td></td>
<td>51,205,694</td>
<td>5.51%</td>
</tr>
</tbody>
</table>

2010: 62,777,553, -1.85% at 133 libraries; 427 FTE lost at 130 libraries including 253 FT positions; 49,941,587, -2.47%

2011: 61,536,426, -1.98%; 1 building closed; 2 budget cuts at 185 libraries; 263 FTE lost at 182 libraries; 47,623,777, -4.24%

2012: 60,557,349, -1.55%; 47,030,579, -1.64%

% increase 1990-2012: 53.85%

% increase Visits: 51.70%
The constellation of Star Libraries changes dramatically from year to year. As it does every year, the 2013 Star Libraries illustrates that each annual round introduces a substantial set of new Star Libraries, sees the fortunes of continuing Star Libraries change—as libraries change peer groups and gain and lose stars—and, indeed, sees many of the previous year’s honorees lose their Star Library status.
Evolution of Library

Then...
- Book & information repository
- Paper
- “Guarded” information
- Defined hours of service
- Customer—In-house
- Resources—Self Contained

CONSTANT = Civic Institution

Now...
- Book & information repository
- Paper & Electronic
- Customer—In-house and Remote & self publisher
- Resources-- shared
- Community hub
- Collaborative space
- Tech Center
- Maker Space
- Open Access
- 24/7 services
Trend Analyzing Organizations

- **Global**: IFLA World Library Congress
- **National**: IMLS, ALA, ULC, OCLC, Pew Research, State Library Associations, State Library Development Bureaus, Census Bureau, State Data Centers, CIL conference
- **Local**: County and Municipal Departments
- **Large Libraries**: QBPL, NLB, DOK
- **Others**: Small Business Administration, Chamber of Commerce, Bureau of Economic Affairs, etc.
OCLC’s newest membership report, *Perceptions of Libraries, 2010*, a sequel to the 2005 *Perceptions of Libraries and Information Resources*, is now available. The new report provides updated information and new insights into information consumers and their online habits, preferences, and perceptions. Particular attention was paid to how the current economic downturn has affected the information-seeking behaviors and how those changes are reflected in the use and perception of libraries.

This OCLC membership report explores:

- Technological and economic shifts since 2005
- Lifestyle changes Americans have made during the recession,
State of America's Libraries Report 2014

Libraries continue to transform to meet society's changing needs, and more than 90 percent of the respondent independent national survey said that libraries are important to the community. But school libraries continue to combined pressures of recession-driven financial tightening and federal neglect, according to data from the National Education Statistics, and school librarians in some districts and some states still face elimination or do protect their programs. These and other library trends of the past year are detailed in the American Library Association's Libraries report, released today during National Library Week, April 13–19.

Zmags version of the report at American Libraries Magazine
2014 State of America's Libraries Report (PDF 9.4MB)
Web Analytics for Business Intelligence

Beyond Hits and Sessions

by Alka Bhatnagar

Increasingly in vogue in the business world, web analytics are used to uncover data-driven insights and to leverage them for performance gains. Successful online business organizations, such as Google, eBay, and Amazon, recognize that by continuously data mining, monitoring, and analyzing econtent, they can gain intelligence about customers’ experience and engagement, products, collections management, channels, partners, target markets, competitors, and much more.

How does this relate to libraries? At the National Federation of Abstracting and Information Services (NFAIS) annual conference held in Philadelphia in February 2009, Lynne Brindle, chief executive of The British Library, noted, “There seems to be a frenzied race to make sure digital content is available.” With libraries’ virtual branches achieving nearly equal importance as physical ones, how to measure the success of their online presence becomes important.

Having participated in several relevant committees and task forces, I have noted that the number of “hits” and “sessions” (provided either by vendors or from the analytic tool’s dashboard) or anecdotal evidence generally suffice in deciding the success or failure of online presence.

Service and customer metrics of physical entities in the U.S. are collected and analyzed extensively by the U.S. Census intelligence. Therefore, in the initial stages, getting the deci-
Data Analytics is Future!...Nov. 21, 2013

Why Data Analytics Is the Future of Everything

TURNING BIG DATA NOISE INTO EFFICIENCY

Nov. 21 (Bloomberg) — Google Executive Chairman Eric Schmidt and Civis Analytics Chief Executive Officer Dan Wagner discuss the way big data can change everything from corporate strategy to the way people vote. They speak with Trish Regan at Bloomberg’s The Year Ahead: 2014 conference at the Art Institute of Chicago. (Source: Bloomberg)
Public libraries circulation continues to increase with 2.46 billion materials circulated in FY 2010, the highest circulation in 10 years. Circulation of children's materials has increased by 28.3 percent in the last 10 years and comprises over one-third of all materials circulated in public libraries.

Public libraries circulated 2.46 billion materials in FY 2010, a 1-year increase of 2.1 percent and a 10-year increase of 38.0 percent (Figure 5-1). Circulation per capita was 8.3, an increase of 26.4 percent over 10 years. Circulation per 1,000 visits was 1,567.2, an increase of 4.0 percent over 10 years. Circulation of children's materials comprised 34.0 percent of total circulation, at 837.12 million materials. This reflects an increase of 2.7 percent since FY 2009 and a 10-year increase of 26.3 percent. There was a strong, positive relationship between circulation per capita and expenditures on collections.¹

Public libraries in suburban areas had the highest circulation per capita, both in total circulation and for children's material. Circulation per capita for all materials in suburban libraries was 9.8, an increase of 2.2 percent from FY 2009. Circulation per capita for children's materials was 3.5, an increase of 2.6 percent. Per capita circulation was also higher in cities than it was in town or rural libraries. Circulation per capita of all materials was 7.9 at city libraries; circulation per capita of children's materials was 2.6, a 1-year increase of 3.6 percent.

There were regional differences in circulation per capita. The Rocky Mountain and Great Lakes regions had the highest circulation per capita. In the Rocky Mountains, circulation per capita was 12.4 for all materials and 4.5 for children's materials. In the
Customer Trends—It is all about them!

• Has *exponentially* growing needs. Time is premium. *Convergence* “one stop” service point. Has *abundance* of choices.

• Present in both *virtual* and *physical* space.

• Demands *targeted, quality* resources & *valuable* services “at their doorstep”.

• Satisfied with--“*instant gratification*” + *engagement*.

• Operates at their own terms.
Seattle PL applying the trend!

Library Services in the Digital Age

Patrons embrace new technologies – and would welcome more. But many still want printed books to hold their central place

by Kathryn Zickuhr, Lee Rainie and Kristen Purcell

Summary of findings

The internet has already had a major impact on how people find and access information, and now the rising popularity of e-books is helping transform Americans’ reading habits. In this changing landscape, public libraries are trying to adjust their services to these new realities while still serving the needs of patrons who rely on more traditional resources. In a new survey of Americans’ attitudes and expectations for public libraries, the Pew Research Center’s Internet & American Life Project finds that many library patrons are eager to see libraries’ digital services expand, yet also feel that print books remain important in the digital age.

The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries. In a national survey of Americans ages 16 and older:

- 80% of Americans say borrowing books is a “very important” service libraries provide.
- 80% say reference librarians are a “very important” service of libraries.
- 77% say free access to computers and the internet is a “very important” service of libraries.
Seems Familiar? Today’s customer. Deploy Services to their fingertips!

WHAT’S THE POINT OF BEING AFRAID OF THE ZOMBIE APOCALYPSE
Deploy Products Where They Are
Library Challenges!

- Growing Demand, Shrinking Resources!
- Shifting global socio-economic conditions where "average" is no longer acceptable
- Technology Advances Exponential
- Exponential growth of information
- Global Communities with high expectations
- Compete amidst changing new economies
- Library NOT the ONLY information provider
Libraries competing for $$$ !!

- Public Libraries asked to show ROI, their values, etc. amongst other civic organizations.
- But PL offer public goods which are difficult to value... (each product or service is used by several customers and mostly valuation/impact is not immediate), unlike a tangible product.
From awareness ... to funding

Today’s support comes from those who believe libraries transform lives.

The research revealed an important distinction between the public library user and the public library funder. Not every library user is a library funder; not every library funder is a library user. A voter’s willingness to support increased library funding is not driven, or limited, by library use. In fact, the advocacy research found that there is little correlation between frequency of library visits and willingness to increase funding for libraries.

Not all residents in a community are equal when marketing or advocating for increased funding for libraries.

"Not everyone is alike and different people want different things from the category. They evaluate, perceive and use brands differently. No brand has 'universal appeal' and the more brands there are in a category, the more this is true.

"For every brand, there is greater chance to build business [funding] among some segments of consumers than others. If these segments can be identified, the brand has a 'roadmap for growth' and can customize marketing efforts to the most likely prospects."

A Report to the OCLC Membership
Build It & They will come! Not anymore!

- 91% of Americans ages 16 and older say public libraries are important to their communities.
- However, just 22% say they know all or most of the services their libraries offer now.
- Analyze the missing link and build awareness.

“Library Services in the Digital Age”
http://libraries.pewinternet.org/2013/01/22/library-services/
Trends Affecting Libraries

• Financial Fiasco / Job losses
• Reduced Property Taxes
• Reduced Resources Allocated

Result = LIBRARY CLOSURES
Action = Find opportunity = Services for Jobless
Marketing definition as comprehended...

• Marketing is all activities and programs aimed at creating a pool of target potential customers for your products or services.

• Customer acquisition and engagement is the goal.

• This has short term and long term goals.
Why Market? Awareness to Funding!

Build “library brand” awareness matching products and services @ library by formulating a strategy

• Comprehend customer needs and “pain points”
• Determine “valued products & services”
• Communicate the “value”
• Increase visibility and goodwill

Result= Justifiable funding for the library
Marketing Process

- Determine what organization wants to achieve
- Gather data for fact based analysis
- Analyze
- Study relevant trends
- Overlay trends with expected customer acquisition, engagement, and retention outcome
- Market Research starting with U.S. Census
- Develop marketing strategy to get measurable outcomes using relevant channels
- **Constantly build awareness, trust, and goodwill.**
U.S. Census: Community FactFinder

Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community. Enter a state, county, city, town, or zip code: Camden County, New Jersey

Camden County, New Jersey

Census 2010 Total Population

513,657 Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census
- Population, Age, Sex, Race, Households and Housing ...

American Community Survey
- Education, Marital Status, Relationships, Fertility, Grandparents ...
- Income, Employment, Occupation, Commuting to Work ...
- Occupancy and Structure, Housing Value and Costs, Utilities
The Campaign for America’s Libraries is the American Library Association’s public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types – across the country and around the globe - use the Campaign’s @ your library® brand.”
Academics Buy In Concept

Rutgers University Libraries Marketing Plan for 2007/08
With measures for success proposed by the Marketing/PR group
- updated March 2007 -

Goal One: More stakeholders will become aware of library resources and services appropriate for them.

Measurable Objective One: Increase students' awareness of the Libraries website.

- Action Step: Place outreach service desks in locations with easy access to users (e.g., student orientations, campus centers, dorms, etc.), at each of the three campuses, to distribute information about the Libraries website. [Suggested handout: Five common 'problems' students can solve by using the website.]
- Important preparatory step = provide training for service desk staff on the objectives of the program and the skills needed to succeed.
- Measure: Number of visitors to all service desks and feedback from Libraries staff who managed the desks.
- Target date: September 2007
- Cost: $1300 [covers purchase of iPod and expense of imprinting coffee cup sleeves with info on the service desks & iPod drawing; sleeves will be distributed/used by campus center coffee shops]
- Action Step Owner: Access service staff and reference librarians
- Marketing/PR Group contact: Roger Smith
Intersecting Disciplines: Rutgers Gets it...
Marketing Types: Which one?

• **Direct**: examples are email, brochures, participation at fairs and conferences, using media, website, web portals, newsletter, annual report.

• **Indirect**: examples are spokespersons and celebrities who have had positive user experiences. Word of Mouth Advertising.
Use All Channels to Inform

Library Publications and Press Releases

Quarterly Newsletter | Press Releases | E-mail Newsletters | Annual Report

Imagine That...
Library Newsletter

The quarterly publication features stories about the library, our staff and our services, plus listings of the many programs that we offer for children, teens, and adults.

News Releases

Visit The Media Room for an archive of Camden County Library news releases.

Nextreads and Library Flash

Monthly Readers' Advisory Newsletters and Library Updates

Snapshot Day 2012

More Videos on YouTube

Stuffed Animal Sleepover
Marketing Partners: Indirect marketing

• Library Association – Best Advocacy Partner
• Library Champions
• Community the Library Serves
• Associations & Organizations the Library works with to provide services.
  – Examples: SBA, Chamber of Commerce, Outplacement Agencies, Financial Experts
Building Portals for Increasing Awareness: Njworks.org for job seekers

It's Time... to land that job!

Whether you are...
- Unemployed and trying to land your dream job
- Seeking a new career path
- A recent graduate entering the workforce
- A military veteran or spouse seeking a fresh start
- Seeking to improve your skills to compete in today's job market

...Your Local Public Library can help!
To get started, all you need is a NJ public library card!
Hiring Our Heroes Job Fair Supported by NJSL & Mercer County Library System

Representatives of the New Jersey State Library and the Mercer County Library System were on hand giving demonstrations of the NJWorks@yourlibrary resources available to job seekers at the Hiring Our Heroes job fair at the Armory in Lawrenceville on September 12.

Hosted by the American Legion and U.S. Chamber of Commerce as part of a nationwide effort to help veterans and military spouses find meaningful employment, the armory floor was packed with employers looking for qualified employees.

Lt. Governor Kim Guadagno was present to open the fair, and stopped by the State Library booth to chat with (from left) Laura Nawrocki and Rina Banerjee of the Mercer County System and Amber Tucker from the NJ State Library.

See all the photos at http://www.flickr.com/photos/njlibraryevents/sets/72157635564996426/
Continued Role of Building Awareness
Marketing Guru Trains to Lead Tribes!

Seth Godin, Marketing and Library Tribes

Submitted by ndowd on Wed, 29 Oct 2008, 12:31pm
in: Conferences, Marketing, NJ Library Network, Statewide Programs, Uncategorized

Before a standing room only crowd of New Jersey librarians, small business owners and Ramapo College students, Marketing Guru Seth Godin presented his perspectives on the current trends in Social Marketing and discussed common-sense strategies for successful “Tribes” engagement at Ramapo College on October 28. The lecture coincided with the release of his new book Tribes, which is based on the semi-exclusive social networking Web site he created.

With that notoriety and acclaim, he did not disappoint the audience of over 200 in attendance. Godin used
Overarching Marketing Strategy

Marketing Inside Out

• **Why** are Libraries Different? NOT **What** they do
• Leaders in NJSL “Create A Movement”
• Mobilize the “Library Tribe”
• Fire Up Passion & Connect Passion
• Believers Tell “Branded” Story

Marketing Gone Viral!
Marketing Inside Out: “Dream, Explore, Imagine!”
Camden County Library’s Award Winning Campaign

Imagine that...

New Digital Media Services
Training Librarians To “Tell Their Story”

Librarians Got Their Story Telling Mojo Working

The New Jersey State Library hosted the workshop, “Story Telling Mojo: How to Engage People in the Evolving Story of Libraries,” at the Sheraton Eatontown on Nov. 21. The full day workshop, presented by Michael Margolis, CEO and founder of Get Storied, supported the statewide strategic plan goal of communicating the value of libraries. Approximately 100 librarians from across New Jersey participated in the workshop, which included activities on how to construct and tell a short story.

In the photo below, Heather Andolsen (left) and Erin Blatt do a warm-up activity, telling a short story about themselves.

Margolis spoke to a standing room only crowd at the American Library Association Annual Conference this past summer and has also worked with both the California and Pennsylvania state libraries. For the past few years Get Storied has been investigating what the role and value of libraries in the 21st century is and has been deeply invested in framing this important story at the state and national levels.

The culmination of the training was for groups to construct a 30 second story and tell it to another group.

In the photo right, Amy Babcock Landry, Linda Hoffman, Annemarie Shapiola, Patricia Knapp tell their Group’s Story.

See all the Story Tellers in action at: http://www.flickr.com/photos/organize/?start_tab=one_set/2157638049000894

Share this: fb tw li google+ pl p
NJSL Takes on Active Marketing:

NJ State Library Presents Best Practices in Marketing Awards

Submitted by gcooper on Tue, 11 Oct 2011, 11:06am

in:  Awards  Community
     for libraries  Contests  LDB  Marketing
     for state government  Press  statewide Programs
     for the public  NJ Library Network
     general information
     trustees  NJS Marketing
     Uncategorized

The New Jersey State Library announced that four New Jersey libraries were selected to receive Best Practices in Marketing Awards for programs they developed and promoted to aid job seekers or small businesses. Each library received a $1000 award and plaque.
Campaign Promoted Online!
Tell Your Story @ conferences
Quotable Facts About New Jersey’s Public Libraries

Did You Know That In 2007…

♦ More than 46 MILLION visitors were welcomed in New Jersey’s public libraries, more than eight times the number of visitors to NJ state parks (5.5 M).

♦ In New Jersey, each public library served an average of nearly 18,000 people. Public libraries serve as community centers / knowledge hubs providing free access to a wealth of resources and services such as books, internet access, high value subscription databases, public programming, etc.

♦ New Jersey residents had nearly 32.4 million items available to them at NJ public libraries and checked out nearly 56 million in one year.

♦ Through the interlibrary loan program, the NJ public libraries loaned and borrowed over 3 MILLION items saving the residents nearly $75 MILLION in purchasing.

♦ New Jersey public libraries provided free internet access to its residents through the use of 6000 PCs which would cost about $6 MILLION to buy. These PCs were used 10.3 million times. If the
Janet Evanovich

"Libraries rock, especially in tough economic times like these. I've always..."

Janet Evanovich is the author of the popular Stephanie Plum contemporary mystery series. Evanovich began her career writing...

Assemblywoman Linda R. Greenstein

"Libraries are an essential part of the fabric of a community. They are..."

Linda Greenstein has been serving in the General Assembly since January 2000. She was educated at Vassar, Johns Hopkins...

Jonathan Lee Iverson

"Reading: The Adventure Begins with You!"

Jonathan Lee Iverson dons the iconic top hat once again to become the Ringmaster of the Ringling Brothers and Barnum &...

Cara McCollum, Miss New Jersey 2013

"Reading is a magical thing, it allows you to be whatever character you..."

Twenty-year-old Princeton University student Cara McCollum captured the title of Miss New Jersey on Saturday night, June 15...
"I fell in love with books at the Elizabeth Public Library when I was four years old. My mother took me to the children’s room every week and I’d sit on the floor and sniff the books before turning the pages. It was here that I found *Madeline*, my first favorite book. I still feel a thrill when I enter a library. I never know what I’m going to find, and isn’t that part of what makes libraries so special — the endless possibilities."

Judy Blume spent her childhood in Elizabeth, New Jersey, making up stories inside her head. She has spent her adult years in many places doing the same thing, only now she writes her stories down on paper. Blume’s novels for children and teenagers were among the first to tackle such controversial matters as racism (*Jogie’s House*), menstruation (*Are You There God? It’s Me, Margaret*), divorce (*It’s Not the End of the World, Just As Long As We’re Together*), bullying (*Blubber*), masturbation (*Deenie; Then Again, Maybe I Won’t*) and teen sex (*Forever*), and as such have been the source of controversy over the appropriateness of such topics for her middle school audience. She has also written three novels for adults (*Summer Sisters, Smart Women*, and *Wifey*), all of them New York Times bestsellers. More than 60 million copies of her books have been sold, and her work has been translated into thirty-one languages. She receives thousands of letters a year from readers of all ages who share their feelings and concerns with her.

Blume is the founder and trustee of *The Kids Fund*, a charitable and educational foundation. She serves on the boards of the *Author’s Guild*, the *Society of Children’s Book Writers and Illustrators*, the *Key West Literary Seminar*, and the National Coalition Against Censorship.
Remarkable Branding Gone Global!

Super Librarian

 Protector of Knowledge and Free Entertainment

NO BOUNDARIES. NO LIMITS. KNOW YOUR LIBRARY.
Snapshot Day In 31 States!

Library Snapshot Day Turns Three

Posted Monday, October 1, 2012 - 14:33

Picture this: A glimpse of your state’s libraries at work
By Morgan Reeves

How would you like to tell the world that in one day more than 160,000 people visited your state’s libraries and more than 1,000 people received job-search help? Thanks to Library Snapshot Day, you can.

Launched three years ago in New Jersey, the effort has expanded to include librarians nationwide in collecting statistics, customer comments, and pictures from libraries all over their state during a single day, then compiling the results and posting them online. So far the event has taken place in at least 31 states, and it’s catching on. The American Library Association’s Office for Library Advocacy offers an

http://snapshot.njlibrarians.org
Winning ALA Marketing Award

Statewide 2009 campaign in New Jersey to tell strategic stories about how libraries transform lives. 240 libraries across the state partnered in the effort, raising the awareness of legislators enough for them to reinstate library funding.

The total cost of the campaign was $54,000, including three months of commercials on New Jersey public television at prime time.
It's Time... to Rediscover Your Library

The New Jersey State Library (NJSL) is committed to educating the public about the value of libraries through public awareness campaigns, community outreach and media relations. This comprehensive marketing portal, developed by the New Jersey State Library, promotes public library services for local communities, including job seekers, entrepreneurs and small business owners, and the visually impaired. We’ve also received support from local celebrities who share a deep appreciation for libraries. These stories, as well as stories from everyday library champions, are excellent examples of the diverse ways our libraries touch people’s lives.

Libraries have always sparked our imagination, taking us places we never thought we’d go. In today’s tough economy, they’re still doing that, but not simply through books. Since the downturn, public library use has risen significantly. By providing free access to job resources, they’re helping the unemployed find new careers, entrepreneurs create new opportunities, and small businesses find new customers. Public libraries offer classes to learn new skills, provide access to news and books for the visually impaired, and offer opportunities for networking. These vibrant backbones of New Jersey communities foster personal and professional growth, innovation, and opportunity. They’re helping put people back to work and creating small business success stories. By doing so, they create staggering economic value for the community.

Today, people need public libraries more than ever. It’s time to rediscover YOUR library...

In just one day in libraries throughout New Jersey....

- 1,015 people got employment help
- 1,121 programs were offered
- 892 people learned computer skills
Marketing Kits: Branded Messaging

Marketing Collateral Library

**Please note: The items in the marketing collateral library are materials from past NJSL funded campaigns. In the coming months, the State Library marketing department will develop marketing campaigns and materials based on the recently released Statewide Strategic Plan for NJ Libraries. These materials will be customizable, and each library will be able to order a certain allotment free of charge via the online ordering web portal. Any additional orders above and beyond the NJSL funded allotment will be available for purchase through the online ordering system. Please stay tuned for new resources and materials. In the meantime, please get registered with an account if you do not already have one, so that you may take advantage of faster delivery when these material become available.**

Let's Speak with One Voice...NJSL Tools & Strategies for Collaborative Communication!

CONTACT THE NJSL MARKETING DEPARTMENT
Marketing Your Library to Job Seekers

by Agnes Stevens
Last Modified: 21 March 2012
Comments: 0
Rating: No ratings yet

Use this marketing toolkit to let the job-seekers in your community know what a wealth of resources and services the library has to offer.

Marketing Toolkit for Library Outreach to Job Seekers
Library Value Calculator going Viral!

http:// ldb.njstatelib.org/libvaluecalc
National Initiative!

Transforming Libraries. Empowering Individuals. Transforming Communities.
Conclusion

We are operating in an exponentially changing world and will have to evolve and inform and constantly engage for sustenance

AND TO

Improve Market Share in “Information Industry”

No substitute for

“Being Out There In The Community”!
Bye: Gloom & Doom Years

Welcome:
What’s next @ Library

Thank You!