

## Geek the library

An OCLC project adapted to the Netherlands 4 biggest cities

Ton van Vlimmeren Public library of Utrecht

Metlib, Amsterdam May 2013



#### From Awareness to Funding

A study of library support in America

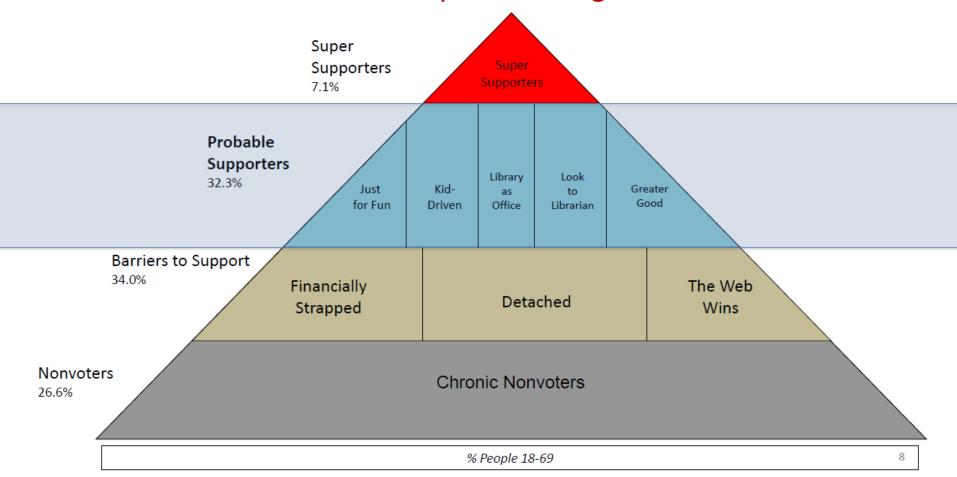
A Report to the OCLC Membership



Is it possible for a large scale advocacy campaign to create an environment that sustains and increases funding for U.S. public libraries?

# Library support is unrelated to using the library. Support is an attitude.

### U.S. Public Library Market Segmentation



# geek

- /gēk/verb

kthelibrary.org|geekthelibrary.org|geekth

- 1. To love, to enjoy, to celebrate, to have an intense passion for.
- 2. To possess a large amount of knowledge in.
- 3. To promote.



#### What do you geek?

Everyone has something they are passionate about—something they geek. Maybe you geek football or hip hop. Maybe you are passionate about organic gardening, classic movies or volunteering. Or maybe you just geek the weather.

#### Whatever you geek, serious or fun, the public library supports you.

The public library inspires and empowers. With Internet access, knowledgeable librarians and local programs, it is an important resource for your community. And for millions of Americans, it is their only access to essential resources they need to improve their lives. For many, the library is not a luxury, it is a necessity.

#### The problem is, public libraries are struggling.

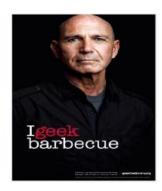
Many libraries are cutting staff, programs and hours, and some are closing their doors forever. And even though usage has increased, funding is not sufficient to meet the need.

So please, share what you geek. Share what your library does for you and your community. And spread the word that your public library needs everyone's support.

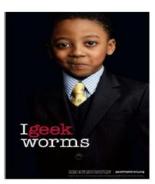
Get your geek on. Show your support. geekthelibrary.org



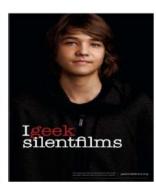
- Your library connects you with the things you care most about.
- Public libraries have value; they fill a vital role; they are for everyone.
- Funding for your library is at stake.
- Call to action: show your support for your library

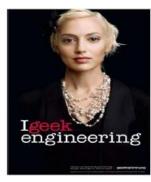




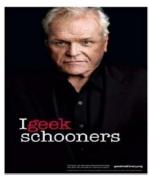




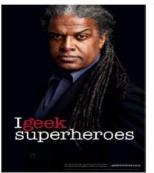




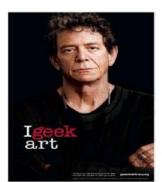


















## Whatdoyougeek?

geekthelibrary.org

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#### Newspaper and radio



#### Online banners and paid search







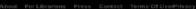




#### Billboards









#### Geek the Library



Register here for me

information and son will contact you. REGISTER Already participating? Lo







library

#### Get your geek on at the library

Learn more about your special interests

Perhaps you've seen the new billboard on Beaver in Johnston with a woman's picture and the phrase, "I gook engineering." What's this campaign

The Johnston Public Library has information about a marketing effort called "Geek the Library." lowans in Polk, Dallas, Story, and Warren counties are one of two test markets in the country for this campaign. As such, they are



#### How 'geeking' helps public library

BY ALICE BENNETT

It's easy to get caught up in day-to-day life and forget to

give attention to the things we things we are passionate about.

This is true in a down

economy. But a new public awareness campaign provides some needed inspiration to explore what we are passionate about and support our public libraries.

Perhaps you've seen or heard something about it already - it's called "Geek the Library." This communitybased public awareness campaign introduces the word 'geek" as a verb and defines it as having interest or passion for something. Essentially, the campaign wants us to celebrate what we geek - what we are passionate about and it reminds us that the

public library supports us. It's simple. Whether you are into motorcycles, football eare, your public Shelbyville 7..jpg resources to help ore about it. It

makes sense. And many

greater Savannah libraries agree and are participating in this Bill & Melinda Gates

Foundation-funded initiative, In the coming months, you may see the campaign in print ads, on billboards, online and at local events.

The overall goal is to highlight the important role of our public libraries for individuals and communities and to raise awareness about the precarious funding struggles many libraries face. This is especially critical as more people are turning to libraries to search and apply for jobs. Doing what they do best, our libraries are evolving to meet these new community needs but these extra efforts do not often translate into additional

Did you know most public library funding comes from the local community? You may be surprised to learn that more than 80 percent of library dollars come from local sources

And while the economy has put extra pressure on libraries since almost every community is tightening their belts, Georgia has historically lagged behind the national average for local library funding. In fact, according to the Georgia Public Library Service, Georgia ranks 47th in

the nation for per capita local funding. We've got to work to be get these numbers up.

Our public libraries are omething to be proud of. They are community centers that provide new opportunities and possibilities and the tools to help many people change their lives. Whether it's by helping someone find a new career, helping a child learn to read or providing local, national and international resources, our public libraries are irreplaceable. And, as the "Geek the Library campaign suggests, we all play a role in keeping them around.

This awareness campa makes it casy. And for th erious subject of public library funding, it's a lot fun. The campaign web: (www.geekthelibrary.org you share what you geek and watch videos about others geek, and it provid great information about to actively support your

I geek gardening, shell What do you geek?

Alice Bennett chairs the boa of trustees for Live Oak Publ Libraries in Chatham, Effingl and Liberty countles.

The awareness campaign which is funded by a grant from Foundation, features print and radio advertising, social networking elements, a Web site and grassroots community injustives to draw attention to the need for increased library support. The Web site, www.geekthelibrary.org, provides information about how people can get active and support their local library.

Computer classes The Johnston Public Library is offering a variety of adult computer classes. Pre-registration is required. Contact Cheryl at 278-5233.

Google Various questions will be addressed on Aug. 15, and blogs will be the topic on Aug. 18.



The topic for Aug. 11 is using



## But did it work?



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"Because the public responded so positively, it made staff feel appreciated and feel proud of the library and what we do. It breathed life into the library at a point where we really needed that."

"It takes awhile to see changes in policymakers."

#### **Tools & supports**

- 80% would recommend the campaign
- 82% said supports were "just right"
- 87% achieved goals

#### Library capacity

- Library plays a central role (73%)
- Advocacy is important (73%)
- More outreach (69%)
- Motivation / excitement (67%)

#### **Public perception**

- Library plays a central role (73%)
- Library is "cool" and "exciting" (69%)
- More participation (60%)

## Decision-maker awareness

- Interest in the library (40%)
- Library plays a central role (42%)

"I thought [the campaign] was amazing . . . . It was an amazing opportunity for the library to personalize what it is you love to do and make sure people realize that the library is there to help you with your personal interest."

## **Crossing G4**

#### **Key issues**

Improve longterm relations with local government

Reduce dependency on governmental funding

Communicate public libraries' great services & low pricing

Coöperate in creating public awareness non-members

Raise public participation, especially in age group 20-34.

#### Main challenge

How do we **reach & keep connected to** the under-represented age group 20-34, in a way that fits their demands & needs and at a time that library budgets are severely reduced?

## **Pilot Strategy**

Carry out a communication campaign in 2013 in the G4 Cities in the Netherlands: Amsterdam, Den Haag, Rotterdam & Utrecht, using the proven means of the US campaign "Geek- the - library" and the outline of the German campaign plan.

Provide an easy for individual local library use marketing & communication toolbox which enables to adress users, non-users, politicians, financial deciders in a sympathetic, measurable and efficient way.

#### Do we need a G4 Geek Pilot....?

#### YES!!

#### **Because**

A pilot is to find out if & how it works in a SMART way

G4's relative low membership % and "big city issues"

Geek - the - library is different: outside in instead of inside out

Geek - the - library has proven effects in US





## geekthelibrary.org



## Whatdoyougeek?



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