Public libraries are essential to communities

- **55%** view the public library as an essential local institution
- **58%** believe public libraries advance education for any community
- **44%** view the library as a gathering place for community members

2 in 3 voters place high importance on foundational library services, including:

- **67%** quiet areas
- **66%** books and technology
- **65%** a broad range of materials to explore
- **65%** computers and Internet
Voters frequently visit libraries in person and online

- 70% of voters have visited a public library in the last year, an average of 8.6 visits.
- 52% have visited the library’s website in the last year, an average of 7.6 visits.

Majority of voters support local funding for libraries

- 58% would vote favorably for libraries at the ballot box.
- 27% would definitely vote in favor.
- 31% would probably vote in favor.

Most voters are confused about library funding sources

- 59% of voters think most library funding comes from nonlocal sources (e.g., state, federal, donations, fines, and fees).
- In reality, 86% of funding comes from local sources (IMLS, 2015).
Voters support other funding options

Most voters support federal funding

76% say the federal government should either...

- increase funding for public libraries 38%
- or keep it the same 38%

The majority of voters are willing to donate money to libraries

61% have either...

- contributed 28%
- or are willing to contribute to fundraising efforts in support of their local libraries 33%

Read the full report to learn more!

Visit oc.lc/awareness2018

to discover the variations in attitudes, perceptions, and behaviors among different segments of the voting public over the past ten years and how that drives their support for libraries today.

Sources:

Data from a survey panel of 2,000 US voters ages 18 to 69 living in areas with populations of fewer than 300,000, administered by Leo Burnett USA between September 29 and October 4, 2017. This research and report is a project led by OCLC, the American Library Association, and its Public Library Association division.

The Institute of Museum and Library Services. 2015 library funding data

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ALA American Library Association
Public Library Association
OCLC
WebJunction
Think Relevance!

Library! Staff In-Service Day 2018
What a year!

- Circulation: 2.7 million items, up 1% over FY17
  - Digital represents 17% of total circulation
  - Print represents 55% of total circulation
  - Audio Visual represents 27% of total circulation
What a Year!

- Customer Visits: 1.5 million, up 8% over FY 17
- Program Attendance: 140,000, up 17% over FY17
- Registered Borrowers: 143,000, 64% of the total population
- Reference: 208,000, up 4% over FY17
Strategic Plan in Action!

- Over 62% of the library’s strategic plan goals were completed in FY17
- Many of the incomplete initiatives were multi-year initiatives (like the Library Campus Vision project)
Libraries Are Relevant!

We must demonstrate it!
Libraries are the place for lifelong learning!

• Americans go to school, public, and academic libraries more than three times as frequently as they go to the movies!
• 95% of all public libraries provide online homework assistance.
• Librarians in the nation’s public and academic libraries answer nearly 6.6 million questions weekly.
Library Access Equals Opportunity!

- Public libraries held more than 87.2 million e-books in 2012.
- 73% of public libraries assist patrons with job applications and interviewing skills.
- 48% provide access to and assist entrepreneurs with online business information resources.
- More than 36% offer work space for mobile workers.
- 100% offer access to the Internet
- 90% help customers with basic Internet skills
Libraries Strengthen Local Economies!

• A recent study shows that for every dollar spent on Ohio public libraries, Ohioans received $5.48 in economic value.

• 68% of public libraries help customers use databases to find career openings.

• Users who stop at the library while completing a longer list of errands report "halo" spending at firms and establishments close to the library. Although this spending is not part of an economic impact statement of Minnesota's public libraries, it is also true that proximity to a library increases spending for those businesses located near the library.
Libraries Strengthen Local Economies!

- People prefer to live near a public library if they have a choice, and often perceive library access as part of an enhanced quality of life, although it is rarely a direct factor in home purchase decision making.
Libraries Strengthen Local Economies!

- Ron Baron’s local library was a critical lifeline when he was unemployed.
- The 20-year-old resident of Grand Junction, Colo., often found himself hanging out at the library when he was jobless. “It’s one of the only places I could go to without the expectation of spending money,” Baron said.
- But the library was more than just a place to relax indoors. Baron also used resources at his library to apply for a job. And when he found out that the job he initially wanted was already filled, library staff helped connect him with a workforce center that helps unemployed individuals find jobs free of charge. “I would have never learned about it otherwise,” he said.

Thanks to that recommendation, Baron now works in housekeeping at a hotel. When he’s not working, he reads books — from his local library — about computer programming in preparation for coursework he plans to complete at the local community college.
Libraries Create Healthier Communities!

- 77% of public libraries offer online health resources.
- 100% offer print and digital resources regarding healthy lifestyles.
- 59% provide programs on finding health insurance.
- Over 50% provide programs for children and adults focusing on the 7 aspects of health.
Other Fun Facts!

• There are more public libraries than Starbucks in the U.S.—a total of 17,566 including branches. Nearly 100% of these provide Wi-Fi and no-fee access.

• Last year 1.5 billion in-person visits were recorded in public libraries, the equivalent of more than 4 million each day, 2,854 per minute.

• Public Libraries offer 4.3 million programs per year.

• There were 96.5 million attendees at public library programs, more than all MLB and NBA games combined.
How can we demonstrate relevance?

• Create a “place” for the community to engage, gather, explore, and discover.
How do we demonstrate relevance?

- Encourage young people to continue their education
How do we demonstrate relevance?

• Provide an opportunity for new-comers in Boise!
How do we demonstrate relevance?

- Continue STEAM and entrepreneurial resource development!
How do we demonstrate relevance?

- Develop a Health Impact Assessment for the Library Campus!
How do we demonstrate relevance?

- Develop a dynamic collection for everyone!
How do we demonstrate relevance?

- Engage our community!
Why Are Libraries Relevant?

• Libraries are “the place” for lifelong learning
• Library access equals opportunity
• Libraries strengthen local economies
• Libraries create healthier communities
The library Rocks