

# LIBRARIES TRANSFORM<sup>®</sup>

## Broad Objectives

- Awareness: Increase awareness of and support for the transforming library.
- Perception: Shift perception of library from “obsolete” or “nice to have” to essential.
- Engagement: Energize library professionals and build external advocates to influence local, state and national decision-makers.

## One Main Idea

Libraries today are not only about what they have for people but also what they do for and with people.

Libraries transform individuals. Libraries transform communities. Libraries transform lives.

## Libraries Transform Key Messages

- Today’s libraries are not just about what we have for people, but also what we do for and with people.
- Libraries transform lives.
- Libraries transform communities.
- Library staff are passionate advocates for lifelong learning.
- Libraries are a smart investment.
- Libraries uphold democracy /Libraries are essential to democracy
- Libraries are the third space

## Libraries Transform Supplemental Messages

- Libraries are at the heart of our communities—a resource for people of any age to find what they need to help improve their quality of life.
- Libraries help people navigate the changing information landscape and equip them with the skills needed to thrive in our digital world.
- Libraries are evolving with these changes in order to serve the public and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies.
- Libraries are expanding beyond their traditional roles and providing more opportunities for community engagement and delivering new services that connect closely with patrons’ needs.
- Library professionals facilitate individual opportunity and community progress.

- Libraries are committed to advancing their legacy of reading and developing a digitally inclusive society.
- Libraries add value in five key areas: education, employment, entrepreneurship, empowerment and engagement.

## May Theme: Partnerships / Collaboration

### Relevant Dates (May)

- April 29 – May 5 - Information Awareness Month
- 1 May – World Maternal Mental Health Day
- 4 May – International Firefighters Day
- 6-10 May - ALIA National Conference (Truth or Dare)
- 12 May – International Nurses Day
- 17 May – International Day against Homophobia, Biophobia, Intersexism and Transphobia (IDAHOBIT)
- 20 May – World Bee Day
- 21 May – World Day for Cultural Diversity
- 22 May – National Simultaneous Storytime
- 23 May – Biggest Morning Tea
- 20-26 May National Volunteer Week
- 26 May – National Sorry Day
- 27 May – 3 June – National Reconciliation Week

### Campaign

#### Campaign Period

One month, although elements of the campaign will be ongoing.

#### Identified market need/want

- Public who may not be aware of the broad range of resources available in the library.
- Public who may not be aware of the vast variety of services available in the library.
- Public who may not be aware of the vast variety of resources available in the library.
- Public who may not be aware of the wide range meeting spaces available within the library.
- Public who may not be aware of your website and social media channels
- Public who may not be aware of partner opportunities with the library
- Council staff and councillors (and other stakeholders) who may not be aware of the resources available and how libraries can assist them in their work and leisure.

## Objective 1

Raise awareness of opportunities within the library space.

Desired outcome

- Increase in partnerships and collaborations.

## Objective 2

Raise awareness of the vast range of resources and services available.

Desired outcomes

- Increase in the awareness of library members and usage of resources and programs.

## Objective 3

Raise awareness of the library's role in providing opportunities, including social inclusion.

Desired outcomes

- Increase in use of library as a space to partner, connect and learn.

## Libraries Transform 'Because' Statements

- Because partnerships benefit everyone
- Because libraries are for everyone
- Because Libraries are great sharers
- Because libraries are great partners
- Because Libraries provide the truth
- Because Libraries are always here for you
- Because libraries are for learning
- Because Access equals opportunity
- Because books show us every colour of the rainbow
- Because collaboration shares the load
- Because Libraries bring people together
- Because words have power
- Because you are given the freedom to Read
- Libraries bring us together
- Because Sharing is caring in your library

## Ideas and suggestions

- Use Libraries Transform Because..... As your screen savers
- Approach organisations that would be great to partner with

- Hold an event to showcase library and partner / collaboration opportunities
- Hold sessions with resources such as Ancestry, newspaper databases. etc and the public can try each to find out a little about their family.
- Hold 'being safe online' classes in the library.
- Check the message on your telephone system for when callers are put on hold. Promote new services and finish with the key message 'Libraries Transform Your World'
- Contact your community newspaper/radio station or association's journal or local council newsletter to celebrate and advertise all the programming and positive stories created in your library.
- And don't forget to create and display Libraries Transform posters and social media tiles for your library.

### Thoughts and quotes

- Public libraries are multi-faceted – many things to many people.
- Libraries are a resource providing assistance, knowledge, entertainment and a sense of community, collaboration and partnerships.
- One of the most amazing things about libraries is how they change and evolve in response to people's needs and wants.
- Libraries still provide traditional services, but continue to change in dynamics by offering a wide array of resources.
- Public libraries are places of self-help and lifelong learning. They bring people and information together.

### Campaign Resources

Campaign templates can be found on the Libraries Transform [website](#). These are fully customizable for your use.

Past month themes are also available on the [Libraries Transform Toolkit](#) page of the website

### Media Release

Following is a draft Media release you can make your own. Just insert your details.

### Acknowledgement

This toolkit was adapted from the NSW @ Your Library Campaign and ALA Libraries Transform Campaign

# Draft Media Release

[Your Organisation's Name]

[Your Organisation's Contact Information]

[Date]

## **Unlocking Potential: Libraries Forge Ideal Grounds for Collaborative Partnerships**

Libraries stand as vibrant hubs of knowledge, creativity, and community engagement. Recognizing their pivotal role, [Insert name] is delighted to advocate for the creation of collaborative partnerships within the library ecosystem.

Libraries are not merely repositories of books; they are dynamic spaces where ideas converge and innovations take root. Through strategic partnerships, libraries can leverage their resources and expertise to foster meaningful collaborations that benefit their patrons and communities at large.

At [Insert name], we firmly believe that libraries are uniquely positioned to serve as catalysts for collaboration. With their diverse programming, extensive networks, and commitment to inclusivity, libraries offer an ideal environment for forging partnerships across various sectors, including education, technology, healthcare, and the arts.

From hosting joint events and workshops to providing access to specialized resources and services, libraries can serve as invaluable partners in advancing shared goals and addressing community needs. Whether it's promoting literacy, supporting lifelong learning, or fostering innovation, libraries offer endless opportunities for collaboration and partnership.

[Quote from your organization's spokesperson highlighting the importance of libraries as collaborative spaces and the potential impact of partnerships.]

Libraries are more than just buildings; they are vibrant ecosystems where ideas flourish and connections are forged. By embracing collaboration and creating partnerships, libraries can amplify their impact and empower communities to thrive in an ever-changing world.

For more information on how your organisation can partner with libraries, please contact [insert name] at [Insert name].

[End of Media Release]

[Insert name] Library is open [insert days and times]  
Contact: [insert name] about [insert planned activities]

For further media information, contact:  
[Insert media contact and phone number]