

LIBRARIES TRANSFORM[®]

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 or culture 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 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.

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October Theme: Support, Vote, Advocate

Relevant Dates (October)

- Internationally Music Day – 1 October
- International day of non violence – 2 October
- World Animal Day – 4 October
- World Smile Day – 4 October (First Friday in October)
- World Teacher Day – 5 October
- World Mental Health Day – 10 October
- International Day for Disaster Risk reduction – 13 October
- National Ride2Work Day – 16 October
- International Open Access Week – 21-27 October
- Children’s Week – 23-31 October
- United Nations Day – 24 October
- World Homelessness Day – 25 October
- Halloween – 31 October

Campaign

Campaign Period

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

Identified market need/want

- Broad demographic who may not be aware of the resources and services available for lifelong learning at the library whether formal or informal.
- Public who may not be aware of the wide range of resources and services available at the library to assist them in gaining further knowledge around a specific special interest
- Public who are undertaking both formal and informal studies
- Those that are passionate regarding a particular topics and wish to advance it within the community
- Council staff and councillors (and other stakeholders) who may not be aware of the online resources available to assist with advocacy.
- Public who may not be aware of the wide range of 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

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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 you can be a voice for your library*
- *Because Libraries uphold democracy*
- *Because Libraries are there in a crisis*
- Because libraries welcome anyone from anywhere
- Because Libraries are the heart of the community
- Because libraries make the world a better place
- Because in a library you can buy less and choose well
- Because transformation is essential to the communities we serve
- Because libraries are by the people for the people
- Because libraries change and shift with their communities

Ideas and suggestions

- Use Libraries Transform Because..... As your screen savers
- Don't forget to promote Libraries Transform within your own Council – perhaps you could offer special training in Internet skills / online safety or speak at staff meetings

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about the databases and resources available through the library, do a tour of what is available or hold morning tea for staff to get them in the door.

- Partner with your community information services to be a repository for local advocacy information
- You may want to consider a Seniors' Morning Tea focusing on the voting and advocacy to impart knowledge and share resources
- Ensure your library IS a welcoming place. Do you have separate youth areas and quiet reading spaces? A 'men only' area? Coffee and tea? Invest in some new / updated décor!
- Plan a program of activities that demonstrate how the library meets the needs of each group of your community from reading to your child sessions through to planning for retirement.
- Use this as a month to liaise with other educational institutions. Offer tours of your library to their staff so they know what's available, or offer to speak to one of their staff meetings.
- Use the newsletters from schools, Community College etc to get your message out.

Campaign Resources

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

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

[Insert Library Name] Libraries Strengthen community engagement

Date: [Insert Date]

Contact: [Name, Position]

Phone: [Phone Number]

Email: [Email Address]

As champions of democracy and access to information, libraries across [insert your community / town] are advocates for civic engagement. Recognizing the importance of an informed and active community, [Library/Organisation Name] is committed to providing the opportunity to access essential resources that empower the community to participate in the democratic process.

For generations, libraries have served as gateways to knowledge and information, offering free and equitable access to resources that support informed decision-making. In today's rapidly changing world, libraries continue to uphold their mission of fostering civic literacy and helping communities navigate complex issues.

In response to increasing challenges within communities, [Library/Organisation Name] is launching a comprehensive initiative aimed at ensuring all members of the community have the tools they need to vote and engage in local, state, and national elections.

"Libraries provide trusted, nonpartisan resources to combat misinformation and help voters make informed choices based on fact-checked information." said [Name], [Title]. "We are committed to standing up for voting rights and ensuring that libraries remain a resource for all."

For more information about upcoming library events and programs, please visit [Library Website] or contact [Library Contact Information].

End of Release

[Insert your town / library] Library is open [insert days and times]

Contact: [insert name]

For further media information, contact:

[Insert media contact and phone number]