



International Public Library Fundraising Conference

The E's of Libraries®: Demonstrating Your Library's Value to Everyone, Everywhere

Presented by:

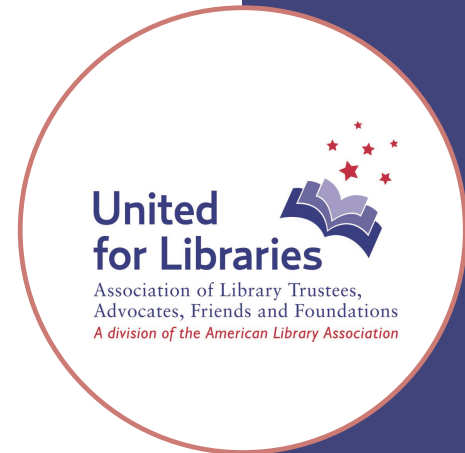
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United for Libraries

United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations, is a division of the American Library Association with approximately 4,000 personal and group members representing hundreds of thousands of library supporters. United for Libraries supports those who govern, promote, advocate, and fundraise for libraries, and brings together library trustees, advocates, friends, and foundations into a partnership that creates a powerful force for libraries in the 21st century.



United for Libraries



Association of Library Trustees,
Advocates, Friends and Foundations
A division of the American Library Association

United for Libraries Resources

- Training for Trustees, Friends, Foundations, and library staff (webcasts, publications, toolkits, fact sheets, resource libraries)
- Advocacy resources - The E's of Libraries®
- Networking (email discussion lists, member newsletters, conference programming)
- Statewide group memberships (DE, MD, MI, NE, SC, SD, TX)
- Consulting (in-person and virtual)

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Join United for Libraries

- Subscription to *The Voice for America's Libraries*
- Digital publications
- Email discussion group for library Foundations
- More than 30 Fact Sheets Foundations & Friends Groups
- Nine in-depth toolkits
- Free and discounted webinars
- Eligibility for grants and awards

Perceptions v. Reality



What are The E's of Libraries?



entrepreneurship.



When do we use The E's of Libraries?



EMPLOYMENT

- Self-Evaluation
- Skill Building
- Finding & Landing the Job



ENTREPRENEURSHIP

- Area of Interest Exploration
- Making Connections
- Resources for Funding



EDUCATION

- Early Childhood Learning
- K-12 Education
- Adult Education



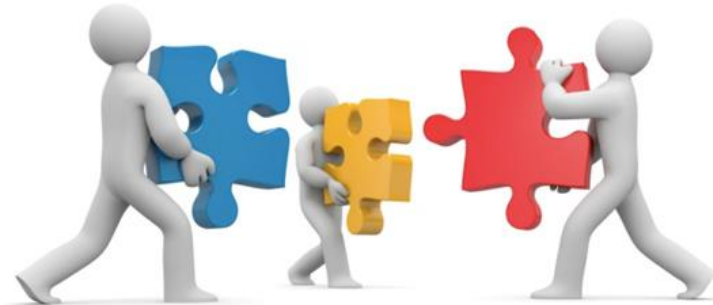
EMPOWERMENT

- Financial & Health Literacy
- Civic, Legal, & Technical Literacy
- Support Underserved Populations



ENGAGEMENT

- Learning
- Social
- Community



Other Library E's

- Economy
- Evolving
- Equity
- Essential
- Everywhere
- Everyone



Empowering Residents and Strengthening Communities



Baltimore County Public Library serves the diverse communities surrounding the city of Baltimore with 19 branches, four bookmobiles, and a virtual branch, bringing the library within easy reach for more than 830,000 county residents. A robust collection and customer-oriented programs serve all ages and interests of library visitors, while partnerships with local agencies, nonprofits and businesses extend the community reach. On a typical day at Baltimore County Public Library, we welcome 13,000 visitors who borrow more than 30,000 physical and downloadable items, use public computers, attend programs, apply for a passport or make use of individual and group study and meeting spaces.



INNOVATION and PARTNERSHIPS: Collective Impact

The Library leverages partnerships with County and State agencies, nonprofits and local businesses in order to extend the reach of library services and resources. Collaborative programming allows for innovative ideas to reach wider audiences; cross-promotion ensures greater return on investment, and greater access to resources means more opportunity for Baltimore County residents.



EDUCATION

- All **115,000** BCPS students now have automatic **Student Accounts** with BCPL. These accounts can be used to check out materials, utilize research databases; and, best of all, do not accrue fines; eliminating a barrier to access.
- More than **50,000** children participate in the **Summer Reading** program each year, which provides fun and accessible ways to connect to reading and learning throughout the summer, keeping children better prepared for the start of a new school year.
- Librarians from the Parkville Branch maintain a close relationship with the **Hickey School**, providing regular book discussion visits at this youth detention center. In support of this program, BCPL has won funding through an ALA Great Stories grant.
- Partnering with **Towson University** has enabled a variety of collaborative programs, including professors speaking at programs, BC Reads events hosted on the TU Campus and book discussions in support of TU grant projects.



ECONOMY

- The **William & Lanaea C. Featherstone Foundation** provides workforce and technical training for Latino and underserved customers.
- The **Maryland Small Business Development Center, Small Business Administration and CASH Campaign** work with the library to provide workshops at several branches that support the development and success of entrepreneurs, solopreneurs and small businesses.
- Librarians assist customers daily with online job applications, learning new job skills and interview tips.
- CASH Campaign of Maryland will provide personal finance classes and free tax preparation for low-income customers in FY19. Funding for the tax preparation service is provided in part by grants from Wells Fargo and PNC.



EQUITY

- **Summer lunches and after-school snacks** are provided at no cost to the library or to the children. More than **27,000** meals and snacks were served in FY18 alone.
- **Maryland Legal Aid** provides free, drop-in legal assistance with civil matters at various branches.
- A grant from the **Maryland State Library** enabled BCPL to offer the "Build Your Own Computer" series at two branches. Presented by **Baltimore Robotics Club**, participants learned to build their own computer, which they were able to keep at the end of the program.
- **Social justice programs** bring participants together with local authors, artists, activists and leaders. Our branches provide safe spaces for conversation and thoughtful discourse on challenging issues.
- **E-devices**, including Google Chromebooks, are now circulated to make technology accessible to all Baltimore County residents.



ENGAGEMENT

- Librarians visit **WIC Centers** to promote early learning practices and spread awareness of library services.
- Held in April, the annual **BC Reads** program promotes community-wide discussion through reading and the arts.
- **Baltimore County Health and Human Services** provides smoking cessation, diabetes education and Narcan trainings at various branches.
- The Library provides book clubs, technology instruction and mobile library services at **County Senior Centers**.
- Collaboration with **Baltimore County Department of Recreation & Parks** to provide off-site library services through Talking is Teaching panels, Story Trails and Little Free Libraries.

Maryland libraries are

EDUCATION

EMPLOYMENT

ENTREPRENEURSHIP

ENGAGEMENT

EVERYONE

MARYLAND LIBRARIES MAKE A DIFFERENCE



Maryland Public Libraries In a Year*

56,980,321
Items Were
Checked Out

2,393,632
People Attended
Library Programs

26,089,963
People Visited Maryland
Public Libraries

8,234,905
Questions Answered
by Library Staff

5,604,327
People Used Internet at
Library Computers

15,122,526
People Used WiFi in
Maryland Libraries

3,630,368
Registered Library
Card Holders

16,049,911
Total Items Available
for Borrowing



Source: FY17 Maryland State Library Report

Maryland libraries make a difference in **EDUCATION**



Carroll County Public Library

Libraries create enthusiasm for reading for students of all socio-economic and reading levels through countywide education programs such as Battle of the Books.



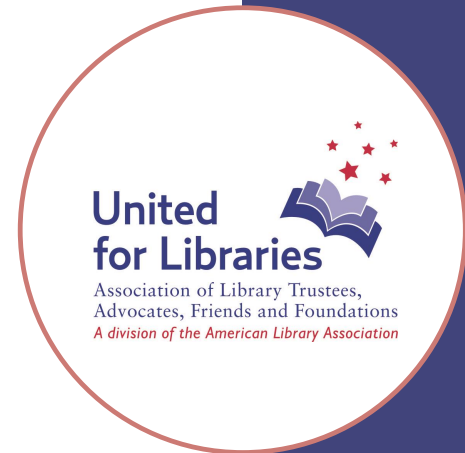
Northern Middle School Library, Garrett County

Libraries expand the universe of possibilities for students through opportunities such as STEM programs, LEGO Leagues, and computer coding.

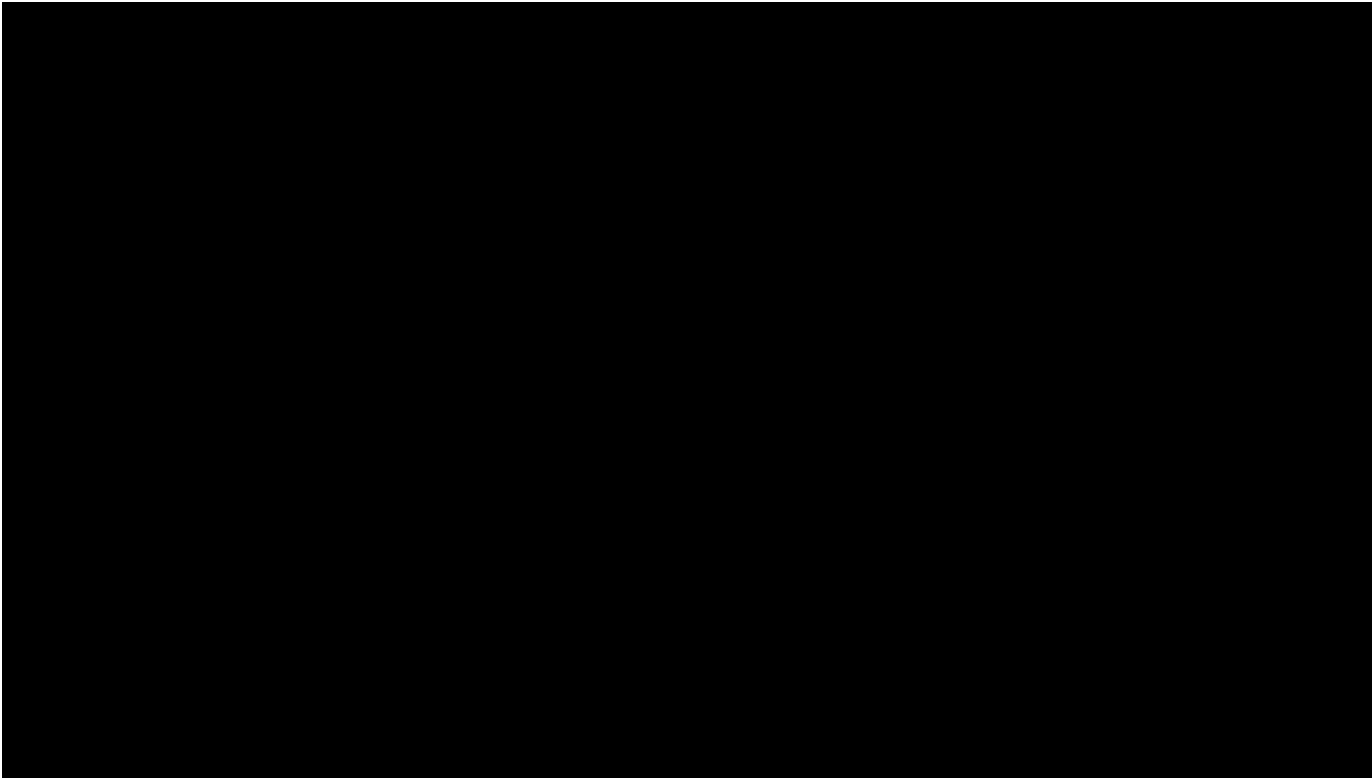
The E's of Libraries® & United for Libraries

Tools at <http://www.ala.org/united/e>:

- Download a program guide
- “What’s Your E?” resources
- Register for the free “What’s Your E?: The E’s of Libraries®” webinar on Sept. 24, 2-3 p.m. Eastern
- The E’s of Libraries® can easily be integrated with ALA’s Libraries Transform campaign
- More to come!



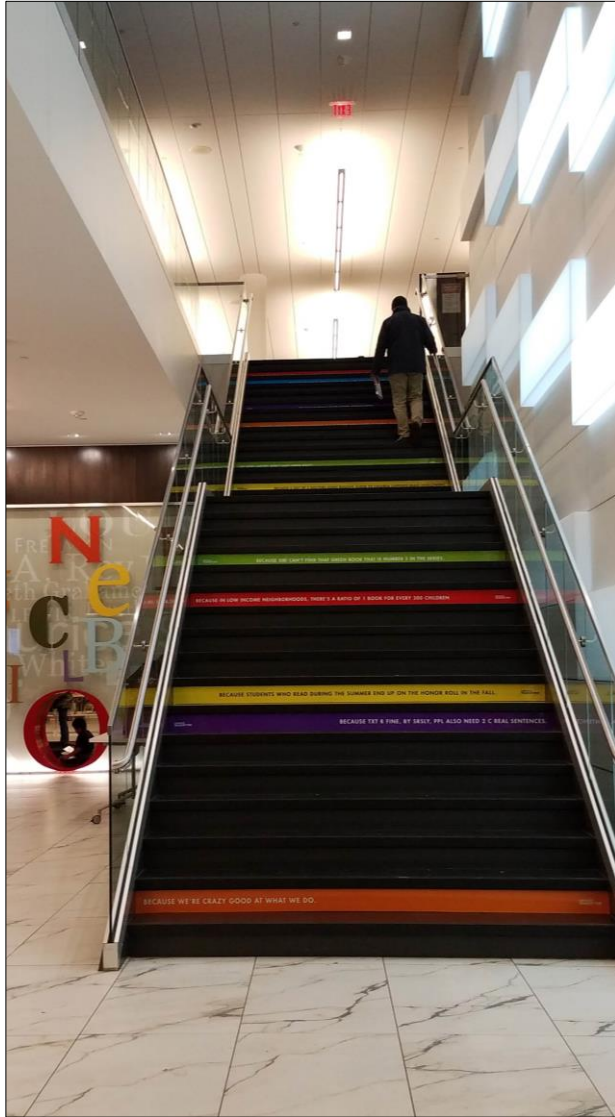
The E's of Libraries® & Libraries Transform



Everyday Advocacy: Libraries Transform

Sharing information and impact in unexpected ways.







What's Your E?TM

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