

**1. At Midwinter we discussed the importance of having an elevator speech a librarian could use to articulate their value and the importance of children's and youth work in libraries. The challenge for participants was that they deliver their elevator speech 2 - 3 times at Midwinter! Please share with us: -- how many times you delivered a speech -- where you were when you delivered your speech -- to whom did you deliver the speech -- did you change your speech depending on with whom you spoke -- any responses you may have gotten to your speech -- recommendations or lessons learned from your experience**

	Response Count
	22
answered question	22
skipped question	0

**2. At Midwinter we ALSO discussed the importance of having an elevator speech a librarian could use to articulate their value and the importance of children's and youth work back in their home institution or in their community. The challenge for participants was that they deliver their elevator speech when they returned to their home library. Please share with us: -- how many times you delivered a speech after you returned to your library/community - - where you were when you delivered your speech -- to whom did you deliver the speech -- did you change your speech depending on with whom you spoke -- any responses you may have gotten to your speech -- recommendations or lessons learned from your experience**

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1	This opportunity did not present itself -- I would have been preaching to the choir.	Mar 6, 2012 11:25 AM
2	3 times - twice in the Exhibits Hall when talking to vendors and once when talking to someone on the Gale bus. I did change the speech for the anticipated receiver of my message. It got better with practice.	Mar 6, 2012 11:20 AM
3	0	Mar 4, 2012 10:02 AM
4	At last week's staff meeting my supervisor asked for information to be used in an elevator speech that her supervisor wanted for the library board members. I was able to speak quite articulately about the components of an elevator speech. It was nice to save the day!	Mar 2, 2012 8:51 AM
5	I did my little speech twice. Once to a hotel employee at the Omni and once to a cab driver. The conversation was basically the same because these were general public adults rather than someone in my community with whom I might have had a more specific conversation. Response: the Omni employee seemed overwhelmed (maybe I was too eager!) and the cab driver had a very positive reaction	Mar 1, 2012 7:26 PM
6	Once--in an elevator at my hotel to other ALA attendees.	Mar 1, 2012 3:38 PM
7	only used it among ALSC members	Mar 1, 2012 3:33 PM
8	2x not in an elevator. once at dinner (editor), once in the bar (AFTER the football game)(random person who may or may not have worked at a university) changed somewhat for the random person who didn't seem to know that much about public libraries response: interest & approbation recommendations: apply wine or beer to the listener	Mar 1, 2012 3:33 PM
9	2 times Hotel and Airport Librarians from other divisions yes It's interesting to think about this more startegically, because sometimes we do it and don't realize that's what we're doing.	Feb 27, 2012 10:17 AM
10	I had dinner with my library director and talked to him about "changes" in the wording we have used in the past (instead of saying "We produce 1,000 handouts each week for Story Time attendees" "We reach 1,000 homes with messages from the library's Story Time" I have never thought in terms of paper content and how it means "Money" in terms of budgeting for library programs and materials.	Feb 24, 2012 7:16 PM
11	I delivered my speech to 3 people during conference and 1 after conference. Two people were in the post office line with me for over an hour. I followed up with a letter to one, a library director, with info on ALSC grants and a volunteer firm per her request. I also spoke to a non winner of a ALSC grant who wanted more info on becoming involved in ALSC. I wish I had the grant list with me.	Feb 23, 2012 5:52 PM
12	I did not deliver the speech	Feb 22, 2012 2:38 PM
13	I delivered mine in the airport -- does that count? I was talking to a young librarian that I had been briefly introduced to at Midwinter and so I gave the	Feb 22, 2012 1:29 PM

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speech about why membership in ALSC is important. She was pretty much on board with everything I said, so I'm not sure I had any great influence on her. But it was nice to practice!

14	I frankly didn't do a lot of hobnobbing at this conference so I didn't have a chance to do this but did share when I got back. See response below.	Feb 21, 2012 2:19 PM
15	How many times you delivered a speech: 3 Where you were when you delivered your speech: At receptions and cocktail parties at Midwinter, or on the exhibit floor. -- to whom did you deliver the speech: New colleagues from the 2012 Bill Morris Seminar -- did you change your speech depending on with whom you spoke: I spoke mostly about the importance of committee work, especially with ALSC members who had never joined a committee. The 2012 Bill Morris Seminar attendees are specifically interested in award committees, but I reminded them to seek out additional committee work as well. -- any responses you may have gotten to your speech: My colleagues agreed with what I had to say. -- recommendations or lessons learned from your experience: None in particular.	Feb 21, 2012 10:37 AM
16	More than 3 times - In the hall outside the Exhibits booth when working for an ALA candidate to interested passers-by. Yes, I changed it to appeal to academic librarians, public librarians and vendors. People were responsive. I think people want and need to be educated!	Feb 21, 2012 10:25 AM
17	0	Feb 19, 2012 1:36 PM
18	At least 8. To a person in line for coffee, to a person in a publisher's booth, at dinner every night, at breakfast 2 mornings. At lunch once. Twice on the bus. Once in a cab. Members of YALSA but not ALSC, members of ALA/AASL but not ALSC, former ALSC members, one faculty member at a library school. ALA members but no division. yes, my comments changed depending on the audience. People seem interested in the work of the division	Feb 19, 2012 11:26 AM
19	I don't recall being asked to deliver the elevator speech, so this didn't happen.	Feb 17, 2012 8:16 PM
20	I failed at this one: zero times. (however, did better with #2)	Feb 17, 2012 4:22 PM
21	I gave information 3 times to social friends -- members of other divisions -- over dinner, walking through the conference sections -- and over drinks!	Feb 17, 2012 2:17 PM
22	test	Feb 13, 2012 12:08 PM



**Q2. At Midwinter we ALSO discussed the importance of having an elevator speech a librarian could use to articulate their value and the importance of children's and youth work back in their home institution or in their community. The challenge for participants was that they deliver their elevator speech...**

1	3 times; at work and in a social setting; a coworker, a library customer and one non-library customer; yes, I tailored it to whom I was speaking; people are usually surprised; there is a time and place for everything, timing is critical!	Mar 6, 2012 11:25 AM
2	I tried it out 3-4 times, and once was even in an elevator! The speech always changes to match the listener's interest. I think the best reaction came from my Associate Director, who commented on my positive, succinct message. He actually noticed the difference!	Mar 6, 2012 11:20 AM
3	0	Mar 4, 2012 10:02 AM
4	I have not had the opportunity to deliver a speech.	Mar 2, 2012 8:51 AM
5	I admit I have not had the opportunity to apply this in my community yet.	Mar 1, 2012 7:26 PM
6	Twice--once at a staff meeting, and once at an early childhood coalition meeting.	Mar 1, 2012 3:38 PM
7	used it among colleagues	Mar 1, 2012 3:33 PM
8	1x community meeting (11 members of the community) in the library response: general agreement that this is the future of brick & mortar libraries lesson learned: people who support libraries do so because of their children	Mar 1, 2012 3:33 PM
9	1 supervisor's office supervisor	Feb 27, 2012 10:17 AM
10	I had a chance to try out this new factoid in Library Board Meeting. Our Marketing Dept. has asked for small facts to Tweet about.....and I used "reaching 1,000 families" instead of "1,000 handouts" in my tweet message. I liked this exercise at Midwinter. The presentation had alot of energy.....lots of movement. It was a good way to get to know each other. Positive..... I don't think I will ever use my old favorite statistic of 1,000 handouts again! :) Thanks for a worthwhile exercise. Time well spent.	Feb 24, 2012 7:16 PM
11	When I returned from the conference I have the elevator speech to my director. I am following it up with introducing her to fellow ALSC members at PLA	Feb 23, 2012 5:52 PM
12	I did not deliver the speech.	Feb 22, 2012 2:38 PM
13	I have delivered an elevator speech twice to trustees here at my library. Since they pay for my conference attendance, I wanted them to know that their money was well spent. I actually used the phrase that we talked about at the meeting -- "Three days of incredible professional learning that I can put right to use here at the library." It was a great way to say thank you to them and I think they appreciated that I went beyond just expressing my gratitude. They both said something to the effect that they were glad that their money was so well spent.	Feb 22, 2012 1:29 PM
14	I have delievered a speech about the importance of the library and children's work in libraries in particular about 4 times. I am usually in a meeting with "external stakeholders," people who are outside the library but want to work with us in one way or another. Head of Training, State Department of Education, a researcher, a fellow committee worker and a funder/donor I didn't acutally change the speech very much. Usually with outside people, the concept of the	Feb 21, 2012 2:19 PM

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library having a role to play in larger, educational issues is pretty insightful and takes some absorption time. Very positive and at least in one case will lead to further collaboration. Learned that sometimes you need this speech when you don't expect to. I now always "bring" one with me to meetings. Sometimes they are important, not just because you want support from the person or institution for the library but sometimes these speeches give the library "street cred" to sit at the table with other civic problem solvers.

15	-- how many times you delivered a speech after you returned to your library/community; 3 -- where you were when you delivered your speech: At lunch with colleagues or with community members -- to whom did you deliver the speech: Fellow children's librarians, and to library volunteers -- did you change your speech depending on with whom you spoke: Yes, I spoke with my colleagues about ALSC committee work, and with the community members, I spoke about the importance of programming for children's services. -- any responses you may have gotten to your speech: The cost of attending (and joining) ALA remains a constant worry for those who would like to be more involved, especially in the large urban system where I work. In the past, committee members were given reimbursement, and now there is a rule that staff may only be allowed conference leave time if they are on a committee. Interest piqued when I suggested that my colleagues watch for opportunities to join virtual committees. -- recommendations or lessons learned from your experience: It's important to continue to advocate for children's services and for all library services.	Feb 21, 2012 10:37 AM
16	I have been speaking to parents/taxpayers, staff, principal and superintendent about the value of children's and youth library work. I do adjust the speech to appeal to the audience! The more I speak, the more comfortable I get!	Feb 21, 2012 10:25 AM
17	0	Feb 19, 2012 1:36 PM
18	This seems to be a daily activity as part of my job so it would be impossible to count. I communicate the value of children's librarian's work to parents, teachers, graduate students, graduate faculty, prospective parents, visiting educators, potential funders.	Feb 19, 2012 11:26 AM
19	I am quite comfortable delivering elevator speeches and often speak to the value of service to children and youth with staff, at training meetings, and in the community. The biggest lesson learned is to provide context for the big idea with a story that makes it real.	Feb 17, 2012 8:16 PM
20	At least a dozen times, mostly in two venues: At a Library Advisory Commission meeting; I was doing a bigger informational presentation on Children's Services, but in socializing before the meeting started, I talked to two new commissioners separately using it. I don't think I changed it between them...I feel like I was still practicing. But I got very positive feedback: they were surprised and delighted to hear about the connections between storytime activities, early literacy development, and later reading achievement. At a city wide coalition we have had a series of task force meetings to develop an award application around a literacy goal. I recrafted my elevator speech into two distinct ones, to connect our storytimes to the "school readiness" and "parent engagement" strategies and	Feb 17, 2012 4:22 PM

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our summer reading program to the "summer slip" strategy. During a break out session I was supposed to pick just one of these strategy areas to work with, but by practicing my elevator speeches with everyone possible in the room in casual conversation, and drifting in and out of each group, I got the message across... so that these two services from the public library are now seen as integral in these strategies...in later meetings I've heard other coalition members saying parts of my speech back to the group, so I know something worked.

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|----|--|-----------------------|
| 21 | Once to a group of people at church. Really in my community, as soon as anyone sees me here they think library. I am a walking speech -- on the Public Library Board, a school librarian, and active in the Friends of the Public Library group as well. | Feb 17, 2012 2:17 PM  |
| 22 | test   | Feb 13, 2012 12:08 PM |