

**Report of the ALA Public Awareness Committee**  
**2016 Annual Meeting, Orlando**  
**June 25, 2016, 10:30-11:30 a.m.**

**Accomplishments**

- Discussed the progress made so far in Libraries Transform, ALA's new public awareness campaign
- Continued discussion of National Library Week honorary chair and theme for 2017
- Held productive brainstorming discussions in small groups on Libraries Transform centered around 3 questions (answers/ideas are included as well):
  - a. What is working well with the campaign?
    - i. Toolkit
    - ii. Monthly newsletter
    - iii. Libraries Transform website
    - iv. Libraries Transform graphics
    - v. "Because" statements
  - b. What can we improve/what are we missing in the campaign?
    - i. Access to transparent image files/high resolution images.
    - ii. Media partnerships similar to the one's that @ your library had in the past with Univision/en tu biblioteca and Lifetime/Connect with your kids @ your library.
    - iii. Large scale print media placements like the Got Milk? Campaign.
    - iv. Target specific demographics through social media channels, i.e. YouTube videos.
    - v. Additional "Because" statements for academic libraries.
    - vi. Training webinars discussing how to implement a Libraries Transform campaign.
    - vii. Advertising at movie theaters prior to movies.
    - viii. Communicate positive statistics about the campaign to the members that have signed up.
    - ix. Provide tools in additional languages that are relevant to different communities.
  - c. How do we move libraries and the campaign from the "joining" to "implementation?"
    - i. Develop a list of events and brainstorming ideas for "implementation," and make them available through the Libraries Transform toolkit.
    - ii. Ideas for inclusion in library instruction.
    - iii. Closer partnership with divisions to develop tools for specific tool and resources for the libraries they serve and their users.
    - iv. Connecting with ALA Chapters, State Libraries and local cohorts.
    - v. Encourage states to use OLC Legislative Day model for their upcoming state advocacy efforts.
    - vi. Create media and/or marketing toolkit materials
    - vii. Research cohort model for Libraries Transform institutions to work together on local and regional issues and share success stories and projects.

The committee's excellent suggestions will be evaluated and implemented, where possible and appropriate, as we move into the second year of Libraries Transform.

**Planned activities**

- Finalize National Library Week honorary chair and theme for 2017 at July conference call
- Continue to develop promotional and marketing programs and tools for libraries, especially as it relates to Libraries Transform, as well as supporting the strategic plan for advocacy and public awareness

**Issues that affect the committee's work and their implications for the future**

- None identified at this time.

**Interactions with other units within ALA**

- The Public Awareness Committee works closely the Committee on Library Advocacy, and the Chapter Relations Committee.

**Relationship of the committee's work to the ALA strategic plan**

- The ALA Public Awareness Committee works to increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.

**Current level of committee members' involvement**

- Members have actively participated in face-to-face meetings, on the committee's ALA Connect space, as most recently through several conference calls in between Midwinter and Annual meetings.

**Committee self-check on its value and viability**

- The committee continues to fulfill its charge: To develop programs that promote libraries and library issues nationwide; assist ALA members in promoting their libraries at the local, state and national levels; work closely with the ALA Public Awareness Office and ALA officers, committees and units in developing and coordinating promotional and marketing programs and tools for libraries, librarians and ALA, including National Library Week and other national campaigns focused on the continuing support of libraries.