

**LIBRARIES
TRANSFORM[®]**

YEAR FOUR REPORT

September 2018 through August 2019

ABOUT

Since 2015, Libraries Transform has been the American Library Association's public awareness initiative, bringing together advocates across the globe to tell the story of the value of libraries. It provides a clear and cohesive argument why libraries matter in today's world.

PARTICIPATION

More than **13,824** libraries and supporters have joined Libraries Transform since its inception, with more than **3,700** joining the program's fourth year—a **37% increase**. Participants represent different types of libraries in **all 50 U.S. states** as well as international libraries in more than **100 countries**.

GOALS

- Increase **AWARENESS** of and support for the transforming library.
- Shift the **PERCEPTION** of libraries from obsolete or nice to have to essential.
- **ENGAGE** and energize library professionals and build external advocates to influence local, state, and national decision-makers.

KEY MESSAGES

LIBRARIES TRANSFORM LIVES.

LIBRARIANS ARE PASSIONATE ADVOCATES FOR LIFELONG LEARNING.

LIBRARIES TRANSFORM COMMUNITIES.

LIBRARIES ARE A SMART INVESTMENT.

THE TOOLKIT

The free Libraries Transform toolkit equips library professionals and supporters with turn-key graphics and messaging for marketing, advocacy, fundraising, and more. The toolkit is always expanding to address the changing needs of the library community and provide topical materials.

29,257
YEAR FOUR DOWNLOADS

81,265
TOTAL DOWNLOADS

The Toolkit supplies eye-catching Because statements about how libraries are transforming lives and communities through access to essential technology, programs, and services. It also includes key messages, supporting data, marketing and communications ideas, and resources.

BECAUSE ACCESS EQUALS OPPORTUNITY.

**BECAUSE
LIBRARIANS
HAVE BEEN
HELPING
PEOPLE
FACT-CHECK
SINCE FOREVER.**

**BECAUSE EBOOKS LET YOU
FIT A WORLD OF LITERATURE
IN YOUR POCKET.**

**BECAUSE STUDENTS NEED
A PLACE TO EXPLORE
CHALLENGING IDEAS.**

PRINT AND DIGITAL MEDIA

Libraries Transform continues to reach new audiences through media relations and social media efforts. This past year, the message about the power of libraries was spread to millions of more people.

375

ARTICLES FEATURING THE CAMPAIGN

85,223

SOCIAL MEDIA ENGAGEMENTS

207,000,000+

MEDIA REACH

25,843

USES OF #LIBRARIESTRANSFORM

3,400,000+

SOCIAL MEDIA IMPRESSIONS

163,262

PAGE VIEWS ON
LIBRARIESTRANSFORM.ORG



On Instagram, the Allegany County Library System (MD) celebrates Library Card Sign-up Month.



The ALA Facebook page highlights a Libraries Transform Because statement.



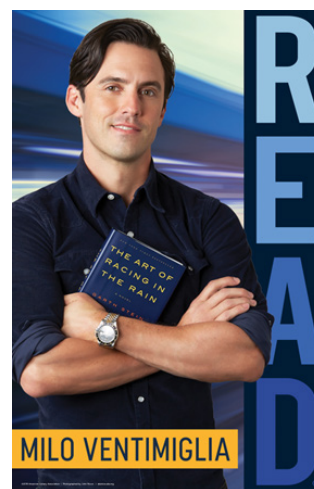
Live Oak Public Libraries (GA) joins the National Library Week festivities in a Twitter post.

Statistics reflect the period from September 1, 2018 to August 31, 2019. Media numbers were compiled using ALA's monitoring software Cision.

YEAR FOUR HIGHLIGHTS

CELEBRITY PSAS SHINE A SPOTLIGHT ON NATION'S LIBRARIES

In Year Four, Libraries Transform teamed up with stars Emilio Estevez, Ken Jeong, Justice Smith, and Milo Ventimiglia to create video PSAs (public service announcements) to promote libraries and the important role they play in communities everywhere. To help libraries share the videos on websites and social media, Libraries Transform developed tools, including sample social media posts.



TOOLKITS SUPPORT CRITICAL THINKING AND HEALTH LITERACY

Developed in collaboration with SAGE Publishing, the Critical Thinking Toolkit raises awareness of the resources and expertise libraries have in helping community members to think critically.

This past year, the Health Literacy Toolkit, a joint project with the National Network of Libraries of Medicine, was updated with new content to help libraries promote trusted health information to their communities.



YEAR FOUR HIGHLIGHTS

VIDEO OFFERS LIBRARIES EASY-TO-USE TIPS

An animated video was created to share how the James V. Brown Library in Williamsport, Pennsylvania used Libraries Transform to increase awareness about their programs and services. The video includes simple and low-cost ideas other libraries can use and adapt in their marketing and outreach efforts.



ALA PRESIDENTIAL TOUR SPREADS LIBRARIES TRANSFORM MESSAGE

American Library Association Past President Loida Garcia's (2018-2019) advocacy tour incorporated Libraries Transform messaging and graphics into its theme: Libraries=Strong Communities. She traveled to eight countries, making more than 17 stops using the Libraries=Strong Communities platform to build support for academic, public, and school libraries.



LIBRARIES TRANSFORM ROAD TRIPS

Staff from ALA's Communications and Marketing Office conducted sessions for library professionals to provide tips on how to customize Libraries Transform to fit their public awareness needs. Sessions took place at ALA's Annual Conference in Washington, D.C., at the Delaware and Maryland Library Association Conference, the Association of Rural and Small Libraries Conference, and at the Arkansas Library Association Conference.

THANK YOU TO OUR 2018–19 LIBRARY CHAMPIONS

Thank you to OverDrive, lead sponsor of the Libraries Transform initiative, as well as our other Library Champions. Your generous support has helped libraries nationwide make a lasting impact in their communities.



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ALA American Library Association