Introducing...
The 2003 OCLC Environmental Scan: Pattern Recognition

A report to the OCLC Membership
OCLC Reports

Perceptions of Libraries and Information Resources

A Report to the OCLC Membership
OCLC Reports

Reports available for free download at:
Why this study now?

**Public library funding**
- Local government funding (81.4%)
- State government (9.6%)
- Nontax sources including fees, donations, fines, etc. (8.4%)
- Federal government (0.5%)

Source: National Center for Education Statistics, 2007

**Rate of success of library levies**

Source: *Library Journal* Public Library Referenda, 2006
The support pyramid

Chronic Nonvoters

Super Supporters

Probable Supporters

Just for Fun
Kid-Driven
Library as Office
Look to Librarians
Greater Good

Barriers to Support

Financially Strapped
Detached
The Web Wins

Nonvoters

Chronic Nonvoters
Supporters ≠ Users!

One size does NOT fit all!
Moving our focus

- From Exception → To Mainstream
- From Past → To Future
- From Donation → To Investment
- From Frill → To Necessity
- From Information → To Transformation
Exception ➔ Mainstream
Past → Future
Donation → Investment
Frill $\rightarrow$ Necessity
Information → Transformation
Passionate Library Workers
Thanks!

Let’s keep the conversation going!

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Blog: http://scanblog.blogspot.com

“George and Joan: Thinking Out Loud” podcasts at:
http://feeds.feedburner.com/InfoblogGeorgeAndJoan