

From Awareness to Funding

Atlantic Provinces Library Association

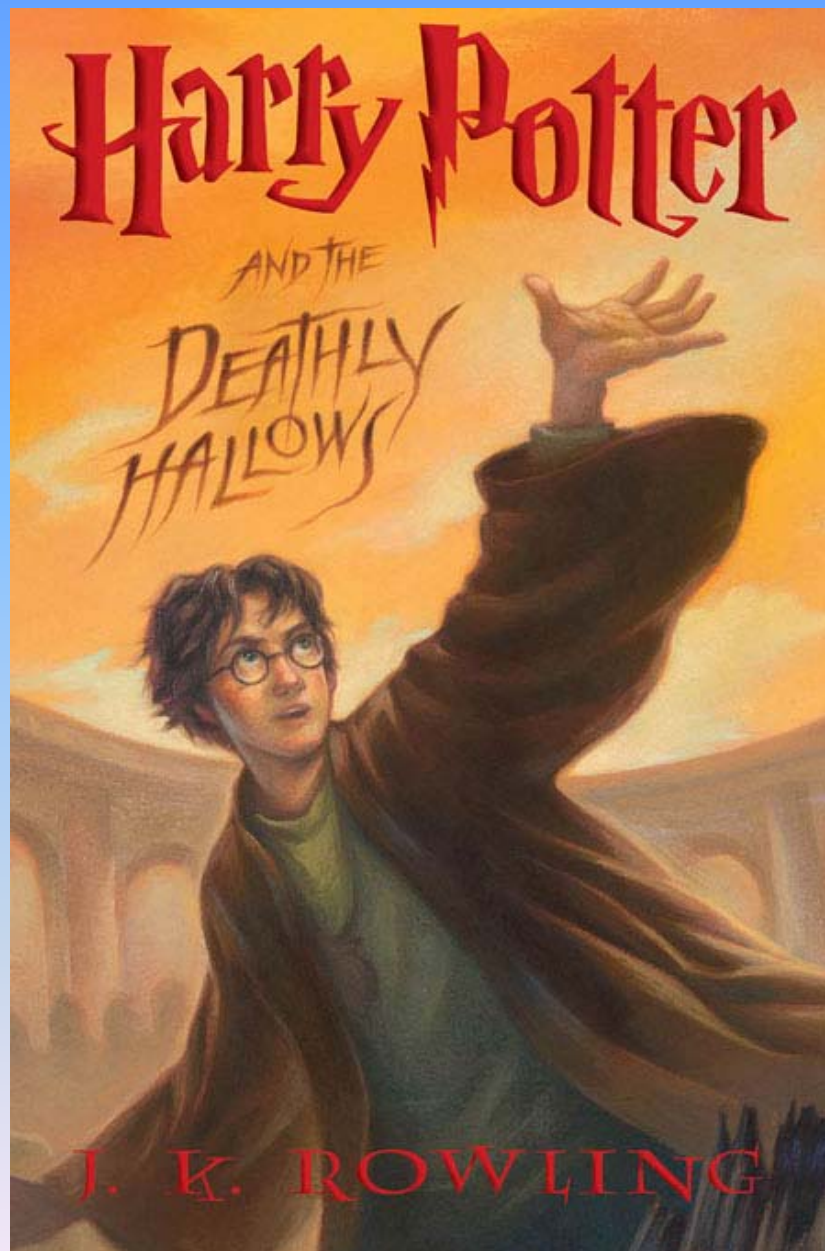
12 June 2009

George Needham

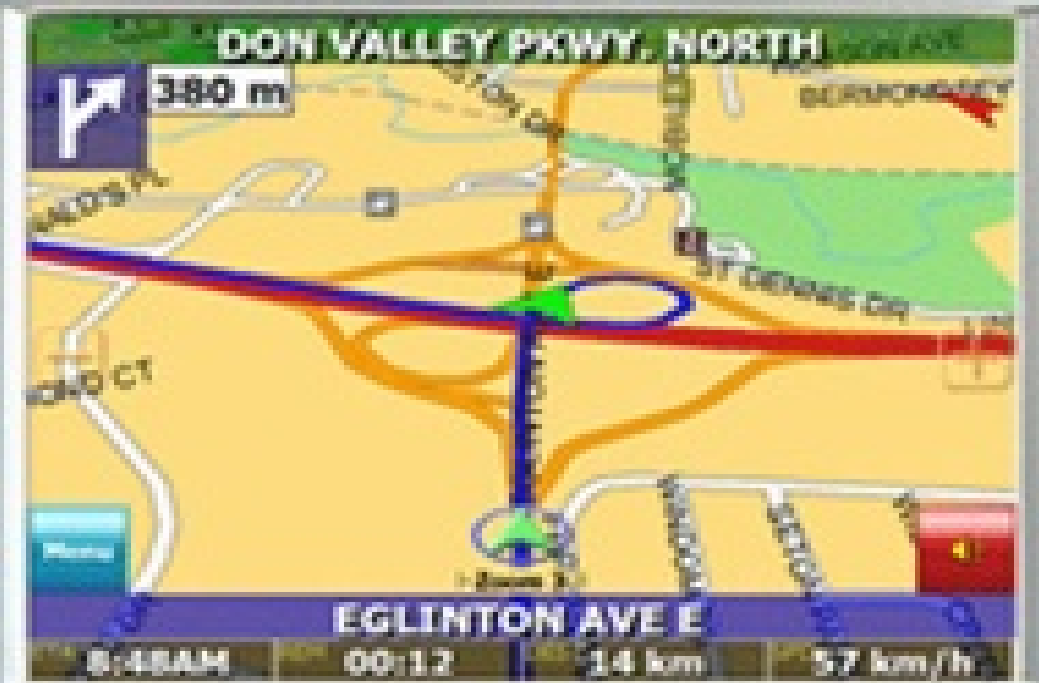
Vice President, Member Services

Introducing...

BELOIT COLLEGE
Mindset List



nextar



©

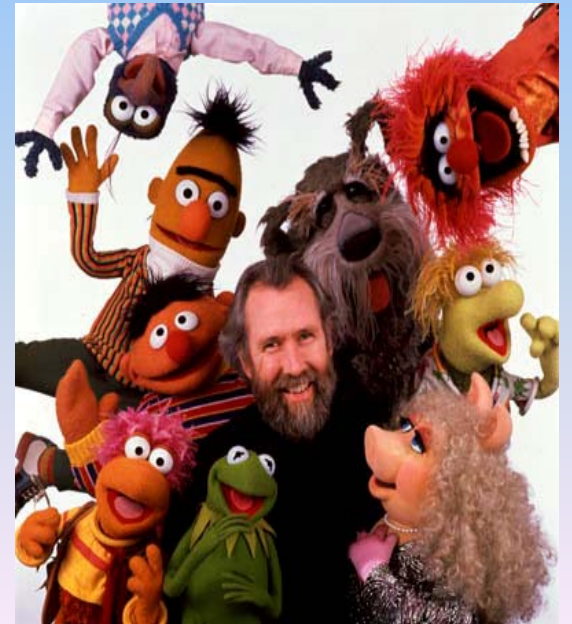
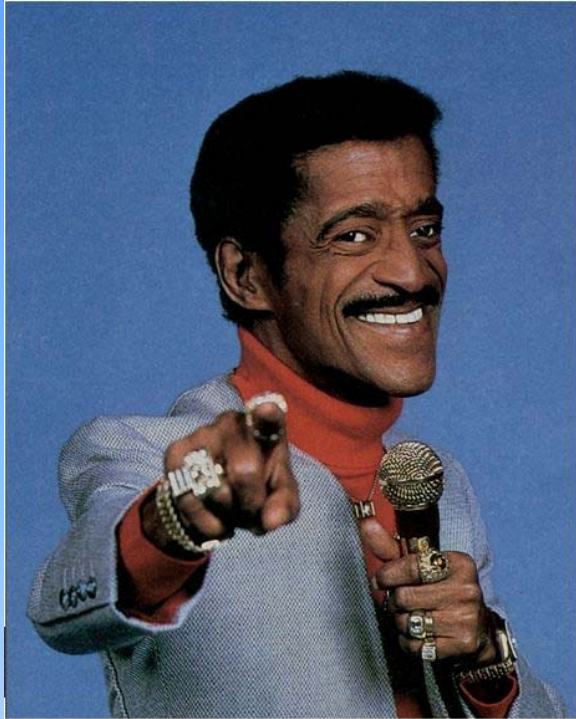




TIME

+

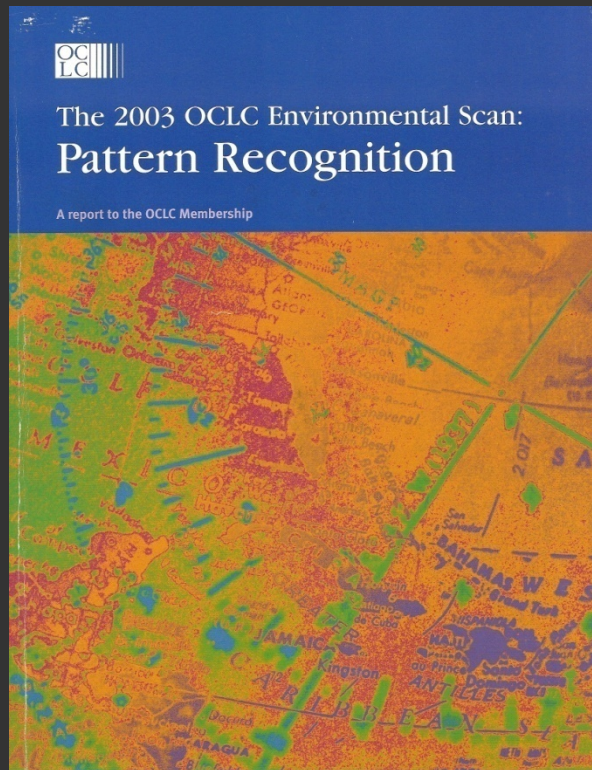




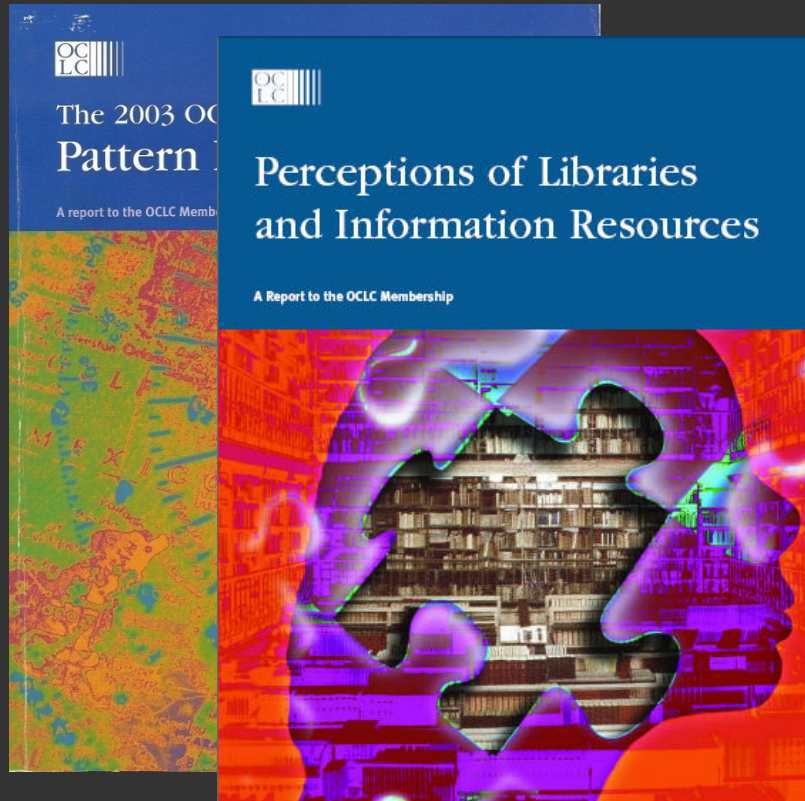


So what?

OCLC Reports



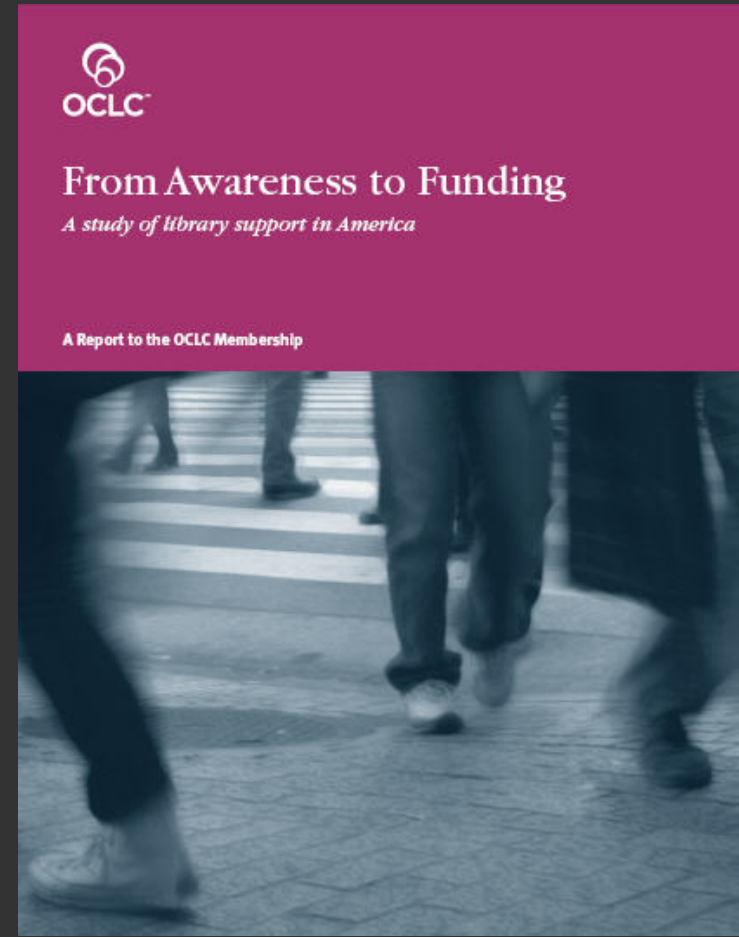
OCLC Reports



OCLC Reports



OCLC Reports

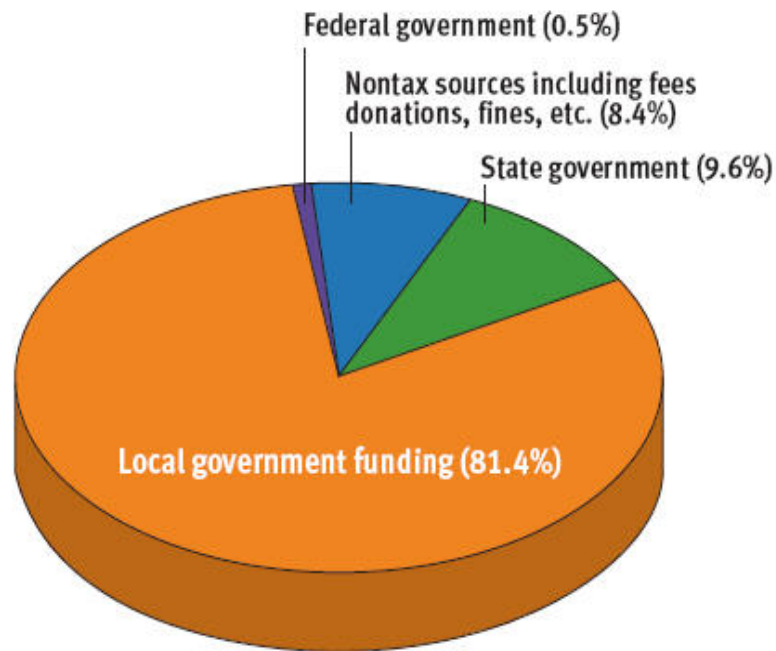


Reports available for free download at:
<http://www.oclc.org/us/en/reports/>

Why this study now?

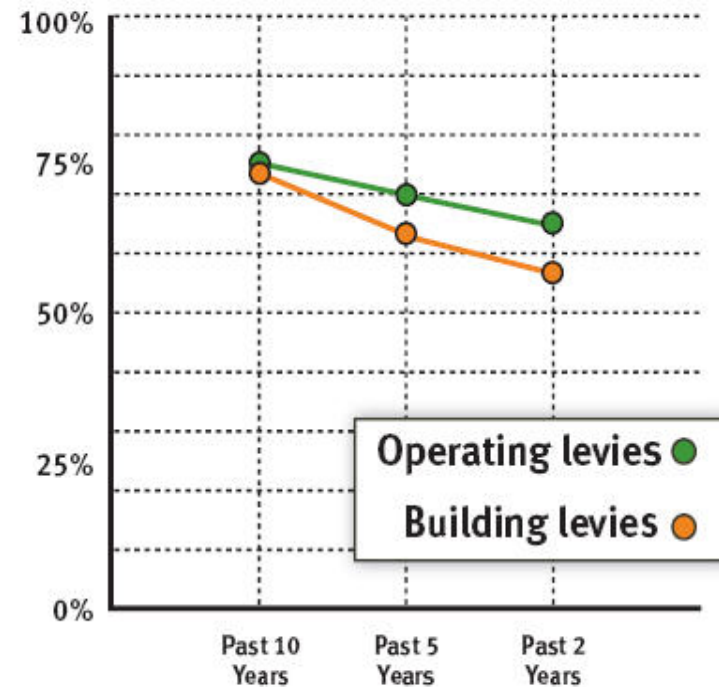


Public library funding



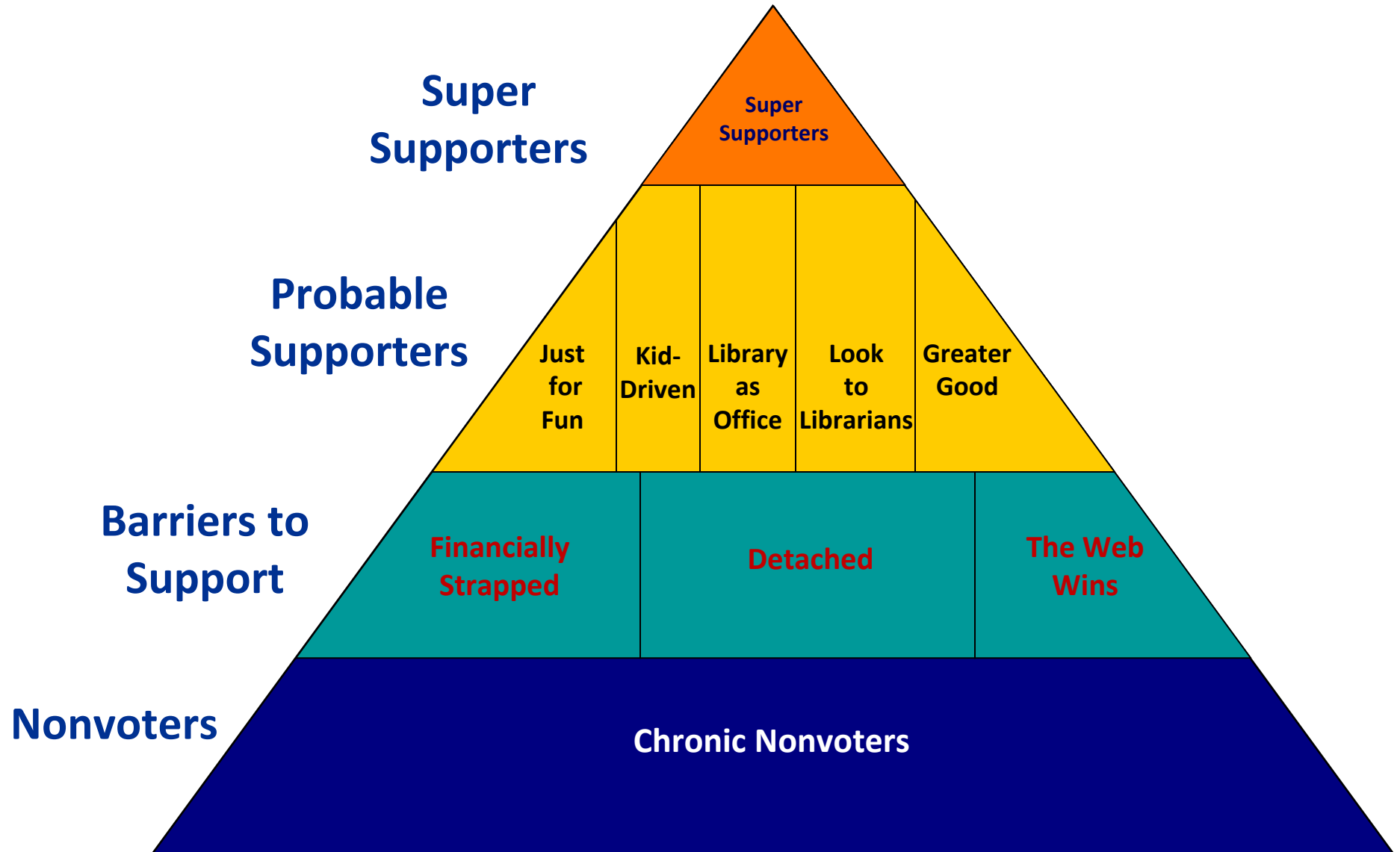
Source: National Center for Education Statistics, 2007

Rate of success of library levies



Source: *Library Journal* Public Library Referenda, 2006

The support pyramid



Supporters ≠ Users!



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



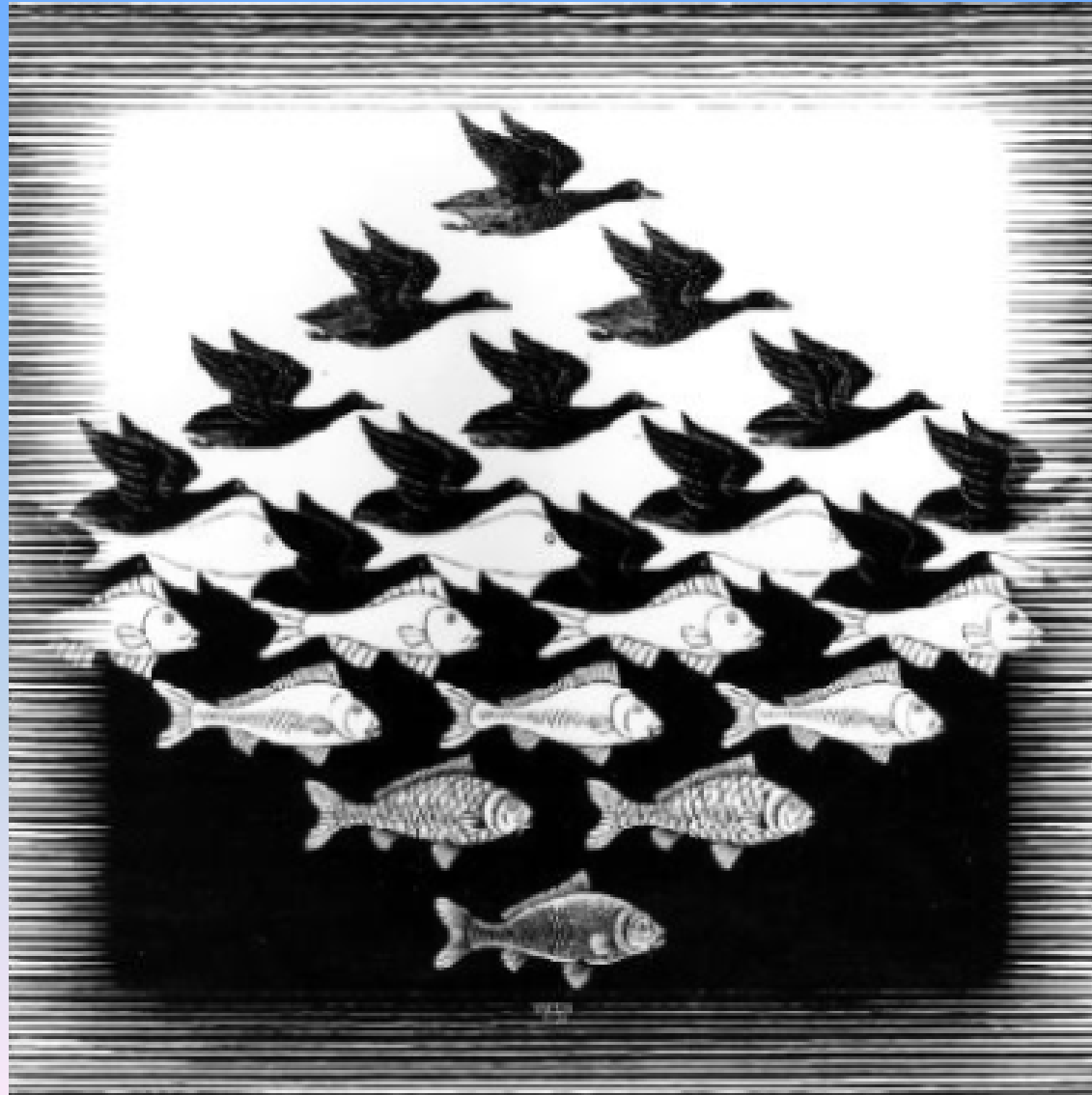
Donation → Investment



Frill → Necessity



Information → Transformation



Passionate Library Workers



Thanks!



Let's keep the conversation going!

E-mail: needhamg@oclc.org

Blog: <http://scanblog.blogspot.com>

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