

About OCLC

OCLC is a nonprofit membership organization that promotes cooperation among libraries worldwide. Working together, OCLC and its member libraries produce and maintain WorldCat, which now contains over 200 million bibliographic records and more than 1.6 billion library holdings. In addition to the many services offered, OCLC funds library advocacy

programs that are part of a long-term initiative to champion libraries to increase their visibility and viability within their communities. Programs include market research reports that identify and communicate trends of importance to the library profession. OCLC is headquartered in Dublin, Ohio, U.S., and has offices throughout the world.

Read more in-depth studies and topical surveys that help you understand issues and trends that affect librarianship as you plan for the future.

Geek the Library, a community awareness campaign, is aimed at educating the community about the value of public libraries and to start funding conversations. The *Geek the Library: A Community Awareness Campaign* report (2011) documents the results of the Geek the Library pilot campaign conducted in partnership with nearly 100 public libraries in Georgia, Illinois, Indiana, Iowa and Wisconsin. The findings suggests that Geek the Library can change perceptions about libraries, librarians and public library funding, and that implementation of the campaign can positively impact public library funding trends.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/reports/geekthelibrary.htm

How Libraries Stack Up: 2010 examines the economic, social and cultural impact of libraries in the United States. As the current economic environment is impacting library budgets and library usage is increasing, particular attention is paid to the role that libraries play in providing assistance to job-seekers and support for small businesses. Information includes statistics on libraries as providers of: job-seeking and career help; assistance to small businesses; and free community services such as Wi-Fi access, technology training and meeting rooms.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/report/stackup

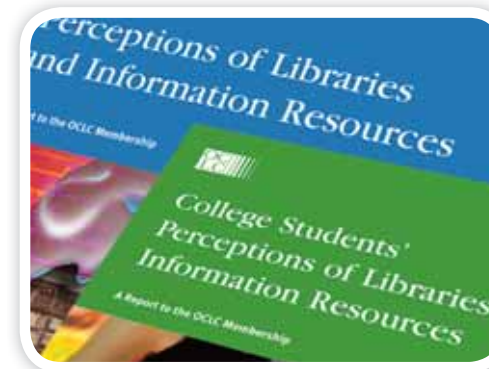
The *From Awareness to Funding: A Study of Library Support in America* (2008) report summarizes findings from research to explore attitudes and perceptions about library funding and to evaluate the potential of a marketing campaign to increase public library funding. This report provides valuable insights into the connection between public perceptions and library support. The OCLC Geek the Library public awareness campaign grew out of this same research.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/reports/funding



Sharing, Privacy and Trust in Our Networked World (2007) is based on a survey (by Harris Interactive on behalf of OCLC) of the general public from six countries—Canada, France, Germany, Japan, the U.K. and the U.S.—and of library directors from the U.S. The research provides insights into the values and social networking habits of library users and explores the web of social participation and cooperation on the Internet and how it may impact the library's role.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/reports/sharing/



The *Perceptions of Libraries and Information Resources* (2005) and *College Students' Perceptions of Libraries and Information Resources* (2006) reports summarize findings of an international study on information-seeking habits and preferences. The study was conducted to learn more about: library use; awareness and use of library electronic resources and Internet search engines; use of free vs. for fee information; and the 'Library' brand.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/reports/2005perceptions.htm
www.oclc.org/reports/perceptionscollege.htm



The 2003 OCLC Environmental Scan: Pattern Recognition was published in January 2004 for OCLC's worldwide membership to examine the significant issues and trends impacting OCLC, libraries, museums, archives and other allied organizations, both now and in the future. The Scan provides a high-level view of the information landscape, intended both to inform and stimulate discussion about future strategic directions.

TO ACCESS THE REPORT, VISIT THE OCLC WEB SITE AT:
www.oclc.org/reports/2003escan.htm