



Appendices

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Glossary

Advocacy—Active support of a cause, idea or policy.

Barriers to Support—Second-lowest tier of the Library Supporter Segmentation Pyramid. Voters who, for a variety of reasons, have significant barriers to voting for increased library funding.

Bond measure—An initiative to sell bonds for the purpose of acquiring funds for various public works projects.

Brand—The cumulative perceptions about an organization, company or product. A name, term, sign, symbol or design to identify a company, product or service.

Chronic Non Voters—Bottom tier of the Library Supporter Segmentation Pyramid. People who have not registered to vote or have a track record of choosing not to vote.

Convenience sample—Data drawn from a population that has been selected because it is accessible and appropriate; not necessarily a statistically significant sample.

Creative concept—The core idea and framework of a marketing tactic or campaign.

Detached segment—Second segment of the Barriers to Support tier on the Library Supporter Segmentation Pyramid. Characterized by a lack of involvement with local public libraries and their communities as a whole.

Emotional and Intellectual Rewards Framework—Framework that represents a variety of brands, categories and activities, including the public library, based on: 1) the range of emotional ('Transformation') and intellectual ('Information') rewards provided; and 2) the ability to support a practical goal ('Purpose') or to provide an escape from everyday life ('Escape').

Financially Strapped segment—First segment of the Barriers to Support tier on the Library Supporter Segmentation Pyramid. Financial strains are the chief barrier to library support for this segment.

Focus group—A form of qualitative research in which a group of people is asked about attitudes and opinions on a particular topic. Typically held in an interactive setting where participants are free to talk with other group members.

Grassroots—A grassroots movement is driven by forces from within a community. Grassroots activities are ones that can be taken on by members of a group. These movements are often local.

Greater Good segment—Fifth segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Believes that the library plays an important role in serving the needs of the community and can be a great source of pride, given proper funding.

Just for Fun segment—First segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. The heaviest users of the library, particularly of recreational activities and services.

Kid Driven segment—Second segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Willing to support the library financially because of the role it plays in educating and inspiring children.

Levy—An imposition of a tax.

Appendix A: Glossary

Library as Office segment—Third segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Uses the library primarily as an extension of the workplace, taking advantage of the library's technology and other resources to conduct work.

Library Supporter Segmentation Pyramid—Market segmentation of library supporters, based on the key drivers of library funding attitudes and behaviors.

Library Support Index—A measure of a segment's willingness to definitely support a library referendum, ballot initiative or bond measure relative to the size of the segment.

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

Library Use Index—A measure of a segment's relative frequency of library visitation relative to the size of the segment.

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

Local public services—For the purposes of this report: the public library, fire department, police department, public health, public schools, road maintenance and park service.

Look to Librarians segment—Fourth segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Has a deep appreciation of the value of the librarian in providing services and research expertise. Also believes that the librarian is a passionate advocate for the library within the community.

Marketing campaign—A series of marketing programs sharing a specific goal and a similar theme.

Marketing tactics—Specific communications vehicles such as paid advertising (TV, radio, newspapers, billboards, direct mail, paid search), earned media (news stories, events, editorials) and social marketing (blogs, wikis, online outreach).

Market segmentation—Dividing a market into distinct groups of buyers on the basis of needs, characteristics or behaviors, who might require separate products or marketing mixes.

Mindshare—Consumer awareness of specific products, companies or institutions within a particular category or field.

Positioning—Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers.

Probable Supporters—Second highest tier of the Library Supporter Segmentation Pyramid. Voters who are likely to support library funding initiatives but are not fully committed.

Qualitative research—Qualitative research aims to gather an in-depth understanding of human behavior and the reasons that govern human behavior. Qualitative research looks for the reasons behind various aspects of behavior, investigating the why and how of decision making, not just what, where and when.

Quantitative research—Quantitative research aims to investigate a human or social issue or behavior based on measurement with numbers and analysis with statistical procedures. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

Referendum—A direct vote in which an entire electorate is asked to either accept or reject a particular proposal.

Super Supporters—Top tier of the Library Supporter Segmentation Pyramid. People most firmly committed to supporting a library funding initiative.

The Web Wins segment—Third segment of the Barriers to Support tier on the Library Supporter Segmentation Pyramid. Characterized by a heavy reliance on the Internet as information source and a belief that the library provides little added value.

About the Bill & Melinda Gates Foundation and Leo Burnett USA

Bill & Melinda Gates Foundation

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Patty Stonesifer and co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett.

Leo Burnett USA

Leo Burnett USA, comprising the Leo Burnett brand agency and marketing partner Arc Worldwide, is one of the world's largest agency networks and a subsidiary of Publicis Groupe, the world's fourth-largest communications company. Leo Burnett holds people at the center of its strategic thinking, technological innovation and creative ideas, focusing first and foremost on human behavior before attempting to tell a brand's story. At the core of understanding human insight is Leo Burnett's own quantitative Research Services group. This group is integral to the strategic team and is responsible for handling all types of custom quantitative market research, providing upfront insights into human behavior—the foundation for Burnett's brand work.

With this approach, Leo Burnett ensures that people who buy into client brands believe in them all the more. With expertise in mass advertising and digital, promotional and retail marketing, Leo Burnett partners with blue-chip clients such as The Coca-Cola Company, Diageo, Kellogg, McDonald's, Procter & Gamble and Samsung. The company has won more advertising awards for campaign effectiveness than any other agency in the last six years in the U.S., has been heralded as a "pioneer on the frontier of marketing," and continues to be ranked as one of the world's top-five creatively awarded networks worldwide.

About OCLC

OCLC is a nonprofit membership organization that promotes cooperation among libraries worldwide. More than 60,000 libraries in 112 countries have used OCLC services to locate, acquire, catalog, lend and preserve print and electronic library materials.

OCLC was established in Ohio in 1967 by a small group of libraries whose leaders believed that by working together they could find practical solutions to some of the day's most challenging issues. Working together, OCLC and its member libraries cooperatively produce and maintain WorldCat, which now contains over 100 million bibliographic records and more than 1.2 billion library holdings.

Collaboration among librarians and OCLC solved the practical problem of automated cataloging. Ongoing collaboration led to additional OCLC services, including services that help libraries build e-content collections and provide online access to special library collections like maps, newspapers, photographs and local histories. It also led to the creation of the largest interlibrary loan system in the world for exchange of more than 9.7 million items annually to information consumers and scholars around the world.

WorldCat.org continues OCLC's efforts to make library resources more visible to Web users and to increase awareness of libraries as a primary source of reliable information and helpful personal assistance.

In addition to the many services offered, OCLC funds library research programs, library advocacy efforts, scholarships, market research and professional development opportunities.

OCLC Programs and Research incubates new technologies; sponsors the work of library scientists; represents libraries on a range of international standards bodies; and is also actively engaged with the world's information community to further the science of librarianship.

OCLC library advocacy programs are part of a long-term initiative to champion libraries to increase their visibility and viability within their communities. Programs include advertising and marketing materials to reinforce the idea of the library as relevant, and market research reports that identify and communicate trends of importance to the library profession. Several of the reports are noted on page C-3.

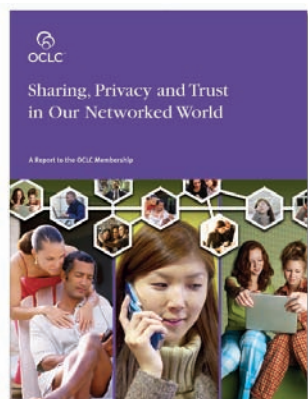
Appendix C: About OCLC

OCLC provides financial support for those beginning their library careers and for established professionals who excel in their endeavors through a series of annual awards and scholarships.

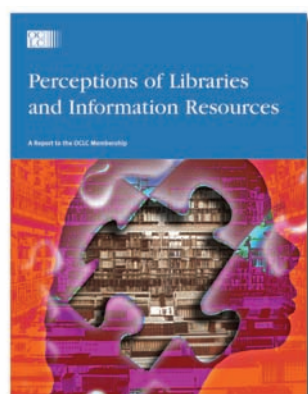
OCLC also participates in WebJunction, an online community of libraries and other agencies that share knowledge and experience to provide the broadest public access to information technology. A service created by the Bill & Melinda Gates Foundation's U.S. Library Program, OCLC and other partners, WebJunction addresses real issues that librarians and library staff face every day.

OCLC's vision is to be the leading global library cooperative, helping libraries serve people by providing economical access to knowledge through innovation and collaboration. OCLC is headquartered in Dublin, Ohio, U.S. and has offices throughout the world.

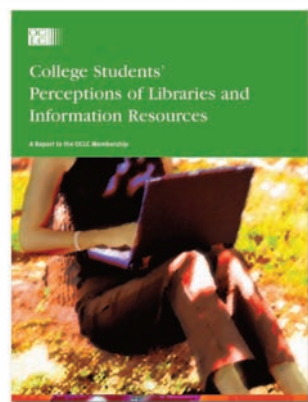
OCLC research and reports



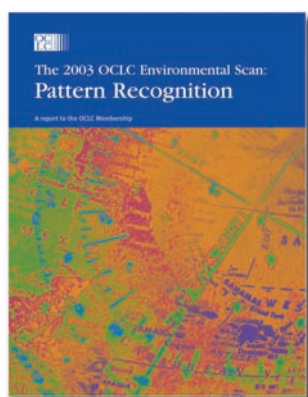
The *Sharing, Privacy and Trust in Our Networked World* (2007) report is based on a survey (by Harris Interactive on behalf of OCLC) of the general public from six countries—Canada, France, Germany, Japan, the U.K. and the U.S.—and of library directors from the U.S. The research provides insights into 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) report summarizes findings of an international study on information-seeking habits and preferences. The study was conducted to help us 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. The report was based on the survey results from 3,348 respondents from six countries: Australia, Canada, India, Singapore, the U.K. and the U.S. To access the report, visit the OCLC Web site at: www.oclc.org/reports/2005perceptions.htm.



The *College Students' Perceptions of Libraries and Information Resources* (2006) report presents a subset of the *Perceptions of Libraries and Information Resources* report, and focuses on the perceptions and behaviors of 396 undergraduate or graduate students ranging in age from 15 to 57. The study was conducted to help us 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/perceptionscollege.htm.



The *2003 OCLC Environmental Scan: Pattern Recognition* report 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 *Scan*, visit the OCLC Web site at: www.oclc.org/reports/2003escan.htm.

For updates and more information about
From Awareness to Funding: A study of library support in America
please visit:
www.oclc.org/reports/



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