

Wegeekresults

Market surveys conducted before and after the pilot campaign, and feedback from participating library leaders and staff, provided evidence that many campaign goals saw positive movement. People noticed it, liked it and took action.

There was unusually strong campaign awareness and campaign familiarity after five months with 49 percent of residents in southern Georgia and 64 percent of residents in central Iowa becoming familiar with the campaign. This chapter shows how Geek the Library helped pilot libraries raise awareness, change public perceptions and drive behavior that could have a positive impact on public library funding—now and in the future.

Measuring impact: Awareness, perceptions and behavior

The Geek the Library pilot campaign was launched in two core markets, southern Georgia and central Iowa, in June 2009. The campaign pilot ran initially through November 2009 and was subsequently extended through April 2010. The impact of the pilot campaign was measured in a number of ways, including direct feedback from participating libraries and ongoing tracking of individual campaign activities, such as Web site traffic, event attendance, press mentions and Facebook activity. Success was determined based on the changes in awareness, perceptions and behavior relating to library support and funding among potential supporters in the pilot communities.

A quantitative survey fielded in June 2009 provided a baseline pre-study of resident awareness, perceptions and library support behavior prior to campaign launch. Changes in those measures following the first five months of the campaign in southern Georgia and central Iowa were captured in a post-study completed in November 2009.



The methodology

The quantitative study targeted 400 respondents in both central Iowa and southern Georgia. The sample in each market included 50 Chronic Non Voters, 50 Barriers to Support and 300 Probable Supporters and Super Supporters, representing the four main segmentation groups identified in the original segmentation study *From Awareness to Funding: A study of library support in America*. Respondents represented U.S. residents between the ages of 18–74. Respondents were interviewed by phone for approximately 20 minutes and, within each market, data were weighted to be representative of age, gender and income.

The baseline pre-campaign survey was fielded June 2–10, 2009 and the post-campaign survey was fielded November 16–28, 2009, excluding Thanksgiving Day. Survey results are referred to as pre- and post-wave in the charts featured in this chapter. Percentages in data tables may not total 100 percent due to rounding or question format. Respondents were sometimes asked to select all responses that may apply or were not required to answer the question.

The goal of the pre- and post-campaign surveys was to evaluate the effectiveness of the Geek the Library Campaign at moving potential supporters through the following stages:

Raising awareness of the campaign and the need for library support.

Changing attitudes and perceptions about the library, the librarian and the need for increased library funding.

Driving behavior that relates to increasing support for the local library.



The Geek the Library pilot had ambitious objectives, a short timeframe and a relatively small financial investment when compared with advertising and marketing campaigns for other commercial brands.



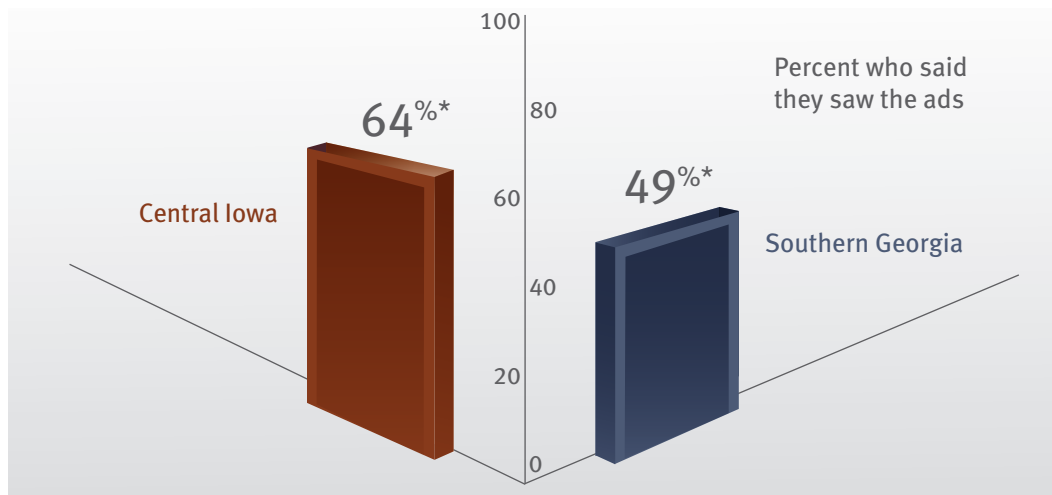
Step one: Raising awareness

The U.S. public is bombarded by thousands of marketing messages a day. The first job of an effective awareness campaign is to cut through the high volume of marketing clutter and be noticed. Before the campaign could change perceptions, it had to reach a significant percentage of residents in the pilot communities, and develop sufficient awareness and interest to make them take notice. Both core markets achieved unusually strong campaign awareness in a five-month window, with 49 percent of residents in southern Georgia and 64 percent of residents in central Iowa becoming familiar with the campaign.

Strong campaign awareness for time in market

Central Iowa and southern Georgia

Respondents were asked: Have you recently seen an ad for the public library featuring a person's face next to wording that says, 'I Geek' followed by a brief description of his or her passion or interest? For example, the ad might say, 'I Geek construction vehicles' or 'I Geek foreign films.' The background of the ad is black. Have you seen an ad for the public library like this?



Percentage of respondents who said 'yes.' Asterisks (*) represent ratings significantly higher than the 0.05 level (pre- vs. post-wave).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

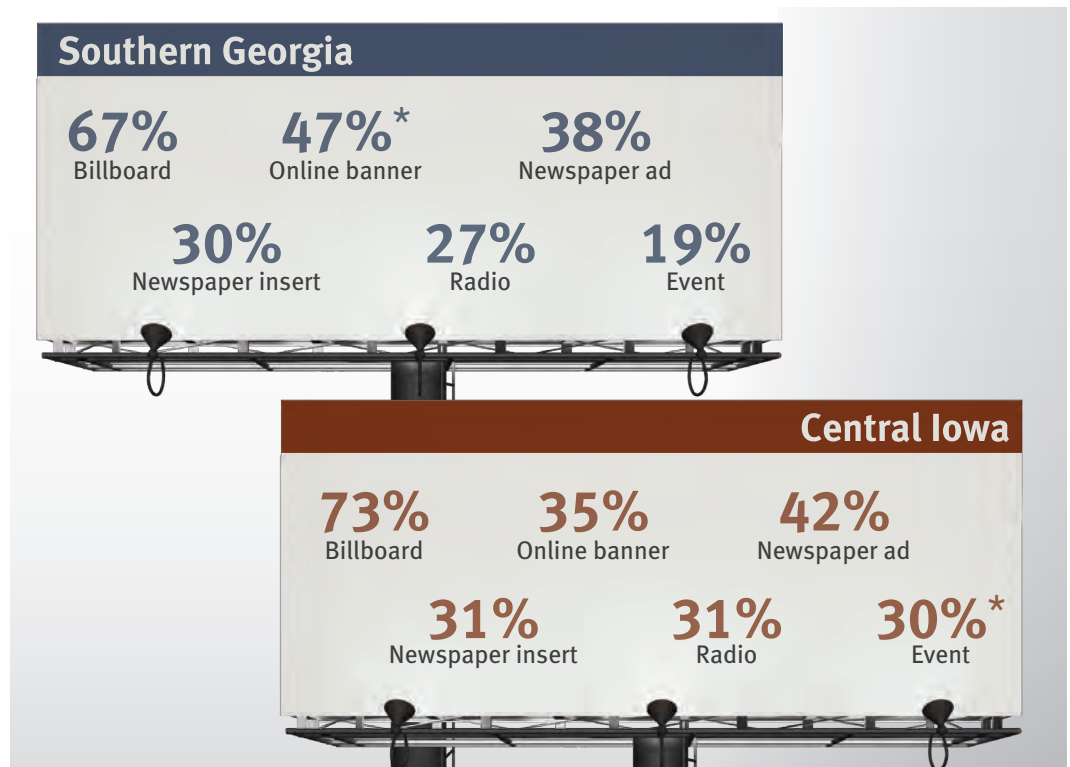
Many pilot libraries reported that patrons and members of the community noticed the campaign early in the pilot. Residents came into the library specifically to ask about the campaign. At events, residents expressed interest and excitement in the message, saying, "This campaign is everywhere."

Advertising was key to the high levels of campaign awareness. Residents indicated that they had seen the campaign in a wide variety of venues, particularly advertising. There were many similarities in both markets—billboards were most frequently cited as a primary source of where the campaign had been seen. However, it was the combination of the variety of advertising formats and vehicles that was significant to driving awareness. Online ads were more frequently mentioned in southern Georgia, while the campaign got more people’s attention at events in central Iowa.

Advertising was a key element in spreading campaign awareness, notably billboards

Central Iowa and southern Georgia

Respondents were asked: In which of the following places have you seen a Geek the Library ad?



Percentage of respondents who saw the ad and saw/heard it at least once in each place. Asterisks (*) represent ratings significant at the 0.05 level (southern Georgia vs. central Iowa). Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

One reason the campaign was so successful at generating awareness was its stopping power. It was seen as unique and eye-catching, and unexpected from the public library. Potential supporters also noted that it drew attention to the library.

Do people like the campaign?

Ask most people in your community what they think about the public library and they will likely confirm that they “love” or at least “like” the library and consider it to be a positive influence in the community. When developing Geek the Library, it was important that the campaign idea remain consistent with the universal library brand, and, although the funding situation faced by some public libraries is dire, it was important to avoid negative or threatening messages.

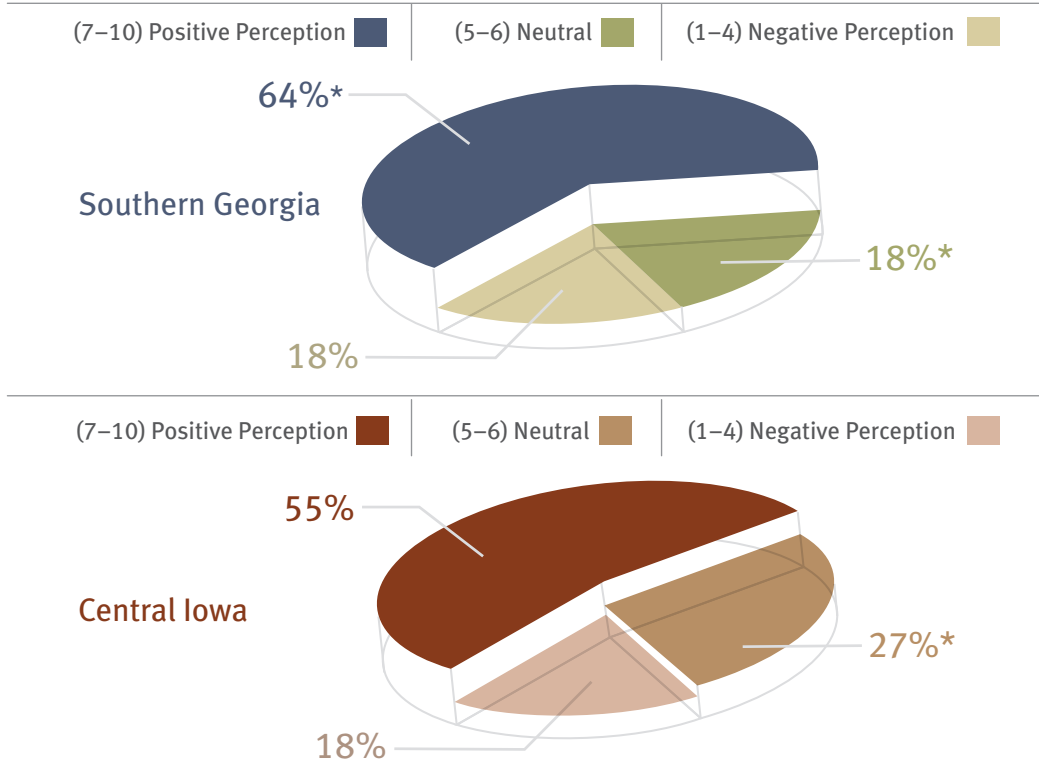
In the marketing and advertising industry, the question, “Do people like the campaign?” is not typically asked—the question is whether the campaign is effective. (Sometimes less likable campaigns have even more impact.) But in this case, we felt there was value in evaluating the campaign’s appeal.

The survey asked pilot community residents to rate the campaign’s likability. The results show the campaign’s appeal to potential supporters. The majority of people in both regions rated the campaign as positive or neutral.

High ratings for likability in both markets

Central Iowa and Southern Georgia

Respondents who saw the ad were asked to rate how much they liked it on a 10-point scale.



Asterisks (*) represent ratings that are significant at the 0.05 level (southern Georgia vs. central Iowa).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Less than 20 percent of residents in each market rated the campaign negatively, and further investigation indicated that the negative associations fell into two main categories: those who did not like the word “geek” and/or did not like the use of the word as a verb, and those who did not understand the connection between the campaign and the library.

Although the details of the campaign message were not fully understood by all potential supporters in the pilot communities, the survey found that the campaign had begun to make an impact on some key perceptions and attitudes that indicated a stronger level of support for library funding, especially in southern Georgia.



Additional observations from pilot libraries and from the field managers confirm that a large percentage of the public embraced the campaign and began to use “I geek” as part of their local vocabulary. For example, some local businesses and schools found ways to use the “geek” theme for their own programs and communications.

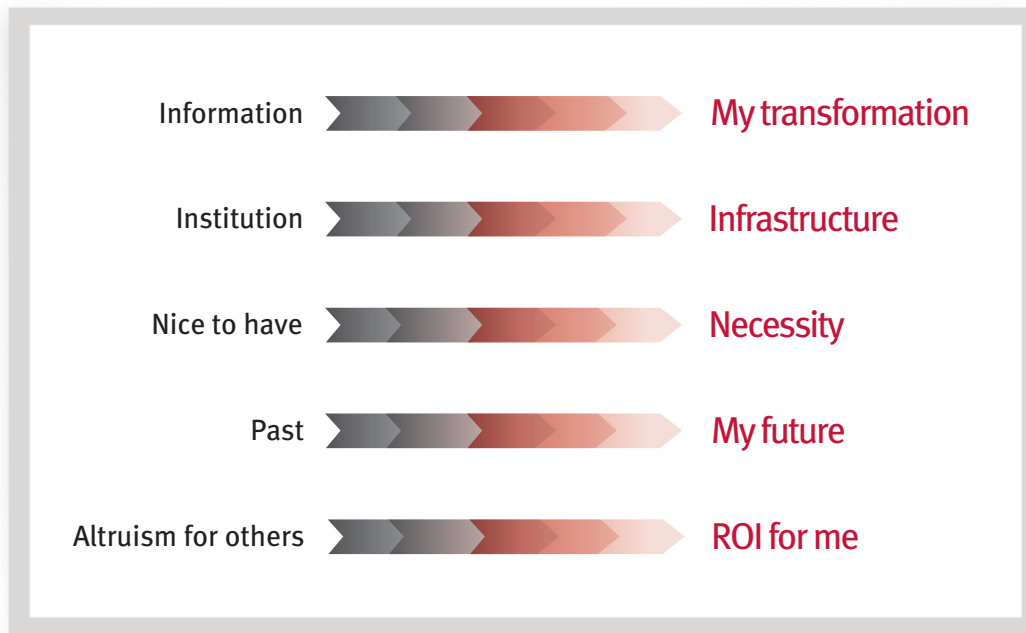
Raising awareness: Conclusion

The Geek the Library campaign gained impressive awareness for the short time in the market with 49 percent of residents in southern Georgia and 64 percent of residents in central Iowa recognizing it. The design had appeal, and advertising (e.g., newspaper ads and billboards) and public relations attracted attention: all helped build the foundation for the public to make the complete connection to the library and funding.



Step two: Changing perceptions

Based on the original research discussed in *From Awareness to Funding: A study of library support in America*, the Geek the Library awareness campaign had a goal to shift potential supporter perceptions along five key trajectories.



In order to measure progress against those perceptual shifts, the pre- and post-campaign surveys asked residents if they agreed or disagreed (based on a 10-point scale) with roughly 40 different attitudes and perceptions related to the library, librarians and library funding. Examples include:

Information ➡➡➡➡➡ **My transformation**

The library empowers you.

The library enhances or rounds out your education.

The library inspires a love of learning.

The library is a place for anyone to explore their personal passion.

.....

Institution  Infrastructure

The library serves a serious purpose.
The library is an important cause that needs community support.
The library is still important and valuable in the Internet age.

Nice to have  Necessity

The library is an indispensable part of the community.
The library is a valuable resource for everyone, no matter what their passion.
It's absolutely essential for every community to have access to a public library.

Past  My future

The library allows everyone to pursue personal and professional passions and interests.
Having a top-notch public library is very important.
The librarians at the local public library are true advocates for lifelong learning.

Altruism  Return on investment

The library is well worth the money that the community invests in it.
If the library in my community were to shut down, something essential and important would be lost, affecting the entire community.
In tough economic times, the public library is even more valuable to the community.

Changing perceptions: Southern Georgia

The results of the post-campaign tracking survey indicated that the campaign had a positive impact on several key perceptions and attitudes in southern Georgia. Not only did potential supporters show high levels of campaign awareness (49 percent of residents were familiar with the campaign), but there was evidence of statistically significant shifts in some of the key perceptions and attitudes relating to libraries, librarians and library funding.

Respondents in southern Georgia were asked about 40 library perceptions and attitudes. The results indicated positive movement in several attitudes and perceptions likely to impact long-term support for libraries.

Perceptions and attitudes around the library's importance and value improved

Southern Georgia

	Pre-wave	Post-wave
The public library serves a serious purpose.	69%	75%*
The public library enhances or rounds out your education.	57%	65%*
The librarians at the local public library are true advocates for lifelong learning.	55%	63%*
It is important to support the public library.	65%	72%*
The public library is well worth the money that the community invests in it.	63%	72%*
I would definitely vote for a referendum that would raise taxes in order to better fund the public library.	33%	40%*

Percentage of respondents who agree. Asterisks (*) represent ratings significant at the 0.05 level (pre- vs. post-wave).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Each of these perceptions and attitudes is related strongly to the repositioning of the library from information to transformation, from institution to community infrastructure, from a 'nice-to-have' to a necessity.

The belief that the librarians at the local library are true advocates for lifelong learning is also one of the key attributes making up the 'Passionate Librarian' as discussed in the report *From Awareness to Funding: A study of library support in America*. (Chapter One of this report includes a set of perceptions that are highly correlated to library support.)

The changes in the perceived value of the library and the librarian are accompanied by a greater number of potential supporters who would definitely vote for an increase in taxes to fund the public library (33 percent vs. 40 percent).

While willingness to fund the libraries increased in southern Georgia, the same isn't true for all government services. Respondents were asked about their willingness to increase taxes to fund a variety of public services, including police, fire department and schools in addition to the public library. The public library was the only public service that experienced a statistically significant increase in the number of residents willing to increase their support.

The percentage of residents who definitely agree with increasing taxes to support library funding increased significantly when compared with other services

Southern Georgia

Respondents who agree they would support an increase in taxes in order to better fund...

	Pre-wave	Post-wave
...the public library	33%	40%*
...the school system	49%	48%
...the fire department	44%	46%
...the police department	39%	46%

Percentage of respondents who agree. (Respondents were prompted with various options.)
 Asterisks (*) represent ratings significant at the 0.05 level (pre- vs. post-wave).
 Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Libraries across the country will likely continue to face difficult decisions due to continued budget cuts and funding challenges, at least in the near term. Meanwhile, the value that public libraries provide to the community is increasingly clear during the current economic downturn. The results of the pilot in southern Georgia indicate that the campaign has the potential to make a difference to improve people's attitudes toward libraries and library support in a relatively short time period.

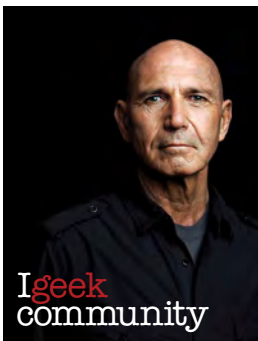
Stories from pilot libraries reinforced the potential for the campaign to have immediate impact. Pilot library staff reported meeting community members who simply didn't know that the library was in need and didn't have a clear understanding of what they could do. The campaign helped educate residents about how funding works and provide constructive advice about how every individual can make a positive impact.

Changing perceptions: Central Iowa

In central Iowa, the impact of the campaign in potential supporters' perceptions and attitudes was different to that in southern Georgia. Although the level of campaign awareness in central Iowa surpassed those in southern Georgia (64 percent compared to 49 percent of residents were aware of the Geek the Library campaign), changes in perceptions and attitudes measured were minimal. The one attitude that changed significantly indicated simply that people were paying more attention to the library.

It is not unusual for different markets to have unique results during the testing of a pilot campaign as there are always a number of distinct factors at play. This can be due to specific environmental factors (economics, politics, competing campaigns), and/or can indicate that a greater level of investment and time is required to impact perceptions and behavior.

In order to explore potential influencing factors, a second phase of messaging was implemented in both southern Georgia and central Iowa in the spring of 2010. This additional messaging reinforced the connection between the campaign, the critical and transformational services libraries provide, and the need for funding those efforts.



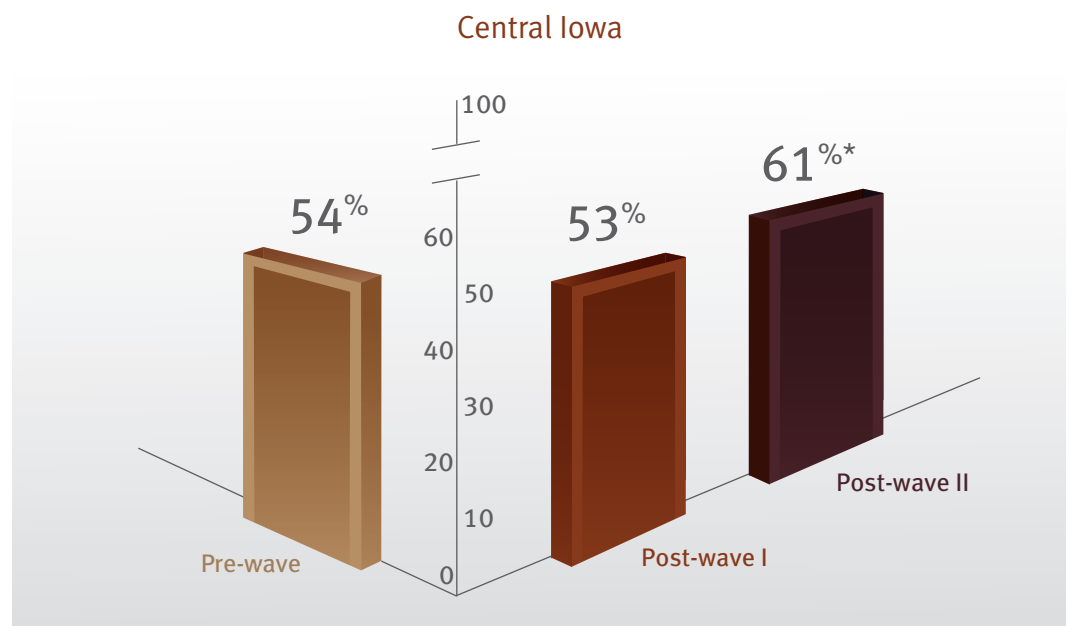
Following the second phase of the campaign, an additional post-tracking study was conducted in central Iowa only. Telephone interviews with 396 residents were conducted April 23–29, 2010.

Additional post-tracking study: Central Iowa

The results of this second post-tracking study indicated that awareness of the campaign remained high (although the level of investment in the additional messaging was significantly less than the first round). In addition, two key perceptions had changed, both of which have the potential over time to positively impact support for public library funding.

The results of the second post-tracking study indicated that the core message and the associated perception that libraries “help you pursue your passions and interests” had increased significantly. Results of the first tracking study in both central Iowa and southern Georgia indicated that a small number of residents had not clearly understood the message of the campaign. The second survey in Iowa, however, indicated that this was more clearly understood after introduction of the additional messaging.

After the second phase of messaging, more residents in central Iowa had the perception that the library allows you to pursue your passions and interests



Percentage of respondents who agree that the library allows them to pursue their passions and interests. Asterisks (*) represent ratings significant at the 0.05 level (pre-wave vs. post-wave II).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

During the second post-tracking survey, central Iowa residents were asked a number of questions exploring any local factors that might either positively or negatively impact library perceptions and support for library funding, influencing the results of the campaign pilot. Respondents heard six statements and answered if they agreed or disagreed that each was true.

- All publicly funded organizations seem to need more money lately and it's difficult to choose which ones should get more.
- There's been a lot of political debate between publicly funded organizations within the last six months.
- My community supports its libraries and schools more than the typical community.
- Within the last six months, there have been tax referendums or other specific measures for police, etc., that have drawn local attention and debate.
- Within the last six months, I've seen articles about library-related issues.
- The libraries in my area have enough funding and should be able to make do.

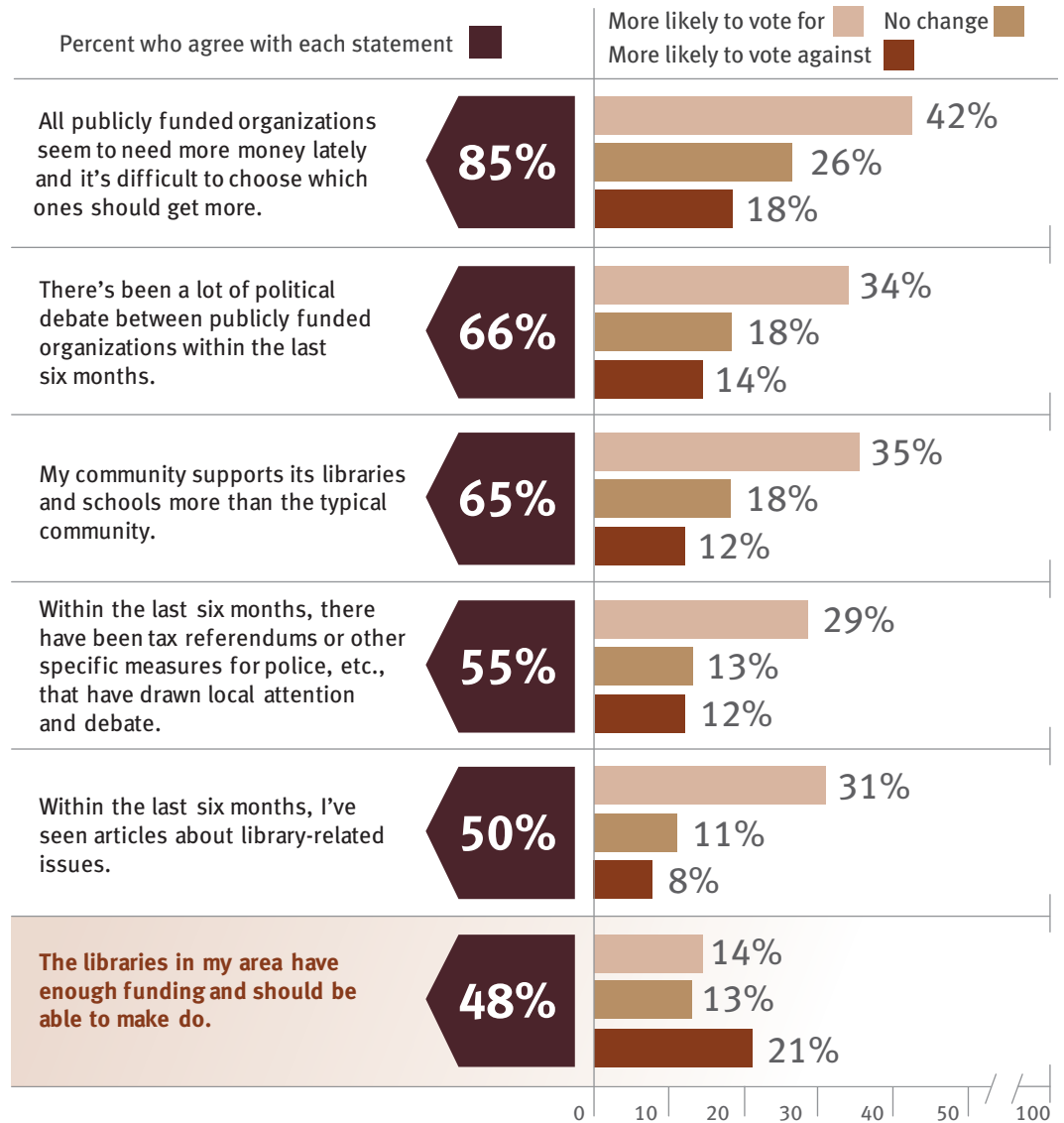
Respondents were also asked how believing each statement would affect the likelihood of voting for a referendum that would raise taxes to better fund the library. The results indicated that residents overall had strong levels of agreement with these statements ranging from 85 percent down to 48 percent, but in most cases their belief would make them more likely to vote for library funding or make no change. The only belief that was likely to decrease library funding support was the belief that libraries already have enough funding, held by 48 percent of respondents.

Respondents were asked if there were any other factors likely to decrease library funding support and over 75 percent said no. The remaining factors mentioned were diverse and no single item stood out as an additional influencing factor.

Nearly half of surveyed residents believe their local libraries have enough funding

Central Iowa

Respondents were asked how each statement would affect the likelihood of voting for a referendum that would raise taxes to better fund the library.

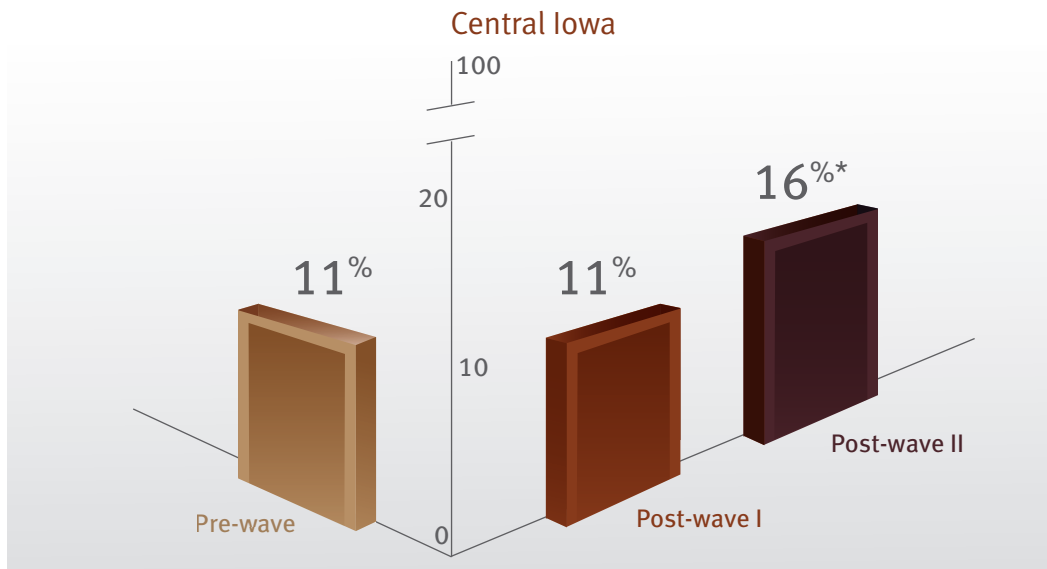


Percentage of respondents who agree with each statement and say it makes them more likely to vote for or against a library referendum.

Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

The second important perception that changed in central Iowa in the second post-tracking survey was the perception that the local public library does not have sufficient money for day-to-day operations.

More residents believed that their local library had insufficient funding for day-to-day operations



Percentage of respondents who agree that their local library had insufficient funding for day-to-day operations. Asterisk (*) represents ratings significant at the 0.05 level (pre-wave vs. post-wave II).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

This change is noteworthy since residents' perceptions about sufficient library funding is related to how they may vote in a referendum. However, it is important to recognize that despite the statistically significant increase in the number of residents concerned about funding for library operations, this still represents only 16 percent of the population.

The combination of results from the post-tracking studies in central Iowa indicate that in order for the campaign to have stronger impact on perceptions and attitudes relating to libraries and library support, more must be done to educate the public about the funding reality in the local community. This should occur alongside a continued emphasis on the important ways that the public library is helping support transformation of local residents and communities.

It is also important to note that central Iowa started with a significantly lower baseline for library funding support than southern Georgia. In southern Georgia, 38 percent of people said they would definitely support a referendum for the public library compared to 28 percent in central Iowa. This reinforces the reality that the implementation of the Geek the Library campaign in central Iowa, and other similar markets, will require a long-term commitment, with consistent engagement and communication with the community as a whole.

Changing perceptions: Conclusion

In southern Georgia, Geek the Library was successful at significantly changing a number of key attitudes and perceptions relating to the value of the public library, the role of the local librarian, and the value of the investment made by the community in the public library. There was a clear increase in willingness to support the library, including an increase in the number of residents who would definitely be willing to have their taxes raised. The changes in perceptions and attitudes in central Iowa were fewer, and indicated that more time, and a clearer understanding of the library funding need, would be required for long-term impact of the campaign in that market.



Step three: Driving behavior

The pilot campaign successfully achieved a very high level of awareness in a short period of time in both markets. More than half of all surveyed residents noticed the ads—they found them unique, interesting and likable. It also had a positive impact on many key perceptions about the library, especially in southern Georgia.

The ultimate measure of the campaign's success was whether it had the ability to impact behavior—specifically the types of behavior that would lead to an improvement in the library funding situation. Given the short timeframe, the Geek the Library team did not expect to see direct impact on funding-related behavior. Instead, the research looked at the following indicators to gauge the likelihood that the campaign would ultimately drive action:

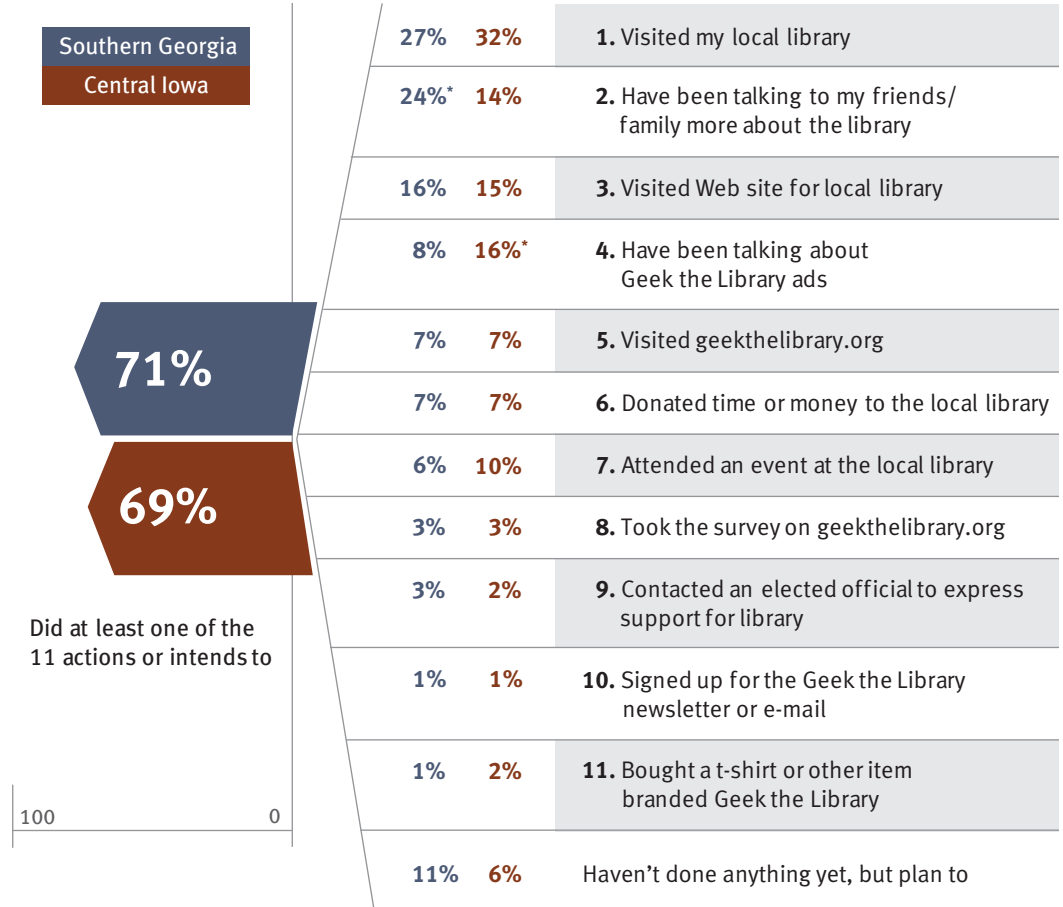
- Short-term actions in direct response to the campaign, including direct engagement with the local library, increased conversations with friends and family and signing up to find out more
- Hypothetical response to the scenario where the local public library was facing significant cuts in funding
- Overall intent to vote in favor of increased library funding in the event of a referendum or ballot measure.

Residents in both markets showed levels of immediate action in response to the campaign that were significantly beyond expectations. The post-campaign survey asked respondents whether they had taken action or intended to take action in a wide variety of ways. Over two-thirds of residents in both southern Georgia and central Iowa had responded or intended to respond in one or more ways to the campaign.

The goal of the library pilot campaign was not to drive library usage, but it was not surprising that roughly a third of residents visited their local library in response to the campaign. The campaign put the spotlight on the library and, as an added benefit, served as a reminder about the library's mission to support every community member, no matter what their passion. The campaign inspired many residents to come in or visit the library's Web site. (Roughly 30 percent in each market visited their local library and roughly 15 percent in each market visited the library Web site in response to the campaign.)

Over two-thirds of people took action or intend to take action in response to the campaign

Southern Georgia and central Iowa



Percentage of respondents who have taken or intend to take each action.
 Asterisks (*) represent ratings significant at the 0.05 level (southern Georgia vs. central Iowa).
 Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Geek the Library, and the hard work of pilot participants, were responsible for starting conversations about the library in both pilot markets. In southern Georgia, a quarter of respondents were talking more about the library to their friends and family. In central Iowa, residents were talking about the library (14 percent) and also about the campaign itself (16 percent). A number of people visited geekthelibrary.org (7 percent), signed up for e-mails (4 percent) or purchased campaign gear (1–2 percent), and 7 percent responded by contributing either time and/or money to their local library. The results found a small, but important, percentage of people (2–3 percent) who took the initiative to contact local elected officials to discuss the importance of the library to their communities.

Driving behavior: Southern Georgia

More than two-thirds of residents in southern Georgia reported taking some action in response to the Geek the Library campaign, including a quarter of respondents who indicated that they were talking more to their friends and family about the library.

During the post-campaign survey, respondents were also asked about their likely behavior in the case of two scenarios:

- First, how would they react if their local library faced significant funding cuts.
- Second, would they vote to increase taxes in support of public libraries.

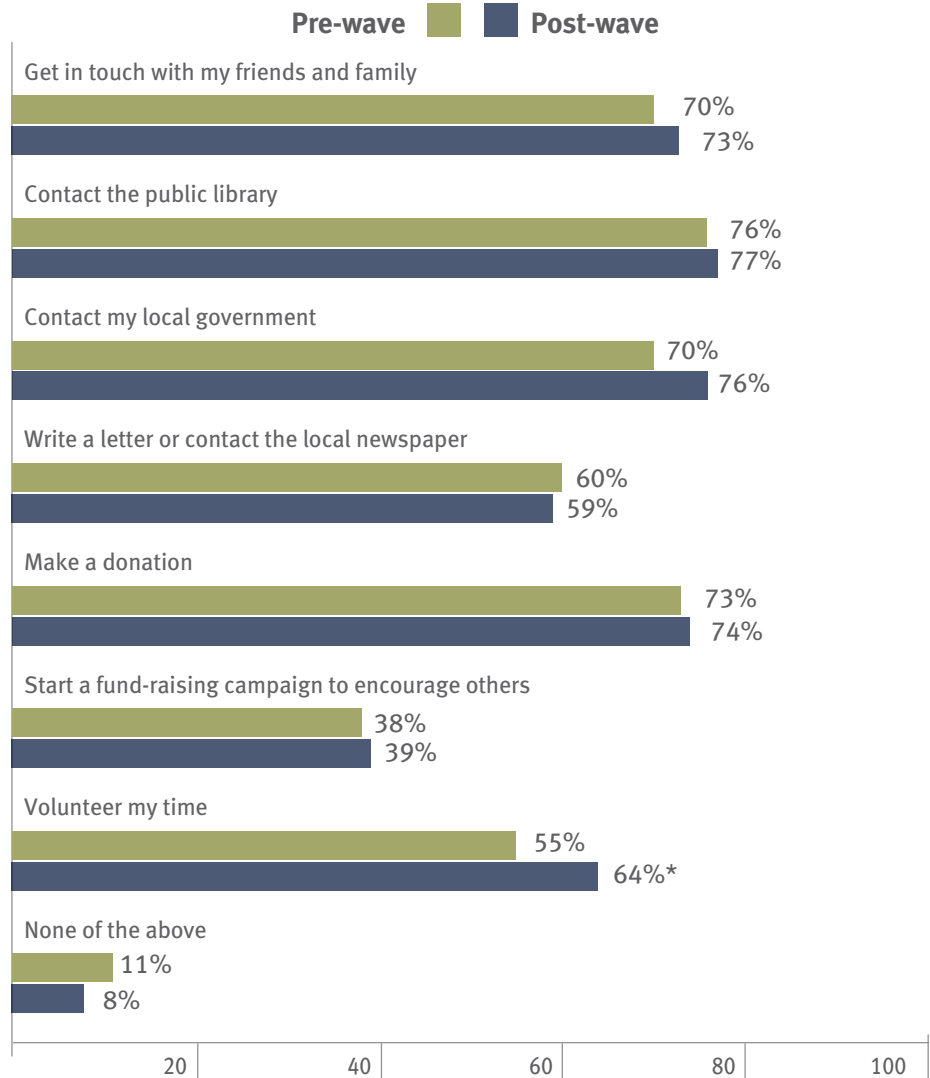
The response to both of these scenarios in southern Georgia showed positive movement as a result of the Geek the Library campaign.

Respondents were asked how they would respond if their library budget was going to be cut significantly, and they were given a number of different alternative responses. From a comparison of the response during the post-campaign survey to that during the pre-campaign survey, there was an overall directional increase in the percentage of people who would respond in one or more ways, including contacting their local government. The percentage of residents whose response would include volunteering their time increased from 55 percent to 64 percent, a statistically significant change.

Response to library funding cuts showed improvement

Southern Georgia

Respondents were asked: How would you respond if your public library budget were going to be cut significantly?



Percentage of respondents who said they would react in this way.
 Asterisks (*) represent ratings significant at the 0.05 level (pre- vs. post-wave).
 Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Geek the Library was successful in positively increasing the community’s willingness to vote in favor of library funding. The public’s intent to vote was measured in a number of ways during the survey. We have already reported that residents’ overall willingness to raise taxes for the library had increased from 33 percent to 40 percent when asked in comparison with their attitudes toward funding a variety of public services.

The percentage of residents who definitely agreed with increasing taxes to support library funding increased significantly when compared with other services

Southern Georgia

Respondents who agree they would support an increase in taxes in order to better fund...

	Pre-wave	Post-wave
...the public library	33%	40%*
...the school system	49%	48%
...the fire department	44%	46%
...the police department	39%	46%

Percentage of respondents who agree. (Respondents were prompted with various options.)
Asterisks (*) represent ratings significant at the 0.05 level (pre- vs. post-wave).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

The survey also compared the degree of commitment to voting in favor of a library referendum before and after the campaign. In both surveys, respondents were asked about their likelihood to vote in favor of a public library funding measure—in response to this question, there was not a statistically significant change in the number of respondents saying they would definitely vote yes, but there was a significant shift from residents saying they may vote either way (27 percent to 21 percent) toward probably voting yes (29 percent to 36 percent).

Library support improved with voters moving from being on the fence to supporting a library ballot measure

Southern Georgia

Respondents were asked: Think ahead to the next election and assume that you are at the ballot box and ready to cast your vote. If there were a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

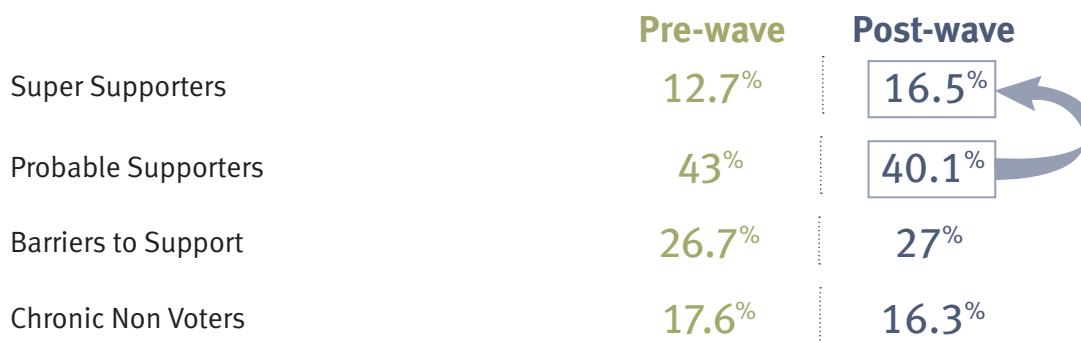
	Pre-wave	Post-wave
Definitely vote in favor of it.	38%	36%
Probably vote in favor of it.	29%	36% *
May vote either way.	27%	21% *
Probably vote against it.	3%	3%
Definitely vote against it.	2%	3%

Asterisks (*) represent ratings significant at the 0.05 level (pre- vs. post-wave).
 Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

To complement these findings, the survey also evaluated the overall percentage of each community that would fall into the tiers of the library supporter segmentation from the original study (*From Awareness to Funding: A study of library support in America*). Although the results are directional only, they showed that there was a slight increase in the percentage of residents who would be classified as Super Supporters, indicating that the campaign may have moved some people from the Probable Supporter segment to be more committed library supporters.

Segments show some movement from Probable to Super Supporter

Southern Georgia



Percentage of respondents in each segment.
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

For reference:

- **Super Supporters:** Committed library supporters at the top tier of the segmentation pyramid.
- **Probable Supporters:** Voters who are likely to support library funding initiatives, but are not fully committed.
- **Barriers to Support:** Voters who, for a variety of factors, have significant barriers to voting in favor of increased library funding.
- **Chronic Non Voters:** People who are not registered to vote or have a history of choosing not to vote in presidential and local elections; they also indicate they are not likely to vote in the future, and are therefore unlikely to provide support for library funding initiatives.

Driving behavior: Central Iowa

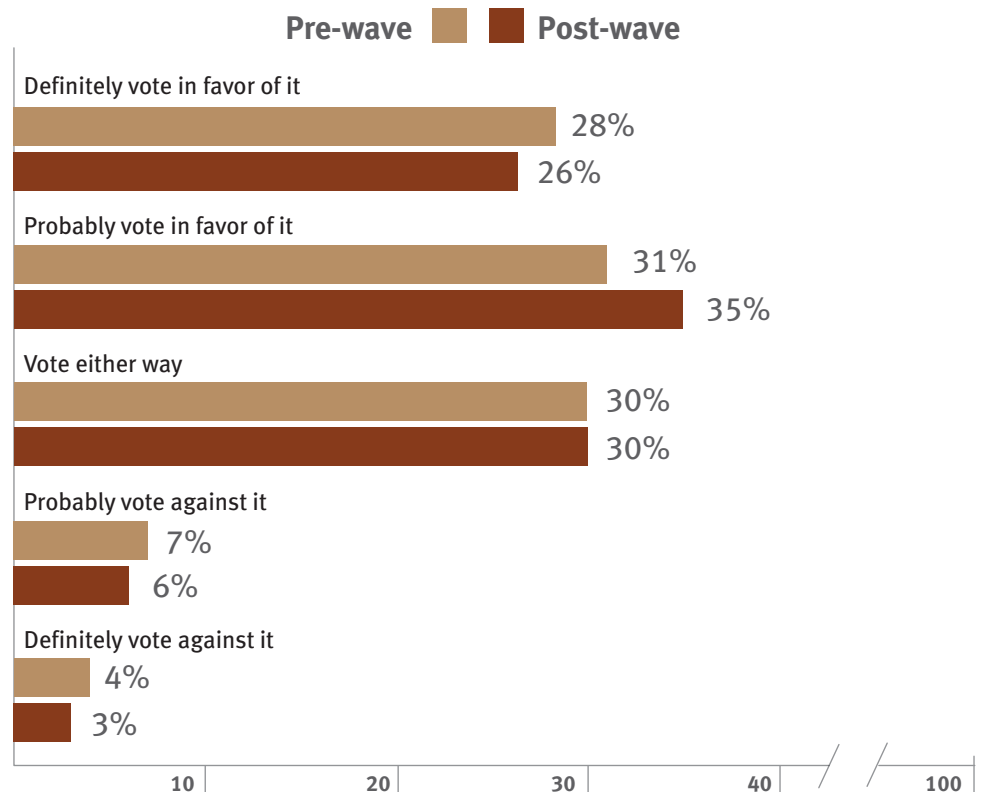
Central Iowa experienced greater levels of campaign awareness than southern Georgia, but did not see the equivalent levels of change in perceptions and attitudes relating to libraries, librarians and library funding. It is not surprising, then, that the measures relating to willingness to support increased library funding remained static over the course of the pilot.

After a second round of messaging and a second post-campaign survey, results indicate that central Iowa residents were beginning to better understand the core transformational message of the campaign, and that there was more understanding that libraries do not have sufficient day-to-day funding, a perception that appeared to be a barrier to central Iowans' willingness to support increased library funding.

Level of voting intent remained virtually the same

Central Iowa

Respondents were asked: Think ahead to the next election and assume that you are at the ballot box and ready to cast your vote. If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?



Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Driving behavior: Conclusion

Geek the Library proved effective at driving positive library support behavior with over two-thirds of residents in both southern Georgia and central Iowa taking some action in response to seeing the campaign. Behavior changes directly relating to library funding—especially voting intent—improved in southern Georgia. For example, the percentage of residents who said they would be more likely to increase taxes to support the library and the percentage of residents who would probably vote in favor of a library referendum increased in southern Georgia. Again, these results indicate that the implementation of Geek the Library in Iowa (which started with a significantly lower baseline for library funding support than southern Georgia) and similar markets requires a long-term commitment to see significant results.

Summary

Overall, both markets showed notable changes in key elements of public awareness, attitudes and behavior relating to the public library and public library funding, much of which was more than expected in such a short time period. The campaign, and the incredible efforts of pilot library leaders and staff, helped educate, inform and motivate the public. The important conversations and active behavioral shifts resulting from enthusiastically engaging residents, and the important advocacy lessons learned by the pilot libraries during the campaign, made an impact in the short term and will hopefully continue to positively influence library funding through proactive public engagement and education in the pilot markets. Many pilot participants also reported local success stories, such as increased local support from key decision makers, all of which may have been influenced by campaign efforts.