Libraries: Solution Providers for State and Local Government

Cathleen Bourdon
Associate Executive Director, Communications & Member Relations
• The American Library Association is a nonprofit [501(c)(3)] educational association, founded in 1876.
• The Association’s mission is to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.
• Membership of 60,000 library workers and library supporters from around the world.
Library Card Sign-Up

“The library card is the smartest card in my wallet. Sign up for yours today.”

TROY POLAMALU

Pittsburgh Steelers safety. Has two Super Bowl rings. Been named to seven Pro Bowls and selected to the “All Decade” Team. Visit Troy4.com

National Library Week

April 8–14, 2012

Honorary Chair
Brad Meltzer

You belong @your library
Read posters

History Lives Posters
Q: Why do we still need libraries, when everything is available on the Internet?

A: We still need libraries – for a number of reasons – one being that not everything is freely available on the Internet.

Lemon mustard chicken recipe example
Q: How can libraries be solution providers for state and local government?

A: By combining information, service, and people to provide solutions to those people in government who need them.
Public libraries are:

- Institutions that provide critical services and innovative solutions to information access
- Community partners for economic development in local communities
- Educational institutions, providing free and open places to gather, learn, connect, read and be transformed
The American Dream Starts @ your library

Community: Lifelong Learning, Actual Freedom
American Dream participants were located within 20 miles of a Dollar General Store, distribution center, or corporate office.
The American Dream Starts @ your library

Grantees

74

Grant funds played a crucial role in helping libraries expand their core, permanent resources in order to meet current and future needs of adult English-language learners and their families.

Amount of money granted

$365,000

$5,000 to each library

95% of libraries used grant funds to purchase print and digital materials.

In total, nearly $88,000 of grant funds went to the acquisition of new print materials for adult English-language learners.

Combined, nearly $92,000 of grant funds were spent on digital materials and technology, including new laptops and other computers.

DOLLAR GENERAL LITERACY FOUNDATION

www.ala.org
The American Dream Starts @ your library!

**Impact**

**THOUSANDS OF STUDENTS** attended classes or tutoring in English, job training, citizenship, and GED preparation.

**Number of new citizens, nearly 200**

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**Connection to the community**

Number of community partners engaged, including school districts, colleges, literacy, health and faith-based groups, as well as local businesses and government:

**NEARLY 400 MORE THAN HALF** of libraries reported recruiting additional volunteers and increasing the scope of activities for volunteers.
Organizational types: 85.3% of public libraries are public agencies connected to some form of local government*

- 52.9% are part of a municipal government
- 14.7% are part of a separate government entity referred to as a library district
- 9.8% are part of a county or parish
- 3.4% have a multi-jurisdictional legal basis under an intergovernmental agreement

2.0% are part of a school district, 1.0% are part of a city/county, and 1.5% reported a legal basis of "other".

The remaining 14.8 percent of public libraries are operated by nonprofit associations or agencies, which means that although they were privately controlled, they met the legal definition of a public library in the states in which they were located.
Sources of funding for public libraries:

- 84.2 percent of public libraries' total operating revenue of $11.6 billion came from local sources
- 7.5 percent from state sources
- 0.4 percent from federal sources
- 7.9 percent from other sources, such as monetary gifts and donations, interest, library fines, fees, and grants

Q: What data do you have about technology in public libraries?

A: The latest findings in the Public Library Funding and Technology Access Study were released on June 19, 2012
Study was conducted by the ALA and the Information Policy & Access Center at the University of Maryland.

The study builds on the largest study of Internet connectivity in public libraries that began in 1994.

Funded by the ALA and the Bill & Melinda Gates Foundation.
Major survey findings:

- Virtually all public libraries provide public access to the Internet, and 91% offer Wi-Fi
- More than 90% of libraries offer formal or informal technology training
- For the third consecutive year, libraries report that services for job-seeking and e-government remain the top-rated Internet services
- E-books are offered by 76 percent of libraries, and 39 percent provide e-readers
THE U.S. PUBLIC LIBRARY CHALLENGE: USE VS. FUNDING. FY2012

INCREASED PUBLIC USE

- Technology classes: 36%
- Electronic Resources: 58%
- Computers: 60%
- Wi-Fi: 74%

FLAT OR DECREASED FUNDING: 57%

Percentage represents number of libraries reporting
23 states report cuts in state funding to public libraries in 2011

3rd year in a row

40% of states report decreased public library support

Public Library Funding & Technology Access Study, 2011-2012
U.S. PUBLIC LIBRARIES: SOLE COMMUNITY PROVIDER OF FREE ACCESS TO COMPUTERS AND INTERNET

- URBAN: 41%
- SUBURBAN: 60%
- RURAL: 70%

Percentage of libraries reporting
<table>
<thead>
<tr>
<th>Service</th>
<th>Urban Libraries (%)</th>
<th>Rural Libraries (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadband &lt;10 Mbps</td>
<td>57%</td>
<td>17%</td>
</tr>
<tr>
<td>Mobile-access websites</td>
<td>36%</td>
<td>9%</td>
</tr>
<tr>
<td>E-books</td>
<td>92%</td>
<td>65%</td>
</tr>
<tr>
<td>Technology Training Classes</td>
<td>63%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Percentage of libraries that offer services
35% of Americans do not have high-speed Internet access at home\(^1\)

62% of public libraries report being the only provider of free public access to computers and the Internet in their community.

\(^1\)Pew Internet & American Life, February 2012

Public Library Funding & Technology Access Study, 2011-2012
Supply cannot meet Demand at public libraries

46% report insufficient Internet connection speeds

65% report insufficient number of public computers

Public Library Funding & Technology Access Study, 2011-2012

www.ala.org/research
Public libraries provide the digital resources and training essential to full participation in the nation’s economy.

- 76% help patrons complete online job applications
- 90% of libraries provide formal or informal technology training
- 96% help patrons apply for or access e-government services

Public Library Funding & Technology Access Study, 2011-2012
Job-seeking Resources in U.S. Public Libraries, 2011 - 2012

Public Library Funding & Technology Accesss Study, 2011 - 2012
Supporting education:

- The public library is a key agency in supporting the educational and learning needs of every person in the community.
- They help young children learn to read, provide homework help for all levels of school, and offer a wealth of resources for homeschooling families.
- They support adult learners preparing to take the GED or continuing their education.
E-books!
E-books!
E-books!
PERCENTAGE OF LIBRARIES THAT OFFER E-BOOKS

2012: 76%
2011: 67%
2008: 52%
2007: 38%

BONUS!
39% of libraries offer e-readers for check-out!

Public Library Funding & Technology Access Study, 2011-2012
# U.S. Public Libraries: Trends in E-Books and E-Access

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Books</td>
<td>76%</td>
</tr>
<tr>
<td>E-Readers</td>
<td>39%</td>
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<tr>
<td>Social Network Sites</td>
<td>71%</td>
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<tr>
<td>Mobile-Access Websites</td>
<td>14%</td>
</tr>
<tr>
<td>Smartphone Apps</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Percentage of libraries that offer services*
Q: What percentage of Americans know that they can download e-books for free from their local public library?

A: 22%*

*Pew Internet and American Life Project, “Libraries, Patrons, and E-books” 6/22/12
Q: What percentage of Americans have a library card and how important is the library to them?

A: Some 58% of those ages 16 and older have a library card, and 69% report that the library is important to them and their family.*

* Pew Internet and American Life Project, “Libraries, Patrons, and E-books” 6/22/12
**Mobile Technology**

A small—but growing—group of libraries are going mobile to enhance access to library services and increase community interaction.

- **14%** have websites optimized for mobile devices.
- **12%** use scanned codes (e.g. QR codes).
- **7%** have developed smartphone apps.

*Public Library Funding & Technology Access Study, 2011-2012*
Library-based Workforce Centers in NY

San Antonio Public Library
Arlington Public Library

Public Library of Cincinnati and Hamilton County

Total Source Energy Use by Arlington Central Library, 1999 – 2009

“Source energy” includes losses in electricity generation and distribution and natural gas extraction and distribution.

<table>
<thead>
<tr>
<th>Year</th>
<th>Electricity (BTU per Square Foot)</th>
<th>Natural Gas (BTU per Square Foot)</th>
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<tbody>
<tr>
<td>1999</td>
<td>300,000</td>
<td>0</td>
</tr>
<tr>
<td>2001</td>
<td>250,000</td>
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<td>2003</td>
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<tr>
<td>2007</td>
<td>100,000</td>
<td>0</td>
</tr>
<tr>
<td>2009</td>
<td>50,000</td>
<td>0</td>
</tr>
</tbody>
</table>
Other innovative library programs

Allen County Public Library

Library & Maker Collaboration
Other innovative library programs

Chicago Public Library

Youmedia
2012 Library of the Year
Q: I’d more information about libraries and the American Library Association.

A: Stop by our booth #528 or visit our website, www.ala.org