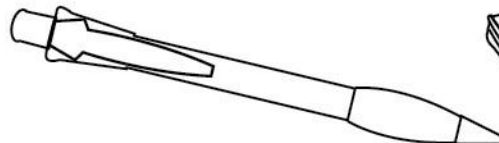
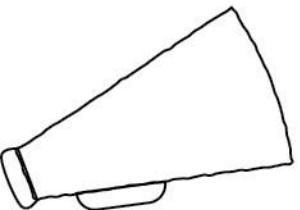


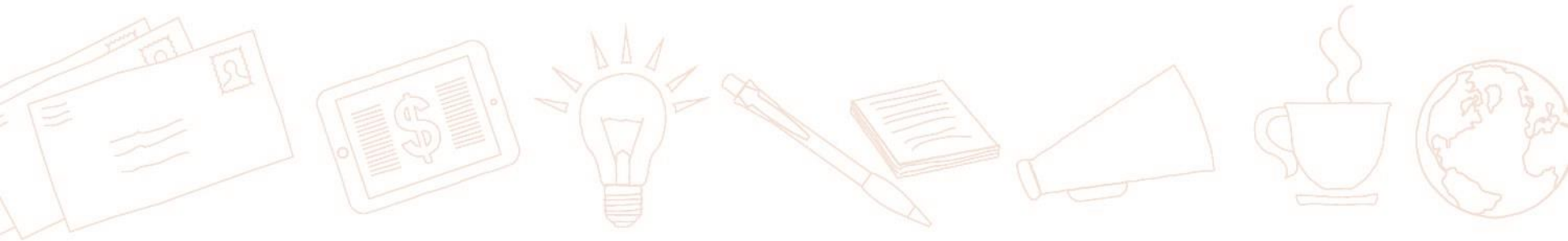
R-E-S-P-E-C-T: Effectively Communicating Info Pro Value

Mary Ellen Bates
BatesInfo.com

2015 QPLA Conference
20 October 2015



**It's our job to communicate
our value,
not others' job to figure it
out.**





National Economic Public Library

Final Report

Australian Library
March 2013

Li
E
O

DOLLAR PUBLIC

The landmark
value of Victoria



s Markets

FTSE 100



THE LIBRARY DIVIDEND SUMMARY REPORT

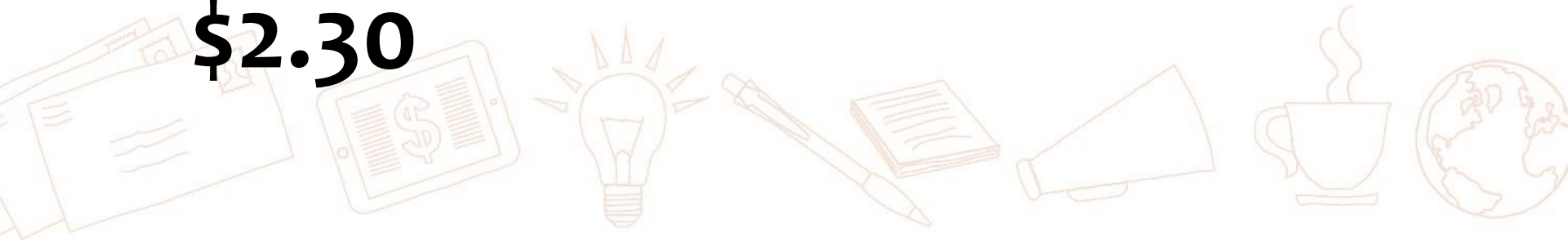
A guide to the socio-economic value of Queensland's public libraries
September 2012

**For every \$1 invested in libraries,
the return to the community is**

\$5.43

AT LEAST \$3.69

\$2.30



What is valued?

Supporting childhood learning

Supporting lifelong learning

Access to tech training, Internet access

Resource sharing

Specialised / unique collections

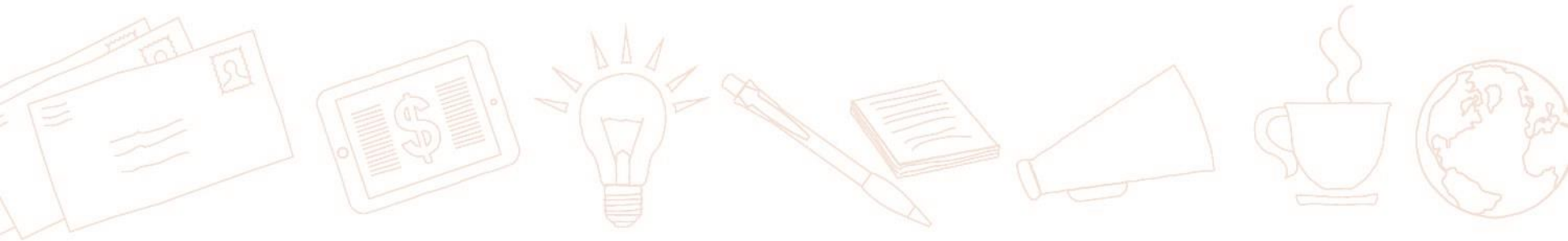
Enhanced quality of life



What is valued?

Do you track examples of your library's impact?

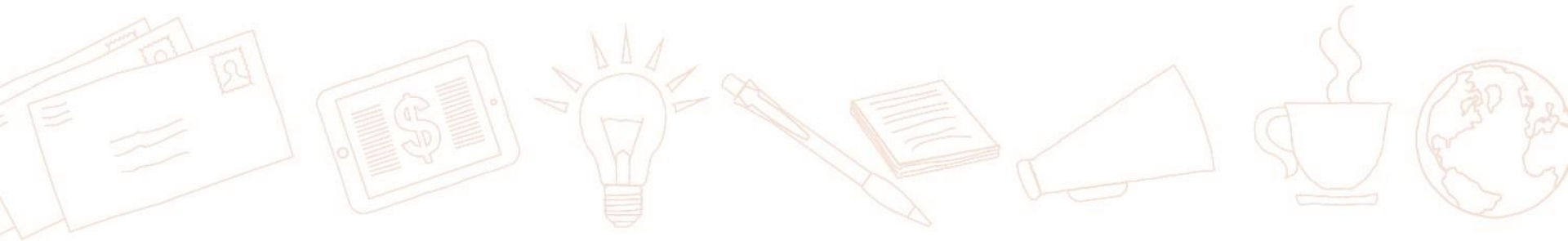
What changed as a result of your library's services?



What is valued?

Do you know your Council's
strategic goals for 2015?

Are you **visibly contributing** to
those goals?



Ipswich Council 2015-16 priorities

- ✓ **Strong diverse economy**
- ✓ **Natural environment**
- ✓ **Integrated transport**
- ✓ **Infrastructure & services**
- ✓ **Growth management**
- ✓ **Community spirit & wellbeing**
- ✓ **Strong ethical government**



STRONG ETHICAL GOVERNANCE

Ethical governance and inclusive community engagement are essential components of Council planning and decision making.

SEG Goal 1 - Act and Regulations	Ipswich acknowledges its responsibilities as detailed in the Local Government Act 2009 and the supporting regulations Ipswich City Council undertakes activities as prescribed in the Local Government Act 2009 and the supporting Regulations
----------------------------------	---

SEG Strategy 1.1 - Principles of Local Government	Ipswich City Council upholds the Local Government Principles
---	--

SEG Goal 2 – Informed, Effective, Accessible Decision Making and Information Management	Council decisions are supported by accurate, accessible and secure information
---	--

SEG Strategy 2.1 - Promote and Broadcast the Values, Major Achievements, Successes, Activities and Events of the Community	strategies for the City. We promote and broadcast the values, major achievements, successes, activities and events of the community. improve the responsiveness of local government
--	--

Finding the dog whistle



Finding the dog whistle

‘Librar
gi

offer

‘Libr



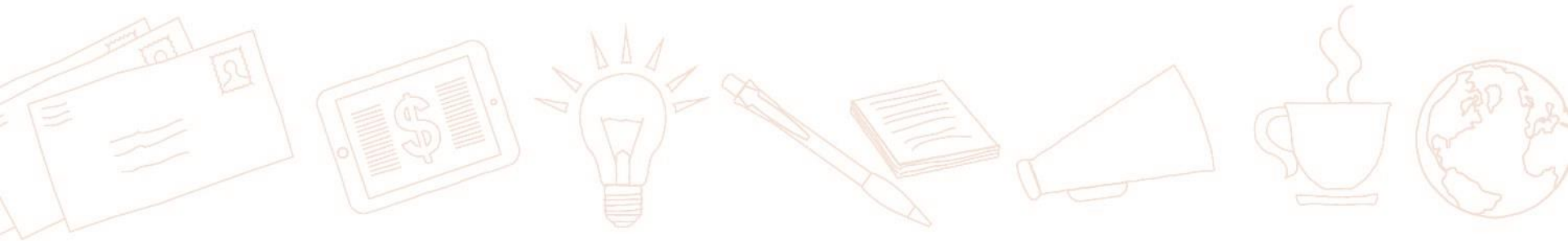
When you describe yourself...

Is it a **WHAT** or **HOW**?

or is it a **WHY**?

‘We provide premium databases’ or

‘We enable local businesses to thrive’



HOW or WHY?

‘We provide research services’ or

‘We help Council staff make better decisions’

‘Librarians are info experts’ or

‘We provide early childhood literacy programs’



Use info companies' tools!

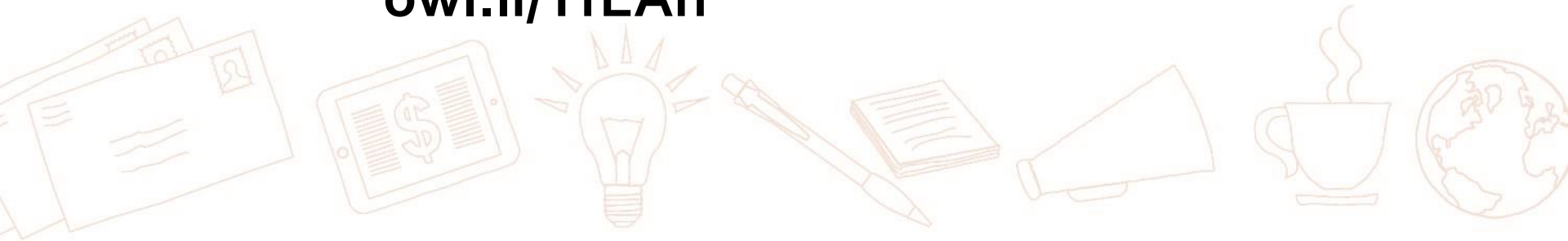
**See how info companies describe
their value... their WHY**

ProQuest: marketing tools

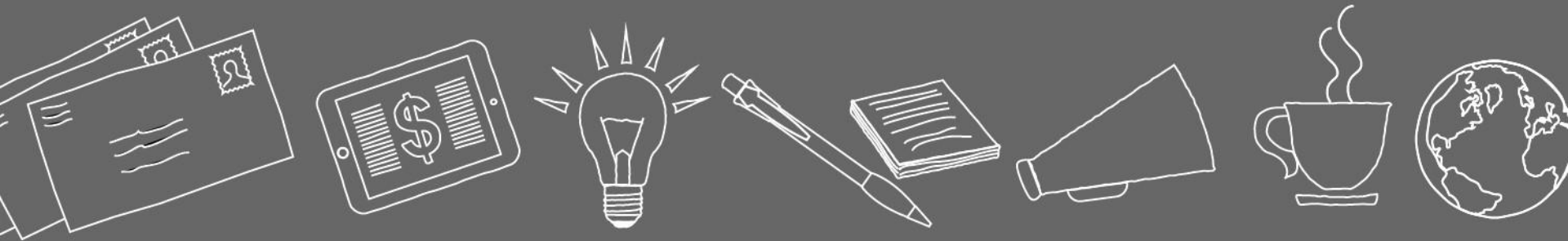
owl.li/TfAro

EBSCO's libraryAWARE program

owl.li/TfEAh



Elevator ~~speeches~~



Die, elevator speeches, die!

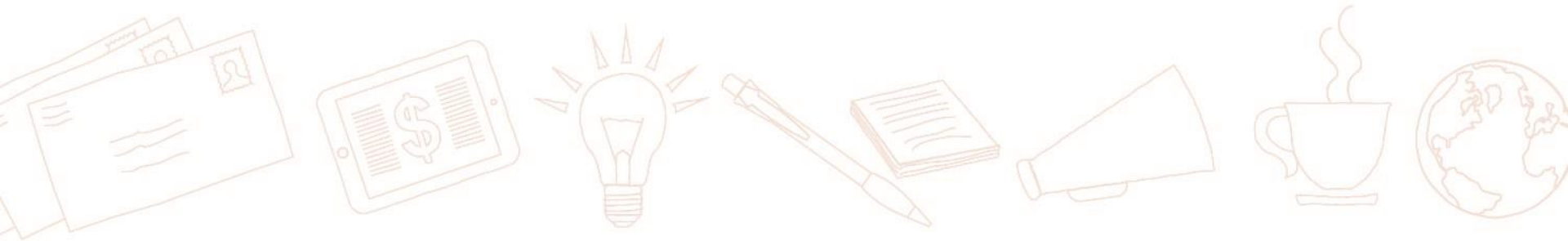


Elevator ping-pong

A 3-second hook

AED (defib) salesperson: *I sell human jumper cables*

Info pro: *I find what Google can't find*

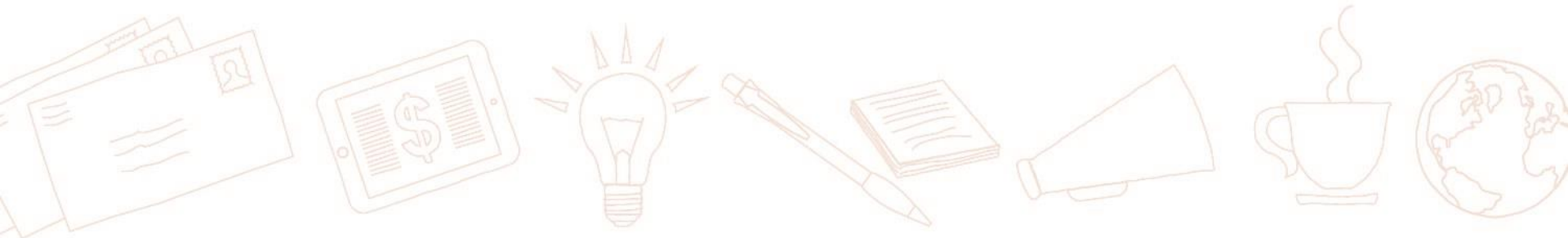


Elevator ping-pong

A 3-second hook

Info pro: I'm the one who squeezes the library into your smartphone

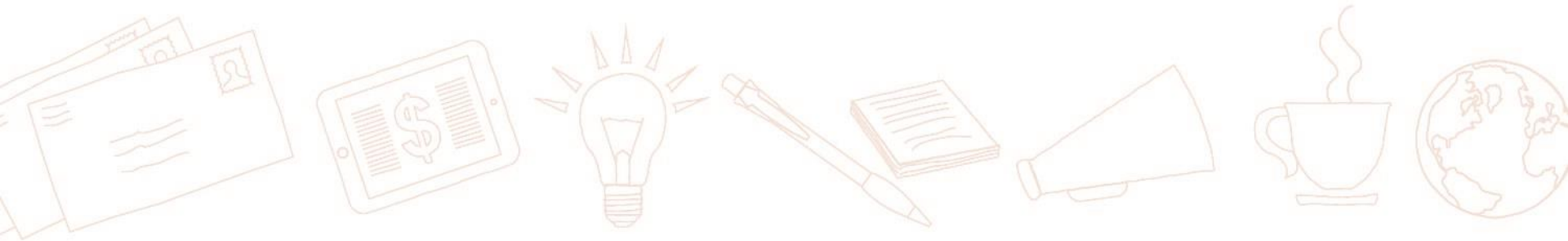
Info pro: I help people get better jobs



Fill in the Q&A blanks...

**You know how {describe pain point,
in one breath}?**

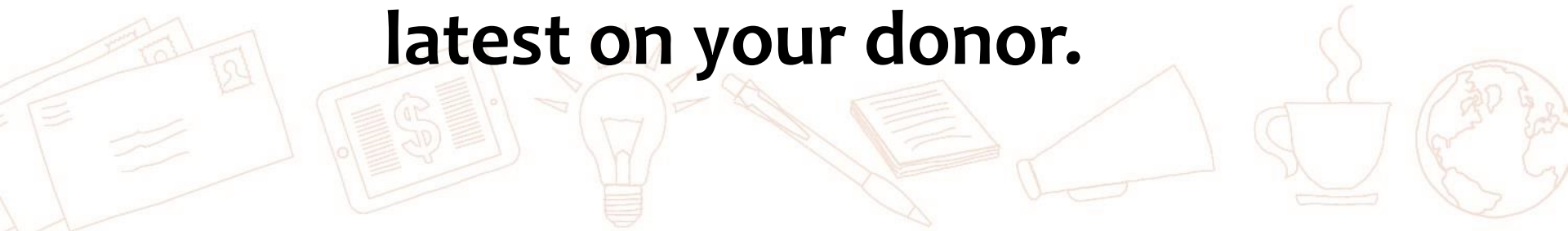
**Well, I {describe what your clients
get, in one breath}**



Q&A example

You know what it's like to walk into a key donor's office and get blindsided?

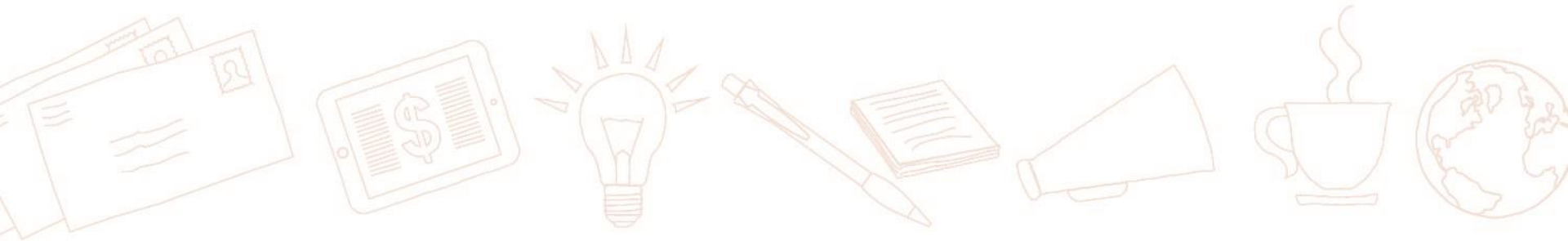
Well, I can brief you the morning of the appointment with the latest on your donor.



Q&A example

**Do you wonder whether you are
missing key research?**

Well, we have _____

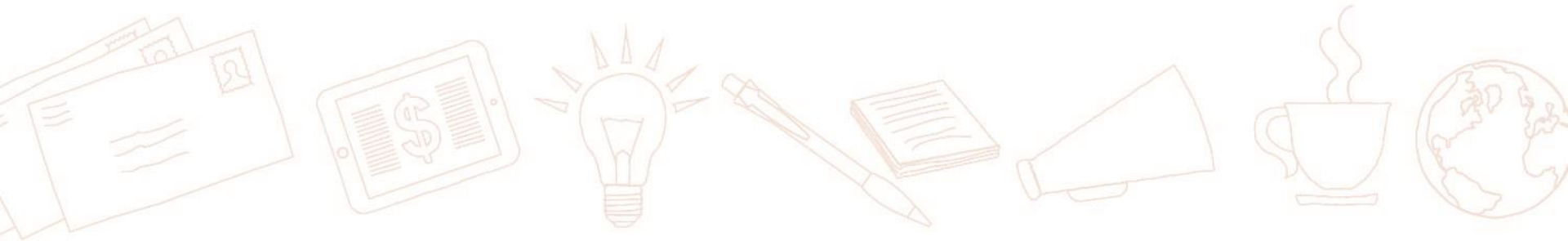


Tell a 3-sentence story

The situation

What your client got

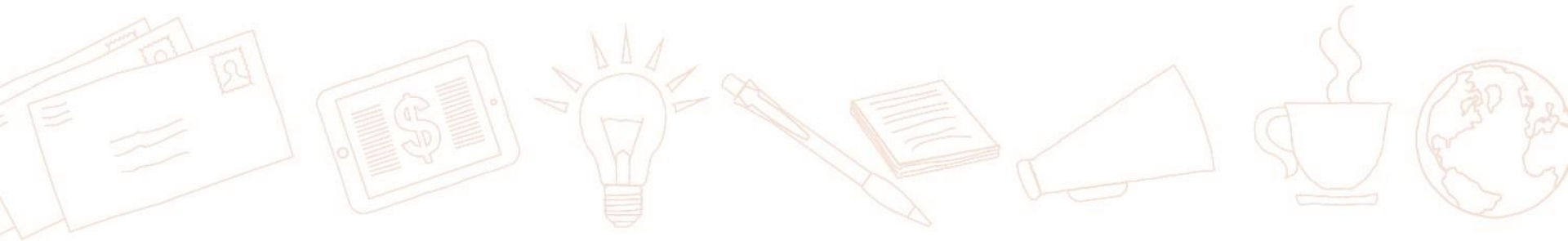
What happened for your client



Tell a 3-sentence story

1. Describe the situation

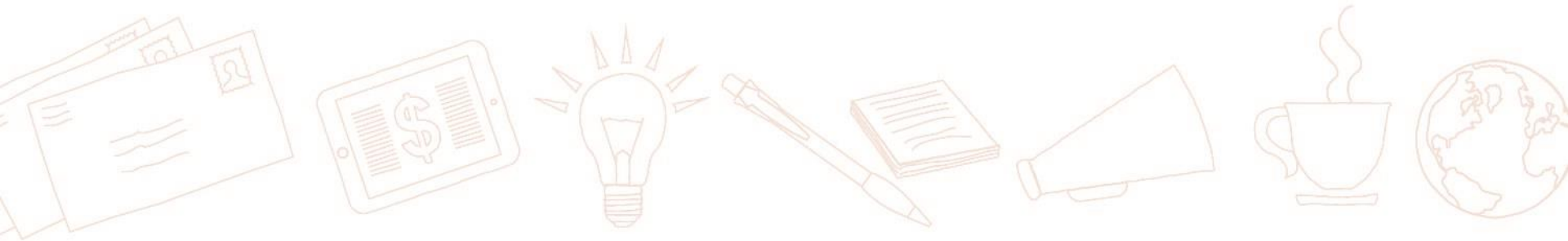
Council's priority is to have a technologically advanced community.



Tell a 3-sentence story

2. What does your client get from you?

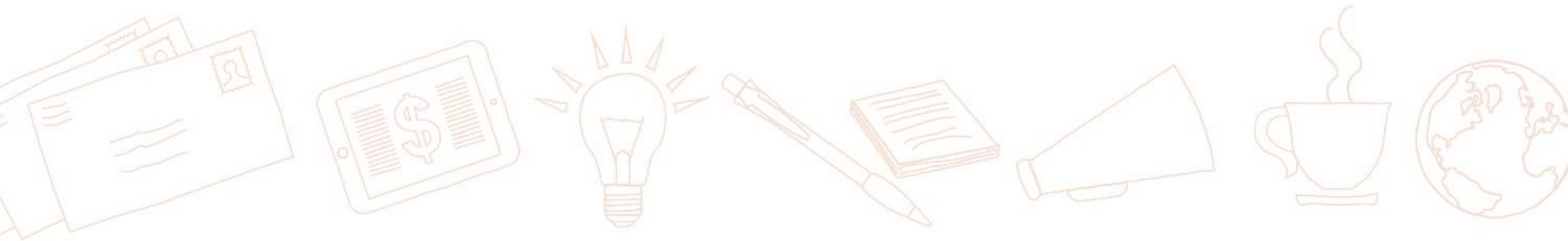
45 students learned how to create mobile phone apps through a library workshop



Tell a 3-sentence story

3. What does your client do as a result?

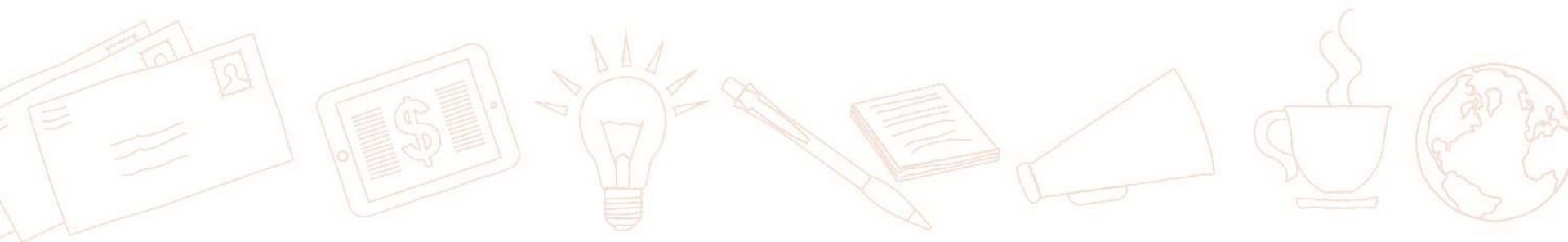
Five students are creating an app to help residents use renewable energy.



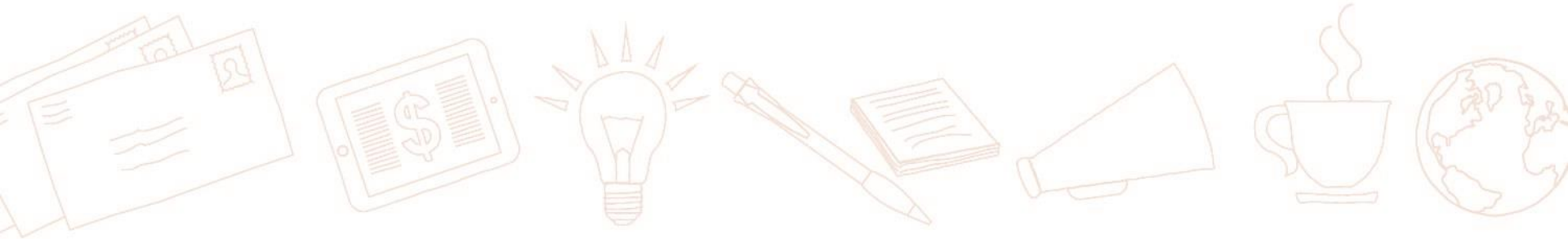
Our message:

**Libraries enable you to accomplish
your goals**

Librarians are strategic assets



**Libraries offer tremendous
value,
and it's our job to
communicate our value.**



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