

Geek the library

An OCLC project adapted to the Netherlands 4 biggest cities

Ton van Vlimmeren
Public library of Utrecht

Metlib, Amsterdam May 2013



From Awareness to Funding

A study of library support in America

A Report to the OCLC Membership



Is it possible for a large scale **advocacy** campaign to create an environment that sustains and increases **funding** for U.S. public libraries?

**Library support is unrelated to using
the library. Support is an attitude.**

U.S. Public Library Market Segmentation

Super
Supporters
7.1%

Super
Supporters

Probable
Supporters
32.3%

Just
for Fun

Kid-
Driven

Library
as
Office

Look
to
Librarian

Greater
Good

Barriers to Support
34.0%

Financially
Strapped

Detached

The Web
Wins

Nonvoters
26.6%

Chronic Nonvoters


% People 18-69

orggeekthelibrary.org/geekt
geekthelibrary.org/geekthelibrary.orgge
geekthelibrary.org/geekthelibrary.org/geekt
geek

geek

- /gēk/verb

1. To love, to enjoy, to celebrate, to have an intense passion for.
 2. To possess a large amount of knowledge in.
 3. To promote.
- geekthelibrary.org/geekthelibrary.org/geekt
geekthelibrary.org/geekthelibrary.org/geekt



Igeekbeekeeping

What do you geek?

Everyone has something they are passionate about—something they geek. Maybe you geek football or hip hop. Maybe you are passionate about organic gardening, classic movies or volunteering. Or maybe you just geek the weather.

Whatever you geek, serious or fun, the public library supports you.

The public library inspires and empowers. With Internet access, knowledgeable librarians and local programs, it is an important resource for your community. And for millions of Americans, it is their only access to essential resources they need to improve their lives. For many, the library is not a luxury, it is a necessity.

The problem is, public libraries are struggling.

Many libraries are cutting staff, programs and hours, and some are closing their doors forever. And even though usage has increased, funding is not sufficient to meet the need.

So please, share what you geek. Share what your library does for you and your community. And spread the word that your public library needs everyone's support.

Get your geek on.
Show your support.

geekthelibrary.org



- Your library connects you with the things you care most about.
- Public libraries have value; they fill a vital role; they are for everyone.
- Funding for your library is at stake.
- Call to action: show your support for your library



What do you **geek**?

| geekthelibrary.org

| geekthelibrary.org



Newspaper and radio

Igeekvampires

The library helps everyone explore the things they geek. With internet access for all, knowledgeable librarians and local programs, GeektheLibrary is an important resource for your community. Keep your library vital by turning your passions into support that your geek on. Show your support. geekthelibrary.org

Brought to you by OCLC, a nonprofit library cooperative with funding in part from the Bill & Melinda Gates Foundation. Contributions are used to support the creation and expansion of public library staff development and leadership opportunities.

Igeekengineering

Igeeksuperheroes

Igeekbeekeeping

What do you geek?
Expanded the definition of an "entirely geeky" society. The word "entirely" means "entirely geeky." That's not the message. The message is "entirely geeky." That's the message. The message is "entirely geeky." That's the message.

Whenever you geek, our geek on. For the public library supports you.

The public library is the heart of the community. It's the heart of the neighborhood. It's the heart of the town. It's the heart of the country. It's the heart of the world. It's the heart of the universe.

The problems of public libraries are not simple. They require the best talent and the best resources. They require the best leadership and the best support. They require the best funding and the best support.

We're looking for the best talent and the best resources. We're looking for the best leadership and the best support. We're looking for the best funding and the best support.

Get your geek on. Show your support. geekthelibrary.org

Inserts

Online banners and paid search

Igeekwo

Igeekworms

Get your geek on. Show your support. | geekthelibrary.org

Brought to you by OCLC, a nonprofit library cooperative with funding by a grant from the Bill & Melinda Gates Foundation.

Billboards

Igeek food-on-a-stick

geekthelibrary.org

000321

CLEAR CHANNEL

Get Your Geek On

Share what you geek, download free stuff, buy gear and spread the word.

Geek The Library

Understand the value of public libraries and why they need your help.

Show Your Support

Find out who you can talk to, what you can say and what you can do.

Take Our Quick Survey

Help us understand the level of public library support in your community.



Igeekvampires

Whatever you geek, the public library supports you. Join Geek the Library in spreading awareness about the value of libraries and the critical funding issues they face.



See all the videos »

Get Involved

- Tell us what you geek »
- Join our social networks »
- Learn about library funding »
- Share this in your community »

geek

1. To love, to enjoy, to celebrate, to have an intense passion for.
2. To express interest in.
3. To possess a large amount of knowledge in.
4. To promote.

What do you geek?

Recent News

- Public Libraries Pay Big Dividends
- Geek the Library in Motion
- Crazy Dave Geeks the Library
- more news



get.geekthelibrary.org

- What is Geek the Library?
- Why this Campaign?
- What You Need to Know

Interested?
Register here for more information and some will contact you.

Already participating? [Log In](#)



Geek the Library

An Awareness Campaign for U.S. Public Libraries



What is Geek the Library?

Geek the Library is a community-based

Why this Campaign?

Geek the Library can help you tell your

What You Need to Know

Before you commit, make sure you





Shelbyville 7.jpg

Get your geek on at the library

Learn more about your special interests

Perhaps you've seen the new billboard on Beaver in Johnston with a woman's picture and the phrase, "I geek engineering." What's this campaign all about?

The Johnston Public Library has information about a marketing effort called "Geek the Library" lowans in Polk, Dallas, Story, and Warren counties are one of two test markets in the country for this campaign. As such, they are



The young library user geeks (snoosur).

How 'geeking' helps public library

BY ALICE BENNETT

It's easy to get caught up in day-to-day life and forget to give attention to the things we love — the things we are passionate about.

This is especially true in a down economy. But a new public awareness campaign provides some needed inspiration to explore what we are passionate about and support our public libraries.

Perhaps you've seen or heard something about it already — it's called "Geek the Library." This community-based public awareness campaign introduces the word "geek" as a verb and defines it as having interest or passion for something. Essentially, the campaign wants us to celebrate what we geek — what we are passionate about — and it reminds us that the public library supports us. It's simple. Whether you are into motorcycles, football or fishing, are your public resources to help you learn more about it. It makes sense. And many

greater Savannah libraries agree and are participating in this Bill and Melinda Gates Foundation-funded initiative.

In the coming months, you may see the campaign in print ads, on billboards, online and at local events.

The overall goal is to highlight the important role of our public libraries for individuals and communities and to raise awareness about the precarious funding struggles many libraries face. This is especially critical as more people are turning to libraries to search and apply for jobs. Doing what they do best, our libraries are evolving to meet these new community needs, but these extra efforts do not often translate into additional funds.

Did you know most public library funding comes from the local community? You may be surprised to learn that more than 80 percent of library dollars come from local sources.

And while the economy has put extra pressure on libraries since almost every community is tightening their belts, Georgia has historically lagged behind the national average for local library funding. In fact, according to the Georgia Public Library Service, Georgia ranks 47th in

the nation for per capita local funding. We've got to work to get these numbers up.

Our public libraries are something to be proud of. They are community centers that provide new opportunities and possibilities and the tools to help many people change their lives. Whether it's by helping someone find a new career, helping a child learn to read or providing exposure to a vast array of local, national and international resources, our public libraries are irreplaceable. And, as the "Geek the Library" campaign suggests, we all play a role in keeping them around.

This awareness campaign makes it easy. And for the serious subject of public library funding, it's a lot of fun. The campaign website (www.geekthelibrary.org) you share what you geek and watch videos about others geek, and it provides great information about how to actively support your libraries.

I geek gardening, shell collecting.

What do you geek?

Alice Bennett chairs the board of trustees for Live Oak Public Libraries in Chatham, Effingham and Liberty counties.

The awareness campaign, which is funded by a grant from the Bill and Melinda Gates Foundation, features print and radio advertising, social networking elements, a Web site and grassroots community initiatives to draw attention to the need for increased library support. The Web site, www.geekthelibrary.org, provides information about how people can get active and support their local library.

Computer classes

The Johnston Public Library is offering a variety of adult computer classes. Pre-registration is required. Contact Cheryl at 278-5233.

The topic for Aug. 11 is using Google. Various questions will be addressed on Aug. 15, and blogs will be the topic on Aug. 18.



I geek
nice
patrons!

geekthelibrary.org

I Geek
reading with
friends.

A hand-drawn illustration of three people: a woman on the left, a woman in the center reading a book, and a woman on the right with red hair and glasses.

Get your
geek
on.

geekthelibrary.org

Get your
geek
on.

geekthelibrary.org

I geek
my future

geekthelibrary.org

I geek
engineering

geekthelibrary.org

Make it safe with a Making Them Safe
Bring your children to Hot or Cold
with the Residences of McKay Manor

What do you geek?

I like...
I read...
I watch...
I listen...
I play...
I love...

I Geek
Chestnut
DANCE!

I geek
engineering

geekthelibrary.org

But did it work?



"Because the public responded so positively, it made staff feel appreciated and feel proud of the library and what we do. It breathed life into the library at a point where we really needed that."

"It takes awhile to see changes in policymakers."

Tools & supports

- 80% would recommend the campaign
- 82% said supports were "just right"
- 87% achieved goals

Library capacity

- Library plays a central role (73%)
- Advocacy is important (73%)
- More outreach (69%)
- Motivation / excitement (67%)

Public perception

- Library plays a central role (73%)
- Library is "cool" and "exciting" (69%)
- More participation (60%)

Decision-maker awareness

- Interest in the library (40%)
- Library plays a central role (42%)



"I thought [the campaign] was amazing . . . It was an amazing opportunity for the library to personalize what it is you love to do and make sure people realize that the library is there to help you with your personal interest."

Key issues

Improve longterm relations with local government

Reduce dependency on governmental funding

Communicate public libraries' great services & low pricing

Coöperate in creating public awareness non-members

Raise public participation, especially in age group 20-34.

Main challenge

How do we **reach & keep connected to** the under-represented age group 20-34, in a way that fits their demands & needs and at a time that library budgets are severely reduced?

Carry out a communication campaign in 2013 in the G4 Cities in the Netherlands: Amsterdam, Den Haag, Rotterdam & Utrecht, using the proven means of the US campaign “Geek- the - library” and the outline of the German campaign plan.

Provide an easy for individual local library use marketing & communication toolbox which enables to adress users, non-users, politicians, financial deciders in a sympathetic, measurable and efficient way.

Do we need a G4 Geek Pilot....?

YES! !

Because

A pilot is to find out if & how it works in a SMART way

G4's relative low membership % and "big city issues"

Geek - the - library is different: **outside in** instead of **inside out**

Geek - the - library has proven effects in US

Getyourgeekon

geekthelibrary.org

Whatdoyougeek?

geekthelibrary.org

| geekthelibrary.org



Igeek
vampires



Igeek
barbecue



Igeek
football



Igeek
hiphop



Igeek
worms

What do you **geek**?

The library can help everyone explore the things they geek. Get your geek on. Show your support.

geekthelibrary.org

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