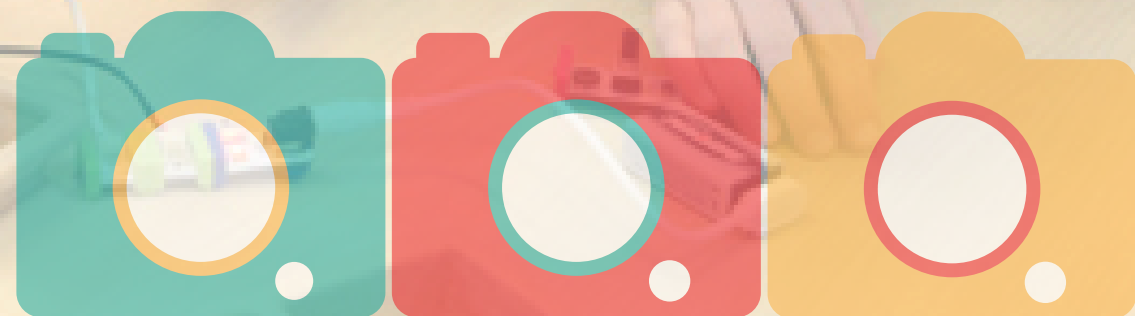


New Mexico Library Snapshot Day: How to Collect and Use Images and Data for Library Advocacy

NMLA Mini Conference
April 10, 2015

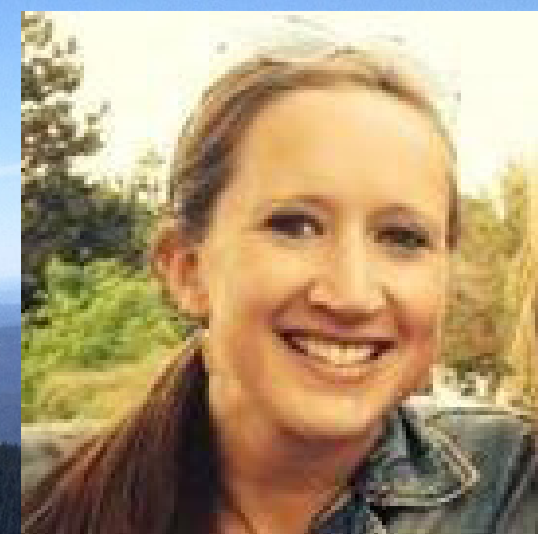


A little about me

Mary Kaminski

*Marketing Specialist /
Public Information Officer*

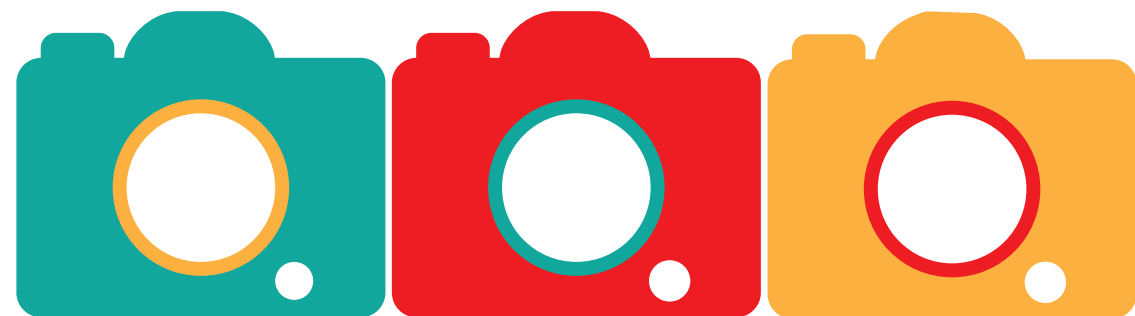
New Mexico State Library



- Moved to New Mexico in July 2014
- Enjoy hiking, biking, skiing...doing anything outdoors!
- Background in communications & marketing in the sports industry
- So far, love working with libraries!

Quick Survey.....

Which of the following gives you a better first impression?



Option 1.....

PENNSYLVANIA STATE BOARD OF EDUCATION

Pennsylvania School Library Study

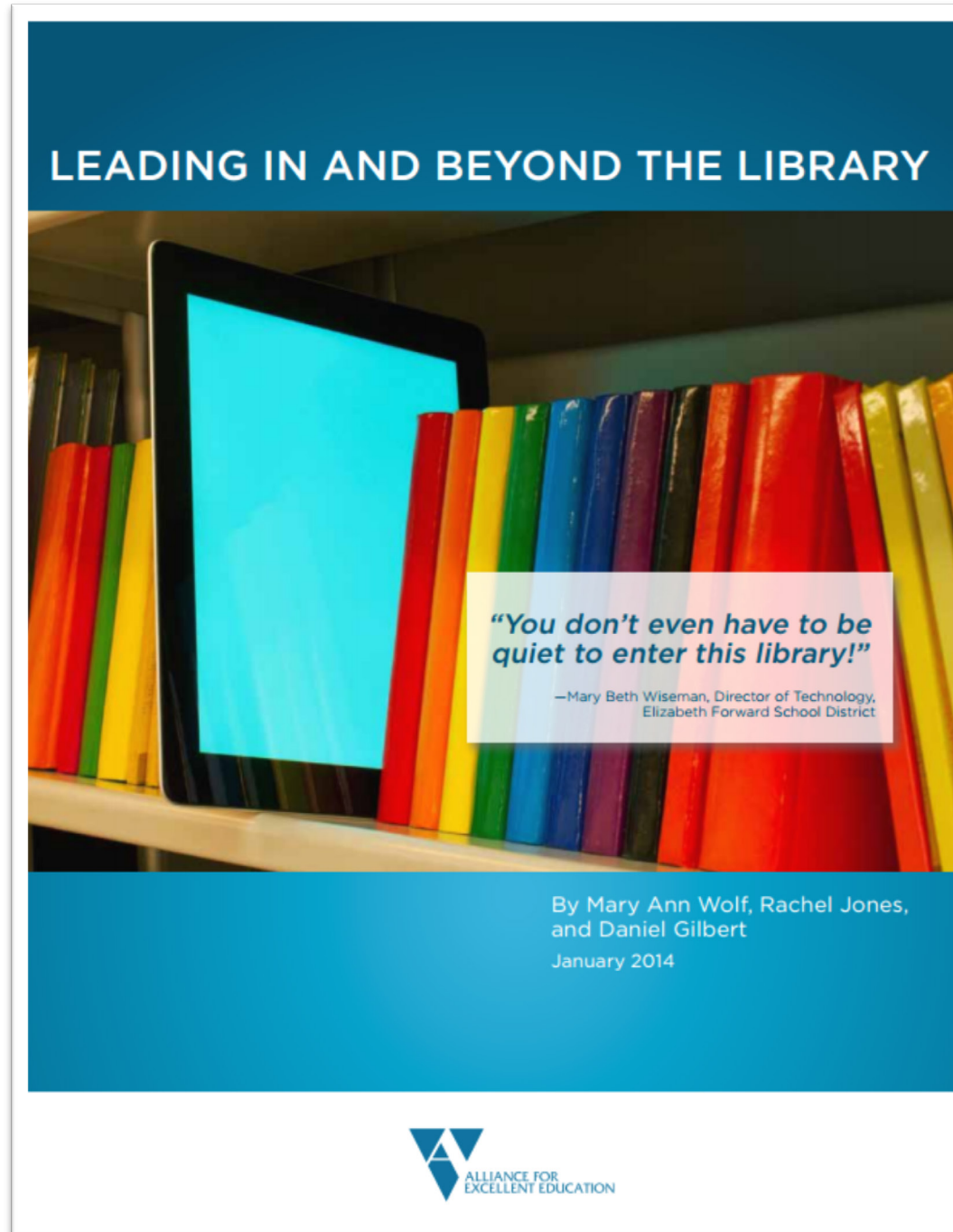
Findings and Recommendations

Conducted Pursuant to House Resolution 987 of 2010

September 2011



Option 2



The Verdict.....

- We judge books by their covers all the time
- A picture is worth a thousand words
(most of the time!)
- Create advocacy documents that are attractive and tell a story with photos, words, and data



Storytelling.....

MORE
imagination

Brittany, 13



St. Louis Children's Hospital used marketing firm Atomic Dust to share stories of patients and families they serve in their annual report. The firm used bright colors and highlighted real experiences.

Teenage Warrior Fights Sickle Cell Disease with Grace

Don't let her soft-spoken demeanor fool you. Brittany Butts is a strong, smart and determined 13-year-old who bravely has been fighting sickle cell disease since she was a baby. Caregivers at St. Louis Children's Hospital have given Brittany the nickname "Warrior."

Sickle cell disease, or sickle cell anemia, is an inherited disease in which normally circular-shaped red blood cells form an abnormal crescent shape. These fragile-shaped cells carry less oxygen to the tissues, resulting in problems throughout the body. Patients with sickle cell anemia can have painful episodes called crises, which can last from hours to days. Symptoms can include abdominal pain, bone pain, breathlessness, fatigue, fever and rapid heartbeat. And while the crises may be triggered by weather, sometimes they can strike seemingly out of the blue. These types of symptoms, including severe leg pain, are why Brittany has been a frequent patient at St. Louis Children's Hospital over the last several years.

"The nurses and doctors at St. Louis Children's Hospital are cool," Brittany says. "They're patient, answer my questions and help me understand how to take care of myself. They make me feel special. I don't worry because they're right here beside me, and I trust them."

Behind her gentle smile, this "Warrior" is tough. While Brittany is hospitalized, she is usually connected to a mechanical pump for pain management. She can tell you all the details about the machine and her medications. But you won't often find her lying around in a hospital bed; she's usually busy visiting the hospital's Olson Family Garden, making arts and crafts or hanging out in the Teen Lounge.

"They make me feel special. I don't worry because they're right here beside me, and I trust them."

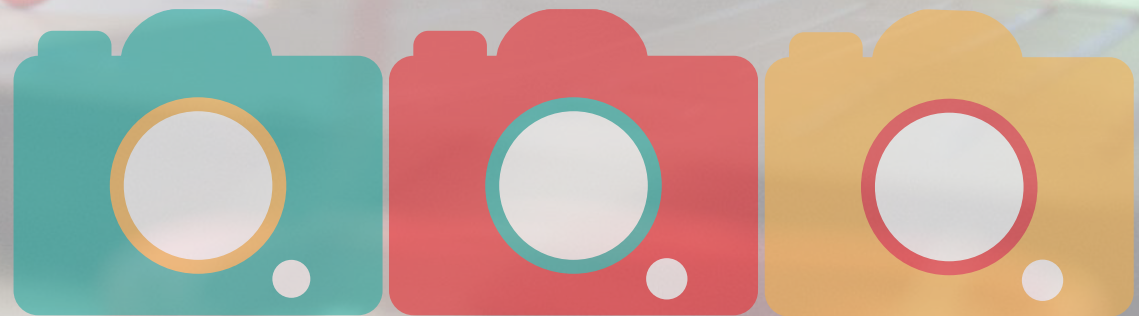
– Brittany Butts

You can do the same!

Storytelling for Library Advocacy.....

- Introduce your audience to a relatable person
- Appeal to the audience's emotions
- Everyone will know someone like the patron you describe and will see value in serving that person

Now, on to Snapshot Day...



Snapshot Day: A Brief History

.....



SNAPSHOT:
ONE DAY IN THE LIFE OF NEW JERSEY LIBRARIES
FEBRUARY 19 & OCTOBER 7, 2009

- Originated in 2009 as collaboration between New Jersey State Library and New Jersey Library Association
- “Libraries Transform Lives Task Force” wanted a simple, effective method to capture all the ways that libraries offer vital services every single day
- Knew they could take the statistics, stories, and photographs from “a day in the life” of libraries and aggregate it to create powerful statistics that would show the positive impact of libraries
- And so, “Snapshot Day” was born...



National Growth.....

- At the 2010 ALA Midwinter Meeting, the ALA Advocacy Coordinating Group along with Chapter Relations Committee and COSLA, agreed to take this initiative to the national level
- States were asked to find a date to conduct their own Library Snapshot Day
- Since then, 42 states have held Snapshot Days over the past five years



Here in NM

- Last held Snapshot Day in 2010
- 31% of public libraries participated
- Highlighted how many people used libraries, what was done at the library, how much money citizens save by using the library, and more
- Created “One Day in the Life of New Mexico Libraries” document for all libraries to use
- Posted photos to Flickr account



*The front cover of
the 2010 Snapshot
Day report.*



ONE DAY *in the* LIFE

OF NEW MEXICO LIBRARIES
2010

"Libraries and books are the representatives of our civilization, culture, and language. Libraries are homes, community centers, archives, learning centers. Keep libraries strong, viable and accessible."

– M. Seeley,
an Albuquerque/Bernalillo
County Library System
Customer



COMPILED BY
THE NEW MEXICO STATE LIBRARY



This Year.....

- Celebrate Snapshot Day April 16 - or any other day during National Libraries Week!
- Take photos! Post to the NM Snapshot Day flickr account
- Share photos on social media using #NMsnapshot
- Encourage your patrons to submit anecdotes about why they love your library
- Submit your own stories about how you helped patrons on Snapshot Day
- Collect data and enter it into a survey
- Submit everything by Friday, April 24.
- Receive advocacy materials from the State Library created from photos, stories, and data collected statewide



First Things First



Sign up today!

<http://www.surveymonkey.com/s/snapshotsignup>



Sign-up Form: NM Library Snapshot Day

Please submit the following form to sign up for New Mexico Library Snapshot Day 2015 - April 16, 2015. NMSL Marketing Specialist Mary Kaminski will send you all of the necessary information and toolkits for your library to participate.

Thank you!

* 1. Your library's name:

* 2. Library type

- ☐ Public
- ☐ Tribal
- ☐ School
- ☐ Academic
- ☐ Special

* 3. Your name and title:

* 4. Your email address:

Thank you for participating. We look forward to a successful Snapshot Day!

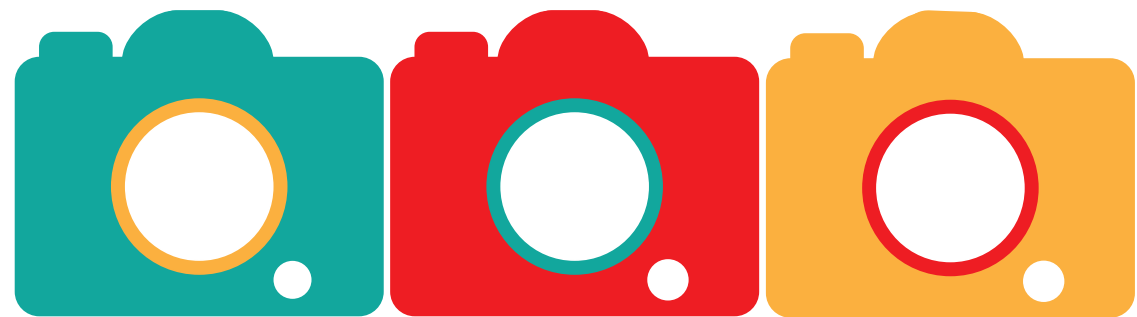
Done

Review the Survey....

Make sure you review the survey questions prior to Snapshot Day so that you can plan for and collect the necessary data.

[Click here for the Snapshot Day survey.](#)

One person from you library should be assigned to enter your official data.



Review the Survey.....

Questions include:

- Library name
- Library type
- Hours of Operation
- Number of visitors
- Number of patrons that used public computers
- Number of patrons that used the library's Wi-Fi
- Number of reference questions answered
- Number of youth programs offered (11 and under)
- Number of 11 and under program participants
- Number of youth programs offered (age 12-18)
- Number of 12-18 program participants
- Number of adult programs offered
- Circulation total for the day
- Number of website hits for the day
- Number of job seekers helped
- Number of new library cards issued
- Number of print books in your library's collection
- Number of e-books in your library's collection



Collecting Anecdotes

Make a form - or use our sample form - and leave a stack of them at the checkout desk or other high traffic area of the library.

One Day in the Life of New Mexico Libraries!

Please help us record how important your library is to the community. Tell us all the reasons why you came to the library today.

Name (optional) _____

Library _____

Town where you live _____

What did you do (or plan to do) at the library today? Please check all that apply.

☐ Check out a book, cd, or DVD

☐ Social Media

☐ Email

☐ Get a library card

☐ Job searching

☐ Taxes

☐ Games

☐ Attend a meeting

☐ Research (reference books or articles)

☐ Attend a program

☐ Research (online)

Please circle one:

Youth/Children's

Teen

Adult

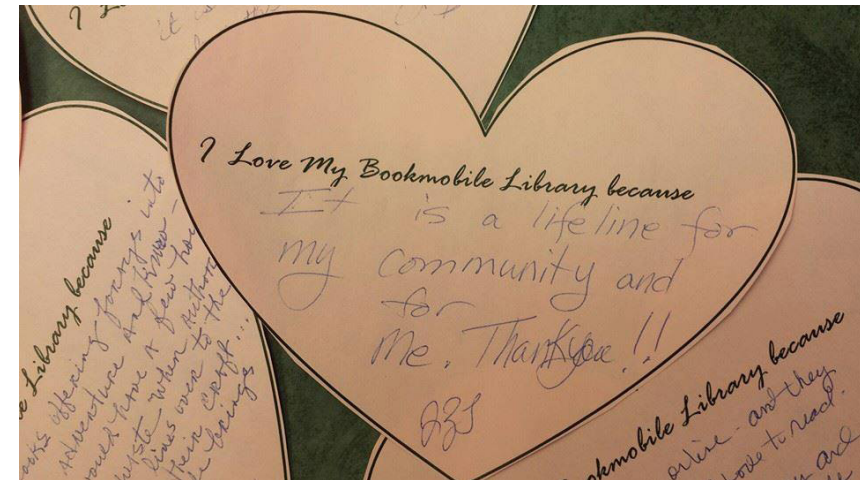
☐ Homework

☐ Other (Please specify: _____)

☐ Internet

Comments: What do you love about your library? Can you write about a time a librarian helped you?

Use this space to answer these questions or give any other additional feedback about your library:

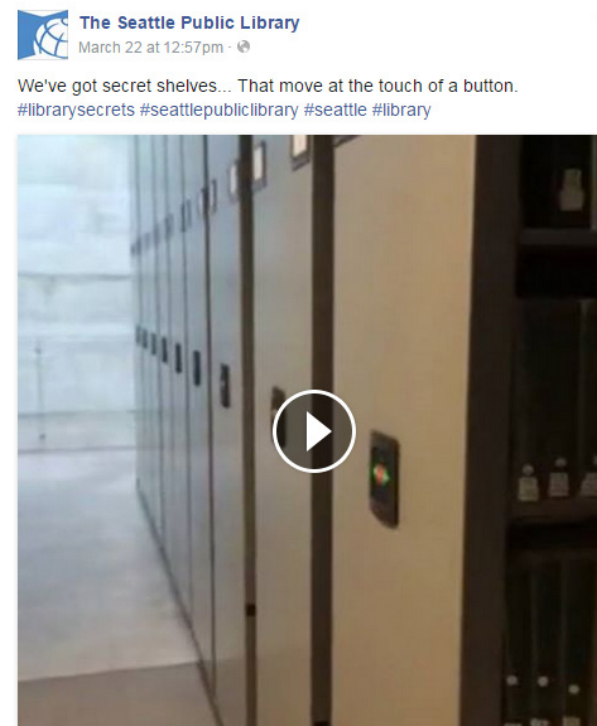


Send your favorites to me after Snapshot Day to be included in the advocacy materials.



Take Photos

Photos will truly illustrate what a day in the life of your library looks like. Sharing on social media will help create buzz in your community and statewide by using the #NMsnapshot hashtag.



The Seattle Public Library has a great Facebook presence. They even post short videos to show what is going on in their library!

[You can click the video to the left to view.]



Take a Shelfie!

Another fun idea to get your patrons involved with spreading the word is to encourage them to take a “shelfie” - a selfie at the library with a bookshelf in the background. Ask them to use #NMsnapshot and #shelfie.

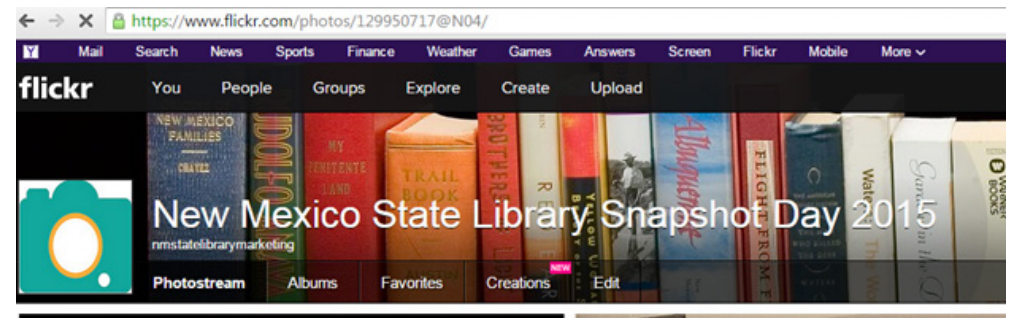


The New York Public Library ran a “shelfie contest” and asked book lovers to submit photos of their personal bookshelves or favorite library shelves. More than 1,200 Instagram posts and 1,700 tweets were submitted!



Share with us on Flickr.....

[Click here for instructions on posting your photos to the New Mexico Library Snapshot Day Flickr account.](#)



Email me (mary.kaminski@state.nm.us) for the Flickr username & password.

Create a new album for your library's photos and upload.



Final Report

An inside look at the 2010 report...

A similar document will be created with this year's data, photos, and quotes



"I have brought all three of my kids to the library for the past 16 years – they love it, it's made them happy. The library introduced them to books. It's our family tradition."

– A Los Alamos County Library System Customer

OTHER FACTS AND FIGURES

Who Needs the Library?

- Children from newborns to teens benefit the most when they participate in library programs. Library programs sponsored by New Mexico public libraries encompass a wide range of activities for our youth: field trips, read-alongs, story times, arts and crafts, a meeting place for local youth clubs, gardening clubs, and gathering places for homework activities and tutoring sessions.
- In ONE DAY: almost 1,200 children went to their local public library to participate in a library-sponsored activity or program.
- Over 68,000 children in New Mexico went to their local public library to participate in the annual Summer Reading Program in 2009. How many books did they check out? Over 629,000 books in June and July! Our libraries offered more than 1,560 programs for children to encourage reading over the summer months.

"I love our small library here at Sandia Pueblo. The staff is real knowledgeable on books and what Internet sites you should go to to acquire the answers you may need. My kids love coming here to read all the kids' books."

– D. Samuel, Sandia Pueblo Library



COMPUTER USE

Adults as well as children attend events at their local public libraries. However, a more serious requirement arises for many adults who need assistance with job applications, unemployment applications, filing taxes, writing resumes, finding government information, searching the Internet, etc. Impressive numbers on the use of computers were reported by all libraries:

- In ONE DAY: 4,641 people in New Mexico used a computer in a library.
- In ONE DAY: 116 job seekers were helped.

The State Library provides access to databases that include articles from thousands of magazines, newspapers and reference books. They are available free of charge to any resident in New Mexico. All public, school, and academic libraries in New Mexico have an account through the State Library which allows their library customers access to the databases.

- In ONE YEAR, people in New Mexico conducted over 10 million searches using our subscription databases.

"I use the library because I need to use the computers. I can't afford one and it's a great resource for me. I also have 3 children in school so the reference material here is very valuable. Also, it is a safe and fun place to spend time with my children."

– Liz, Laguna Public Library



"I appreciate the Rio Rancho Library sponsoring the Willot and Associates Job Hunting Seminar. It was great and very useful."

– S.M. Gallegos

Library web sites are gaining popularity throughout our state.

- In ONE DAY: there were 32,845 web page hits on New Mexico library web sites.
- In ONE DAY: there were 3,737 reference questions answered by New Mexico librarians.
- In ONE DAY: there were 24 "how-to-use-library-resources" classes held, with 309 people in attendance.

Model Programs

My goal is to make New Mexico's Snapshot Day program one that other states look to for inspiration!

Wyoming



Wyoming Snapshot Day

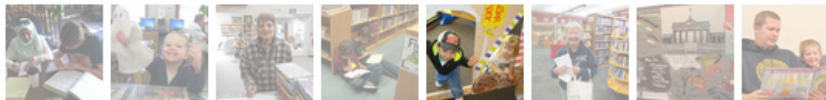
A day in the life of our libraries



Wyoming Snapshot Day: October 14, 2014



Riverton Branch Library



See Wyoming Snapshot Day on:

- [Flickr](#)
- [Facebook](#)
- [Twitter](#) (Wyoming Libraries - hashtag #snapshotday)
- [YouTube](#)

Please contact [Susan Mark](#) (or by phone, 307-777-5915) at the Wyoming State Library with any questions about Wyoming Snapshot Day.

Library Stories

Wyoming Honor Conservation Camp

The library at the Wyoming Honor Conservation camp is one part of our pro-social training of our inmates. This is an area where the inmates are able to stay connected in a positive way to our society. Inmates also learn how to use free time in a pro-social manner.

Newspapers are the most used aspect of our library. The snap shot day had 47 inmates come to the library to read newspapers from Wyoming cities like Cheyenne, Casper, Gillette, and Rock Springs. Apartments ads are looked at for release. Jobs classifieds are evaluated for gainful employment. Food advertisements are viewed for budget planning. And articles are read to stay in-touch with the inmate's local community.

Reading for recreation and doing hobbies are also a major daily activity at our facility. Our minimum population is just over 220, and we had 21 book check-outs on this day. Inmates are looking for new ways to deal with free time in productive manners, and learning to enjoy reading is an excellent avenue. Magazine reading is also a great recreational avenue, and on this day we had several enjoy our selection. Our library is also the location where hobby catalogs are housed, and section of our inmates used these to prepare for other free time activities. The library is also our location where forms for various inmate requests can be obtained, one of these is a license renewal form for inmates being released. Re-entry resources on job searches, resumes, trades training books and self-help pamphlets were also accessed on this day.

Our library, like most libraries across the state, has technology for our users to access. We have computers and typewriters in our library. The computers are used to go paperless on policies and legal materials. The computers and typewriters are also used for doing rehabilitation programming, letter writing, and to do personal legal work. We had 16 users of this technology on this snap shot day.

Our library is a great benefit to our prison population, but also to all people in Wyoming. This area of our prison is helping our inmates become good neighbors. We are very appreciative of the State Library's on-going support to this service for our inmates.

Model Programs.....

Wyoming



Library use on Snapshot Day

On Snapshot Day, Tuesday, Oct. 14, 2014, Wyoming's public and community colleges:

- Circulated 19,200 items
- Issued 144 new library cards
- Added 1,068 items to their catalogs
- Had nearly 3.4 million items available to Wyoming's residents in their collections

From data collected annually by the Wyoming State Library, we estimate that on Tuesday, Oct. 14, there were:

- 41,895 visits to public, academic and school libraries
- 2,487 people using a public library computer
- 1,377 reference questions answered in public libraries
- 909 children and teens who attended programs at their public libraries

What library users say

“The library promotes literacy, but it also brings cheeriness and friendliness to others. The Greybull Library is very much like this and it's always nice to see the smiling faces of the children who visit there. It always makes my day brighter when I know I'm going to get to visit the Greybull Library. The ladies there work hard to make the library pleasant and are very helpful. They are always polite and you can depend on them for a smile.” J.M.

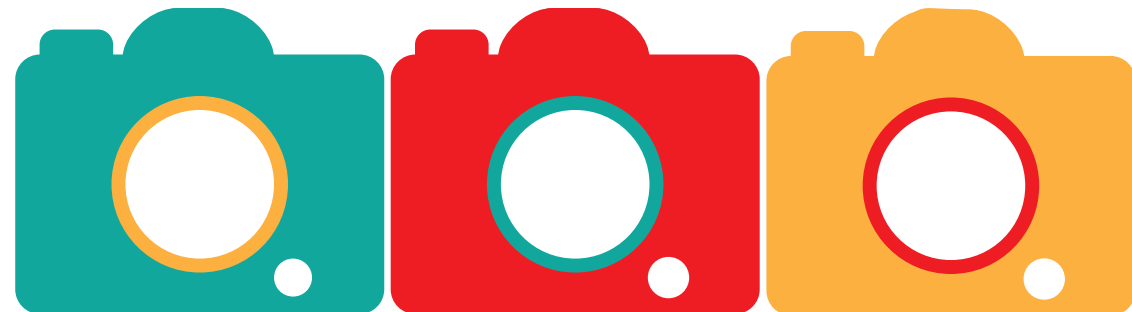


Model Programs.....

Connecticut



- Combined effort by Connecticut Library Association, Connecticut State
- Library, and Connecticut Library Consortium
- No longer offering the combined day, but the groups encourage libraries to have their own special “snapshot-type” day.
- Provide instructions and examples for libraries to continuing advocating with Snapshot Days.



Model Programs.....

Connecticut

“Many Easy Ways to Use Your Snapshot Results”

Adapted from Connecticut’s program:

1. Use the quotes and comments that you collected in your annual report.
2. Feature your participation and your customers in your next newsletter.
3. Share your results with your board
4. Put a Snapshot button on your website and link to the Flickr photo group.
5. Make a slideshow of the Flickr photos and run it in the library near the check out desk.
6. Make bold signs with your patron comments and display them throughout the library.
7. Share the results handout with your trustees, commission, city council, freeholders, etc.
8. Take the results handout when you visit schools, senior centers, community agencies, and any kind of outreach visits.



Model Programs.....

Connecticut

“Many Easy Ways to Use Your Snapshot Results”

9. Customize the results handout (add your own stats, logo, etc.)
10. Welcome new library card holders with your custom handout.
11. Send an email blast to your patron list or community contacts featuring customer quotes.
12. Let your Friends group know about your participation in Snapshot Day.
13. Develop your own slide show or web page featuring the comments and photos.
14. Ask if your town website can feature the slideshow.
15. Ask your local cable station if they can use the slideshow.
16. Ask your local newspaper to run a photo and caption.
17. Design an 11 x 17 poster in color and display in the library.
18. Print even more copies and share them with your patrons.



Create Your Own Advocacy Art

Use data from annual reports, Snapshot Day photos and stories, and any other facts you have to create eye-catching infographics.

The next slide shows a 5x7 postcard that I created by using data from 2013 public library annual reports and the University of New Mexico Bureau of Business & Economic Research report: “Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico” (2014), which was commissioned by the Department of Cultural Affairs.



Public Libraries in New Mexico

by the numbers

123

PUBLIC & TRIBAL
LIBRARIES

{ that's more libraries than
Blake's Lotaburgers! }



VISITS
NEW
MEXICANS
MAKE TO
LIBRARIES IN
A YEAR



7.2
million



951,378

registered library card holders

650

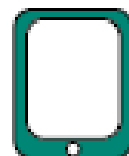
full-time
public library
employees

{ that's 1 library employee for
every 11,240 yearly visitors }

1,187,217



questions are
answered by
librarians
in a year



NM libraries have
4.9 million items
in their collections

4,311,902 → books & serials
88,270 → e-books
207,223 → audio books
295,688 → videos
55,924 → downloadables

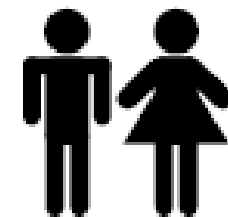


19,283

free educational
programs offered at
libraries in a year

{ that's an average of 52
programs per day in NM! }

415,612



total annual
attendance for
all library
programs

12.2



AVERAGE NUMBER OF
COMPUTERS PER LIBRARY



the national average is 16.4

public internet computers are accessed

2.1 million times

by library visitors annually

{ With no increased funding,
libraries strive to keep up with the
demand for public computer
access, technology maintenance,
and staff training }

\$44.1 million

combined operating expenses for
public libraries



Libraries depend on municipal,
county, and tribal governments
for 91 percent of their funding

The per capita spending on
public libraries in NM ranks

16th LOWEST

in the U.S.

Sources: Baker & Taylor Bibliostat Connect (2013); and the University of New Mexico Bureau of Business & Economic Research report: "Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico" (2014).



New Mexico
State Library



NEW MEXICO DEPARTMENT OF
CULTURAL AFFAIRS

Anyone Can Do It

There are tons of free templates and tutorials online for how to build documents that truly illustrate your data.

April 2, 2015 // 8:00 AM

How to Create an Infographic in Under an Hour [10 Free Infographic Templates]

Written by [Pamela Vaughan](#) | [@pamelump](#)



SHARE

1,178

 Tweet

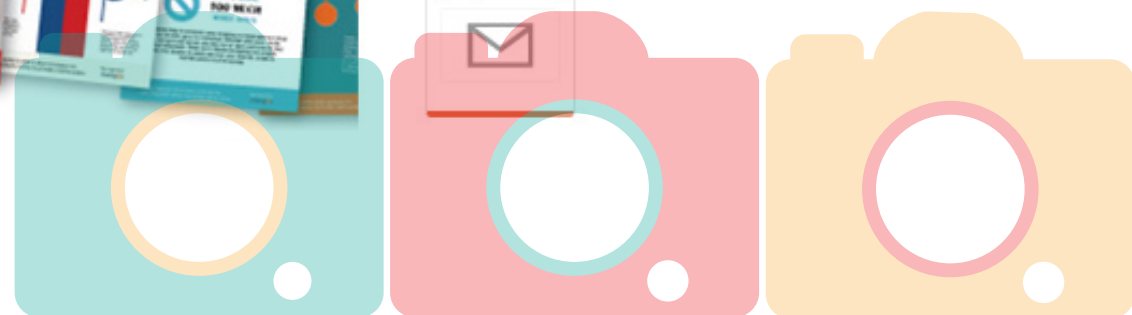
Log In

737

 Share



[Click here to visit the featured link.](#)

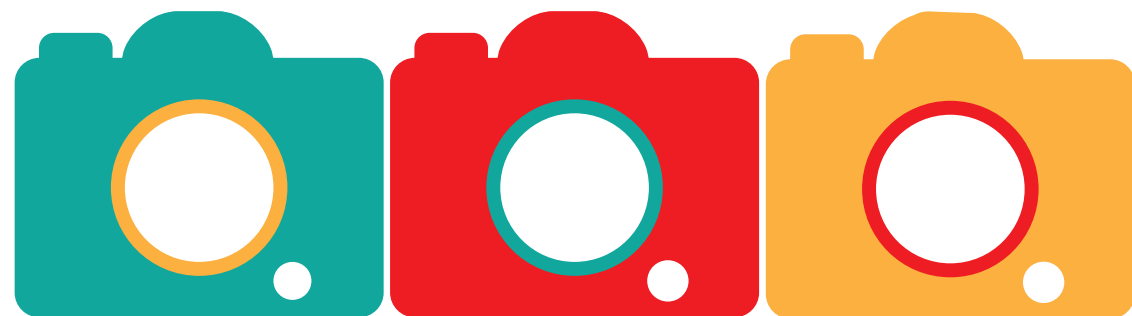


The Big Picture.....

Whatever you choose to create to tell your story, make sure it fits into your overall advocacy plan.

- Set goals
- Develop your message
- Get the message out there
- Build a solid team

[Click here to view “4 Steps to Amazing Advocacy” blog.](#)



ALA's Advocacy University.....

There are all sorts of tools available online to help you create and execute your plan. Visit ALA's Advocacy University to get started. **Advocacy University**



Additional Resources

- [Online Learning](#)
- [ALA Presidential Initiatives](#)
- [ALA Store Advocacy materials](#)

Advocacy University is a comprehensive clearinghouse of advocacy tools and resources for all types of libraries from the American Library Association. If you have comments or questions please contact the ALA Office for Library Advocacy at advocacy@ala.org.

Resources by Topic

- [Budgets, funding & fundraising](#)
- [Challenges to library materials](#)
- [Coalition building](#)
- [Getting started as a library advocate](#)
- [Working with elected officials](#)
- [Internet safety](#)
- [Outsourcing & privatization](#)
- [Public relations & dealing with the media](#)
- [Salaries & pay equity](#)
- [Value of libraries](#)

Resources for Specific Groups

- [Academic libraries](#)
- [Friends groups & trustees](#)
- [Public libraries](#)
- [Rural libraries](#)
- [School libraries](#)
- [Special needs & underserved populations](#)
- [Young adult advocacy](#)

<http://www.ala.org/advocacy/advocacy-university>

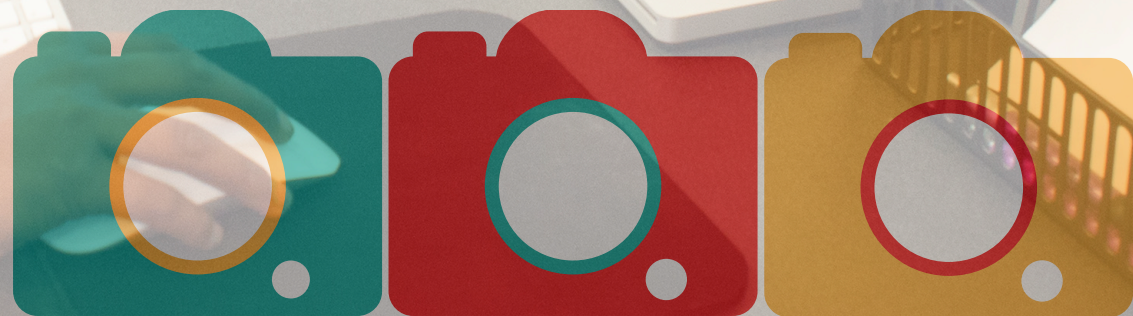


Final Plug

7 Reasons Your Library Should Participate in Snapshot Day!

1. It's fun.
2. It's easy.
3. It's familiar.
4. The photos.
5. The stories.
6. Collaboration.
7. Team-building.

[Click here to view my “7 Reasons Your Library Should Participate in Snapshot Day” blog.](#)



Good Luck April 16th!

.....

Thank you for being here today, and I hope you all learned something about creating art for advocacy and that you were inspired to host an awesome Snapshot Day on April 16.

If you haven't signed up yet, visit
<http://www.surveymonkey.com/s/snapshotsignup>
(or I can email you the link!)

If you have any questions or comments about today's presentation or Snapshot Day, please contact me.

Mary Kaminski
Marketing Specialist // Public Information Officer
mary.kaminski@state.nm.us
(505) 476-9723

