



# Librarians as Agents of Transformation

#IAZ2015

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# The Power of a Picture





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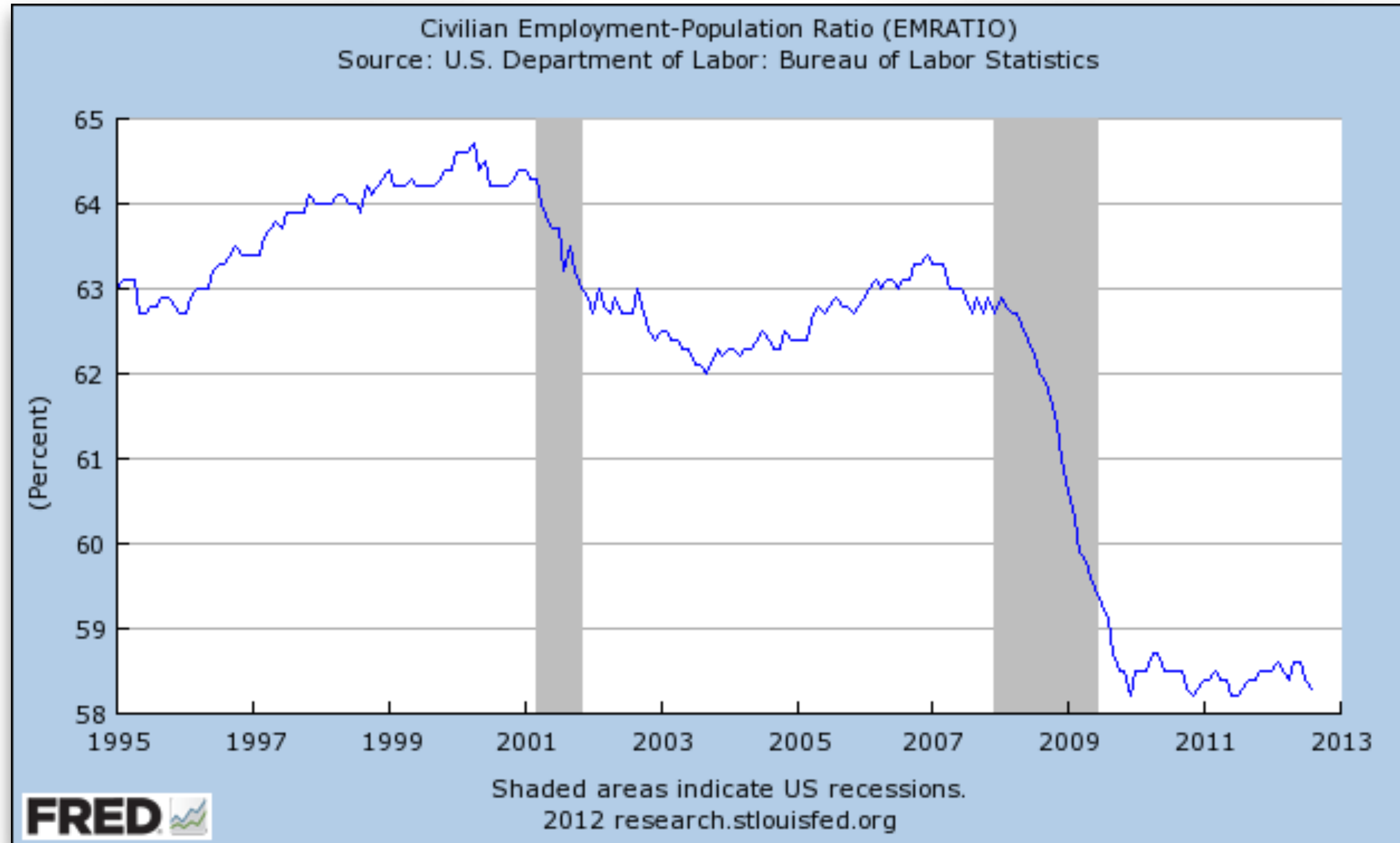


# The Power of a Picture



Jim Wilson/The New York Times

# December of 2007

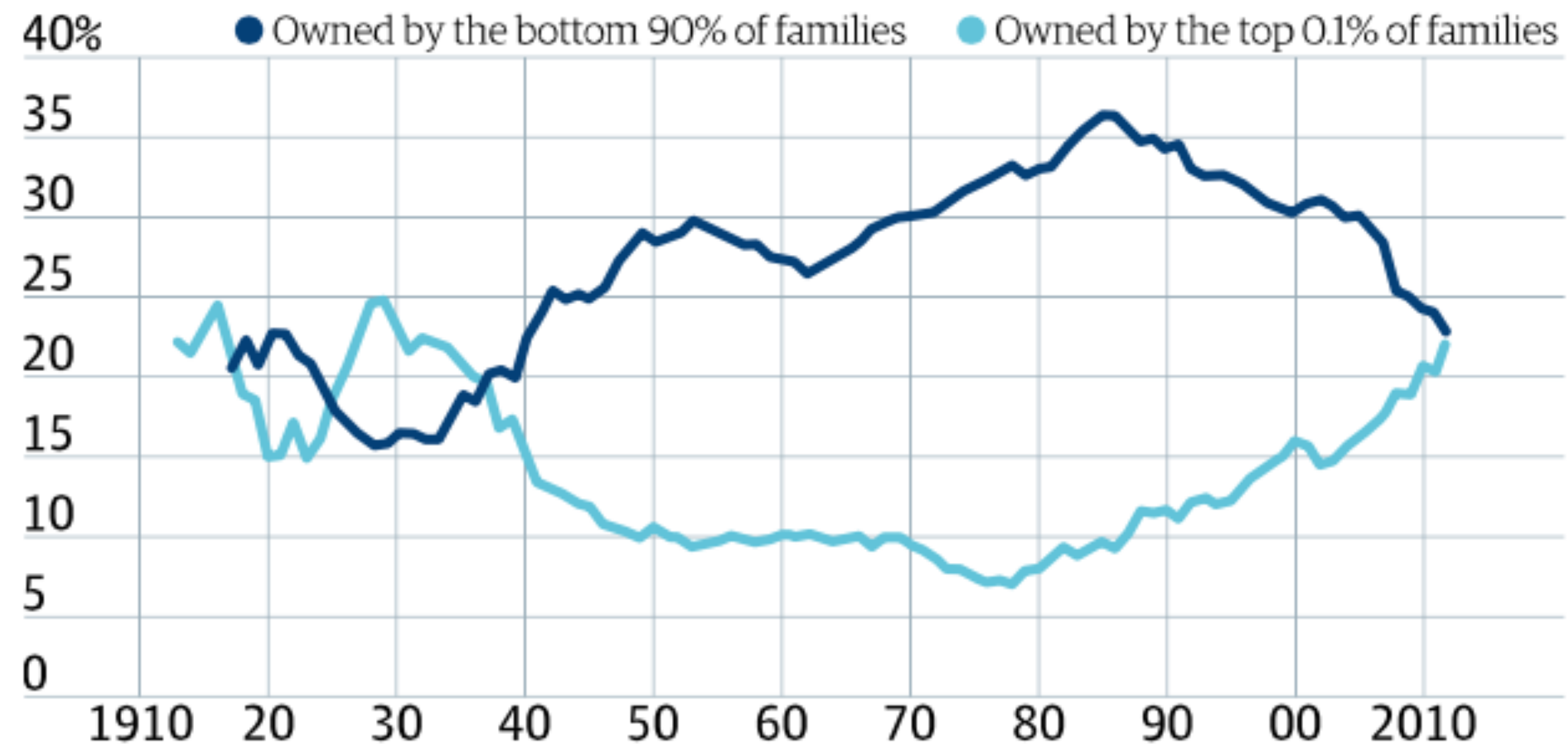


# Wealth Gap

The share of wealth owned by the top 0.1% is almost the same as the bottom 90%

## The share of total US wealth

1913-2012

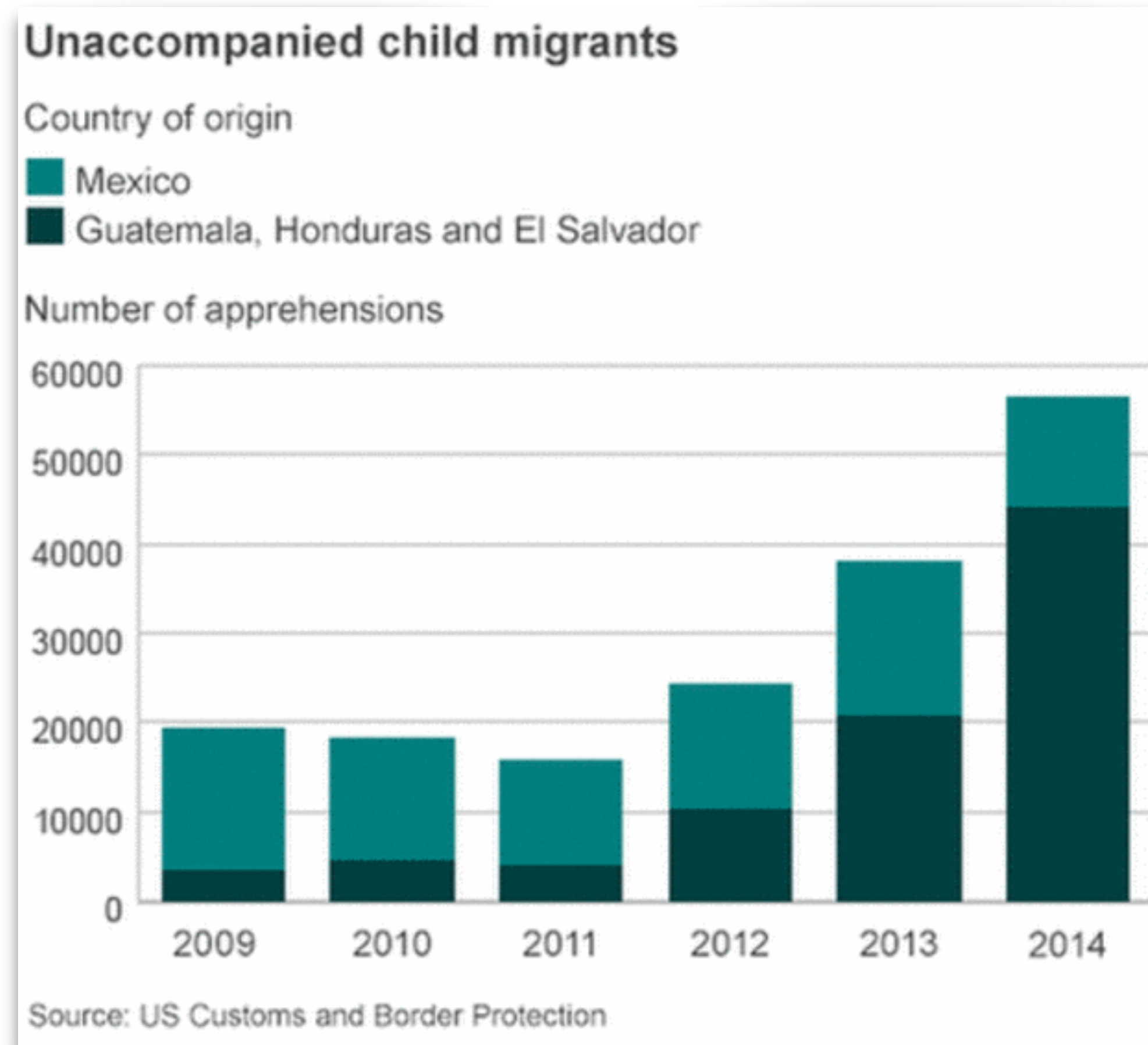


SOURCE: WASHINGTON CENTER FOR EQUITABLE GROWTH

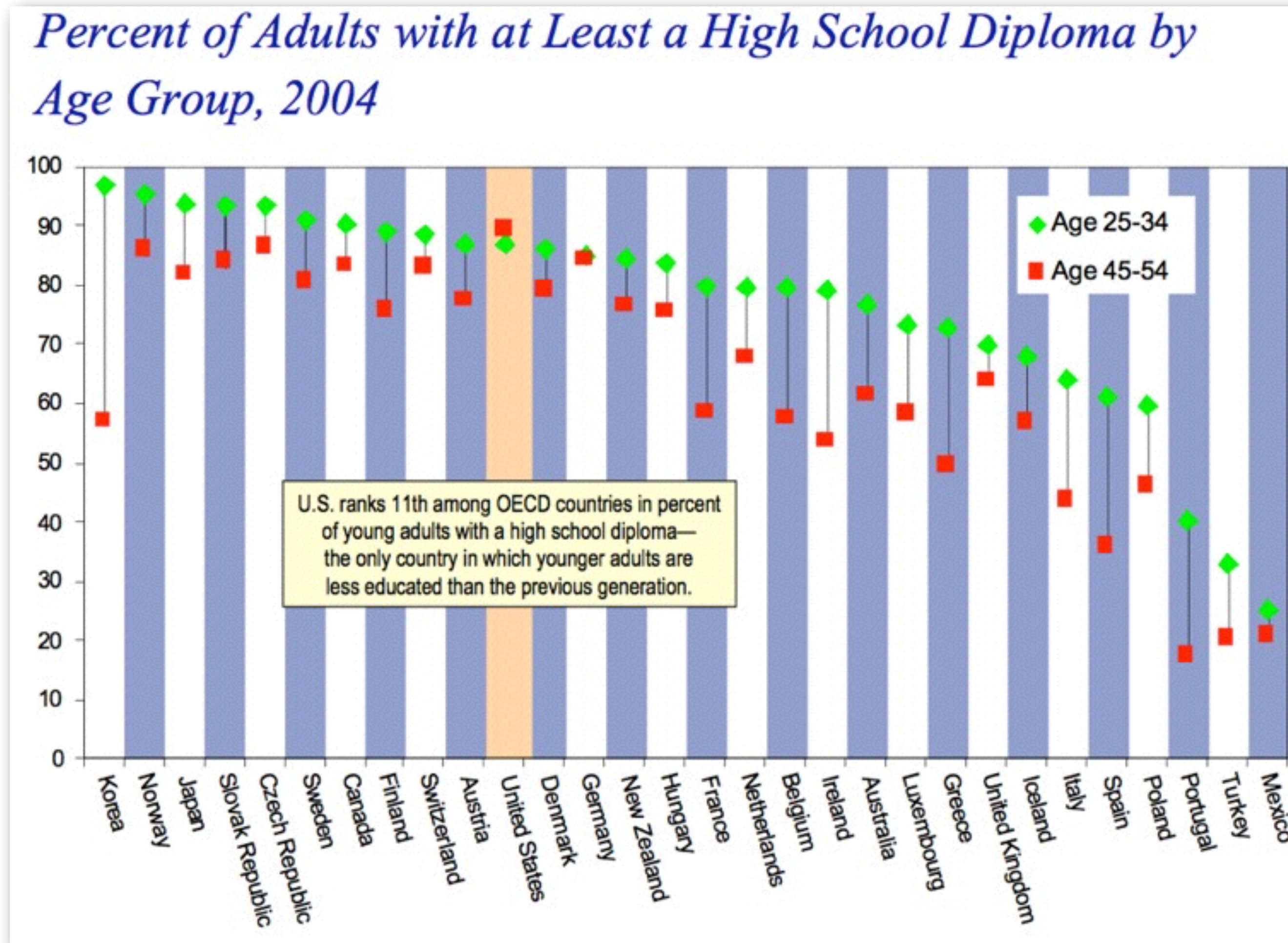
📷 The share of wealth owned by the top 0.1% is almost the same as the share owned by the bottom 90%



# Migration Pressures



# Declining Education

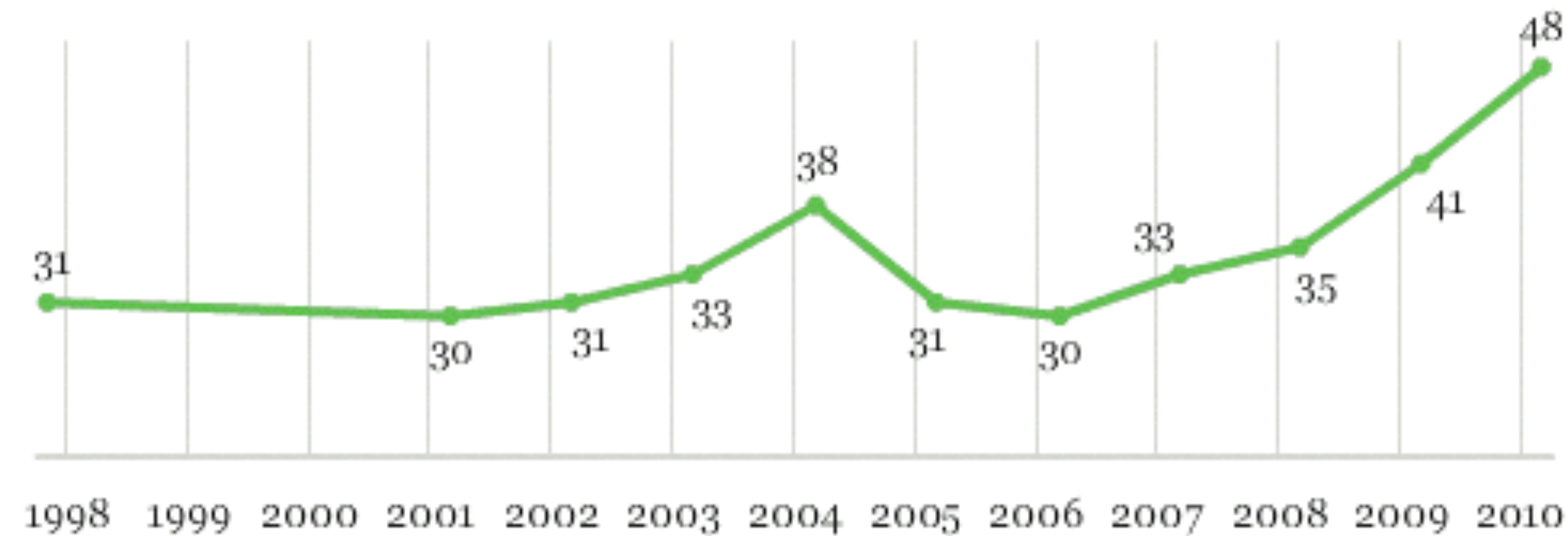




# Declining Education

*Thinking about what is said in the news, in your view is the seriousness of global warming -- [ROTATED: generally exaggerated, generally correct, or is it generally underestimated]?*

■ % Generally exaggerated



GALLUP®



# Disconnected Government

Illinois Lottery winners receive  
IOU amid lack of budget:  
Report





# Crises Where We Can Have Real Impact

- Mass human migration and the need for diversity and cultural integration
- Economic crisis and the need to transform a sharing economy into a true maker movement
- Attacks on rationalism in public policy and a need for scientific literacy
- The erosion of liberal democratic participation into oligarchies and a false belief that democratic participation simply equals voting



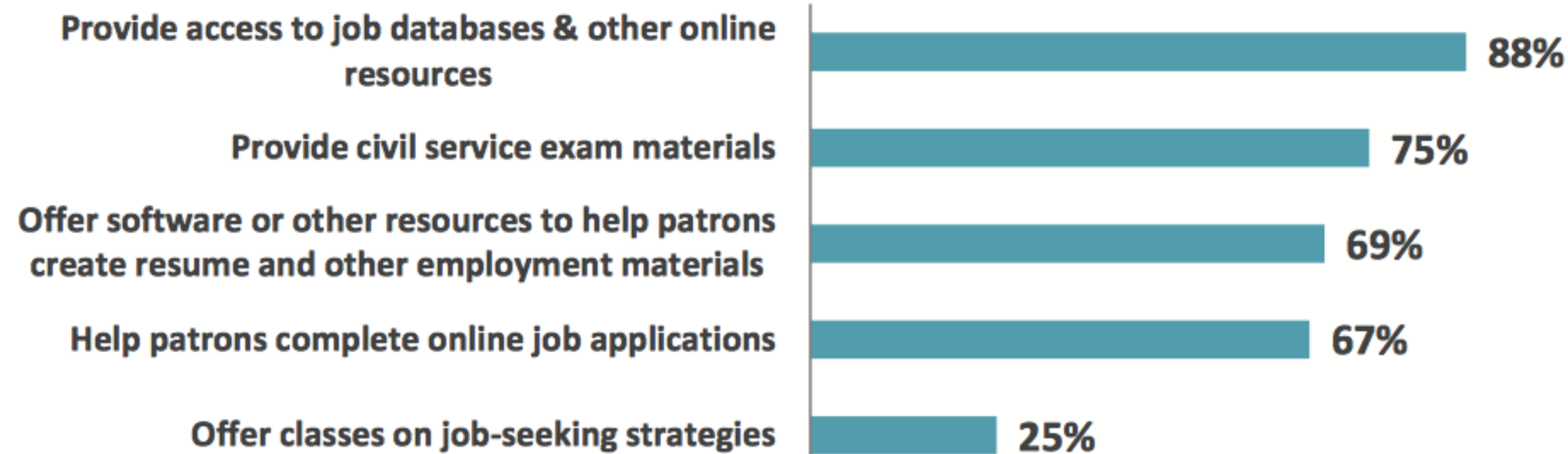
# The Response?



**30 Million** Americans used a library to help address career and employment needs in the last 12 months according to estimates in a University of Washington study released March, 2010 and sponsored by the Bill and Melinda Gates Foundation and IMLS.

These job seekers reported using the library to submit on-line applications (68%), search for employment opportunities (76%), and update their résumés (46%). Many of these people reported visiting their library on a regular basis. One-quarter of these people reported visiting the library at least once a week.

## Public Libraries' Job-Seeking Services, 2009-2010





# Beyond Jobs

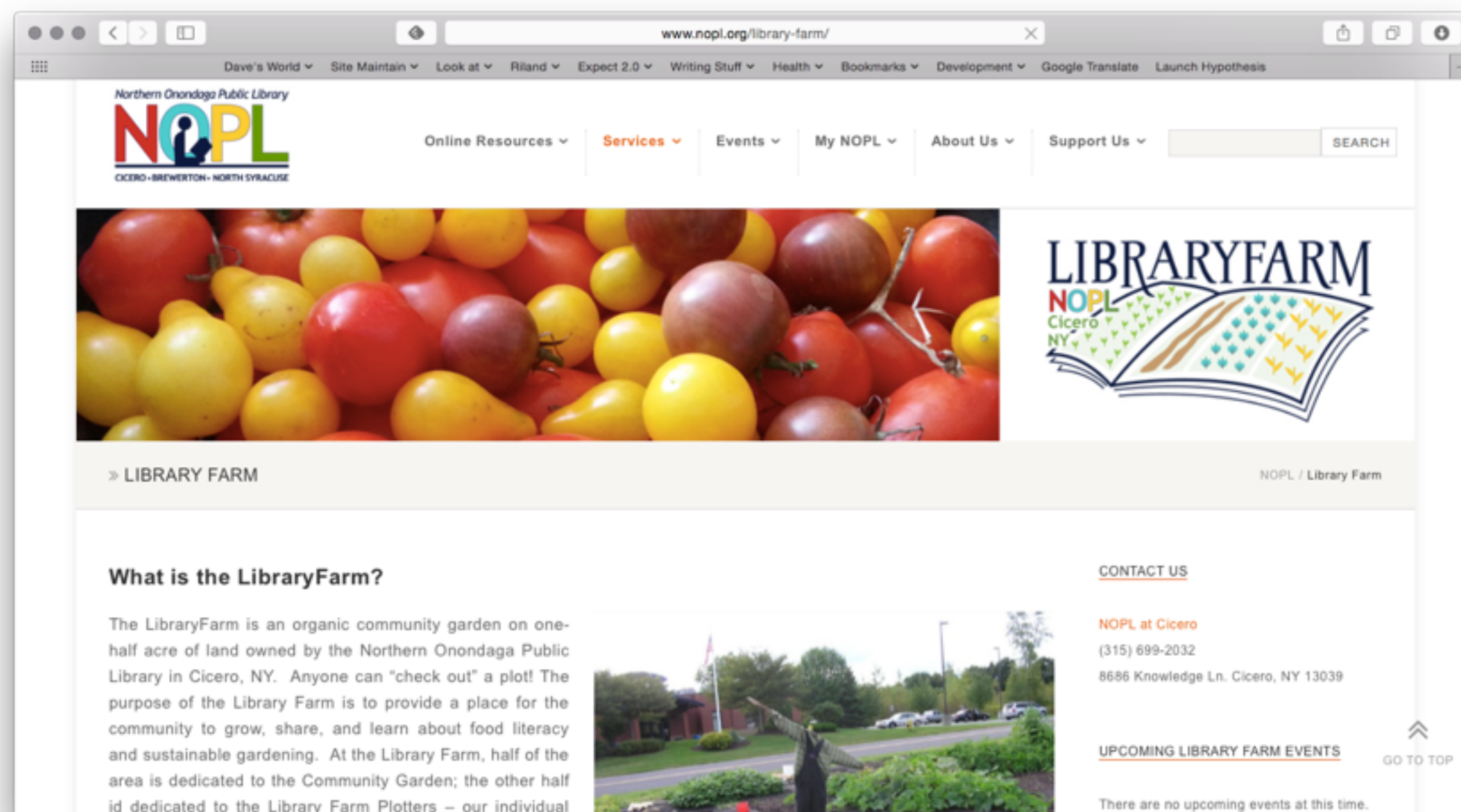
## Cazenovia Public Library helping expand literacy in Madison County



Photo Courtesy CAZENOVIA PUBLIC LIBRARY Chin Burmese refugee Esther Tial consults with Cazenovia Public Library Literacy Coordinators Carla Zimmerman and Cindy McCall about the upcoming GED exam. Esther is earning her GED as well as improving her English skills in the library's expanded literacy program.



# Beyond the Crisis





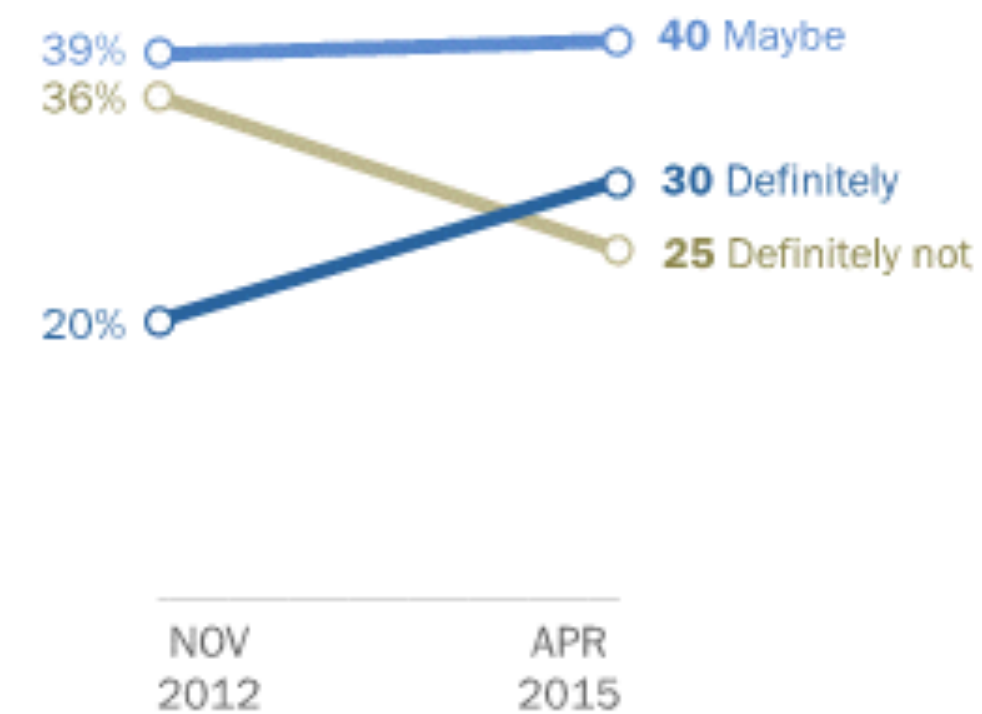
# Work?

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## Growing Public Support for Libraries Moving Some Books and Stacks to Create Space for Community and Tech Spaces

*% of those ages 16+ who answer this question in the  
following ways*

Should libraries move some print books  
and stacks out of public locations to free  
up more space for things such as tech  
centers, reading rooms, meeting rooms,  
and cultural events?



Source: Pew Research Center survey March 17-April 12, 2015.  
N=1,003 Americans ages 16 and older

PEW RESEARCH CENTER

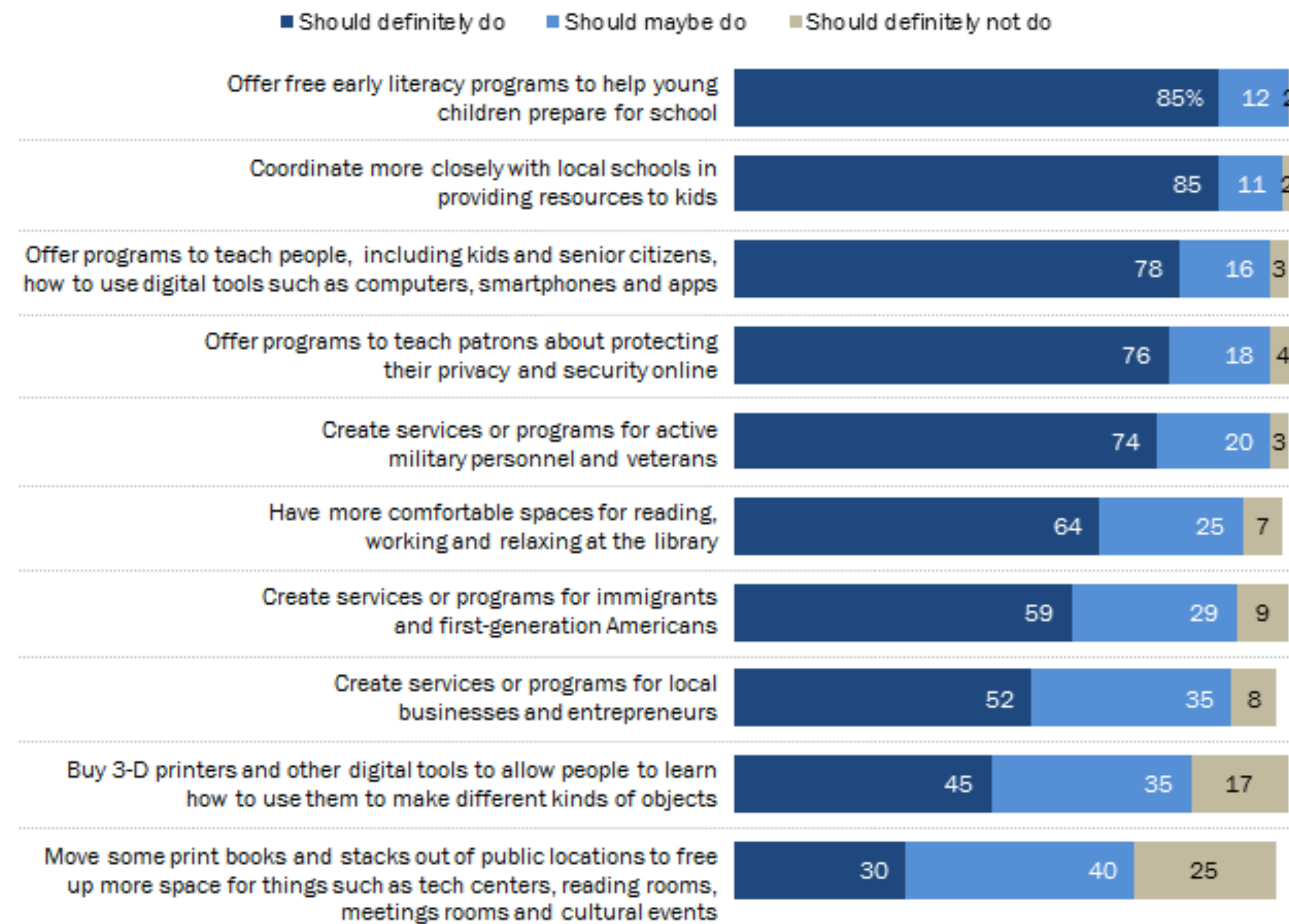
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# Work?

## Public Wants Libraries to Advance Education, Improve Digital Literacy and Serve Key Groups

*% of those ages 16+ who say that libraries should definitely, maybe or definitely not do these things*



Source: Pew Research Center survey March 17-April 12, 2015. N=2,004 Americans ages 16 and older

PEW RESEARCH CENTER



# World's Most Visited Tourist Attractions\*



Bourbon Street  
New Orleans, LA  
**7,470,000**



Taj Mahal  
Agra, India  
**8,000,000**



The Louvre  
Paris, France  
**9,334,000**



The Great Wall  
China  
**10,720,000**



St. Peter's Basilica  
Vatican City  
**11,000,000**



Hollywood Walk of Fame  
Hollywood, CA  
**12,000,000**



Disneyland Park  
Anaheim, CA  
**16,202,000**



Faneuil Hall Marketplace  
Boston, MA  
**18,000,000**



Grand Central Station  
New York, NY  
**21,600,000**



Niagara Falls  
New York  
**22,000,000**



The Las Vegas Strip  
Las Vegas, NV  
**30,500,000**



Massachusetts Public Libraries  
**37,089,488**

[mass.gov/libraries](http://mass.gov/libraries)



\*Total 2014 visitor data from TravelandLeisure.com

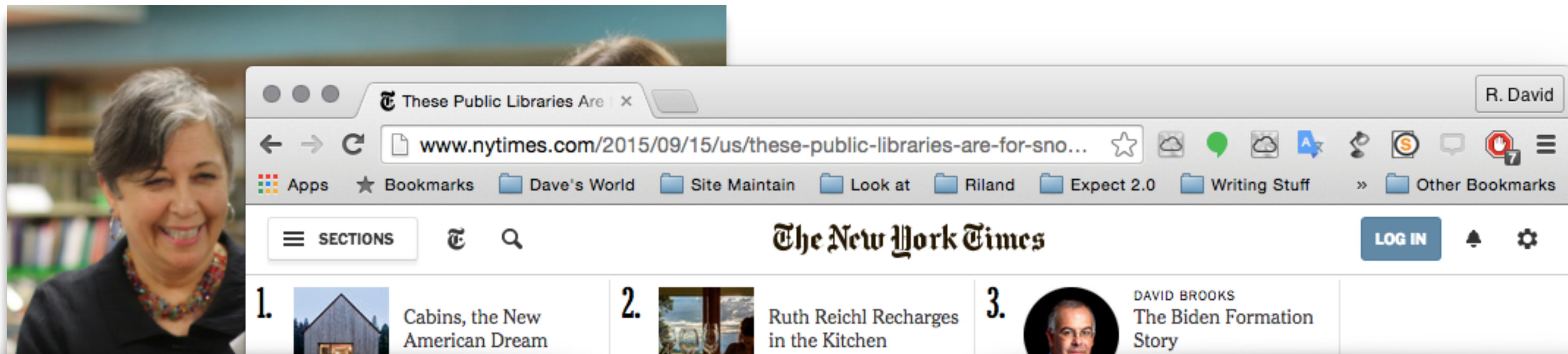












“Libraries, arguably the original sharing economy, have long circulated art prints, music and movies, and more recently have added tools. But services like the Library of Things and the ‘Stuff-brary’ in Mesa, outside Phoenix, are part of a broad cultural shift in which libraries increasingly view themselves as hands-on creative hubs, places where people can learn new crafts and experiment with technology like 3-D printers.”





# Lessons?



# You Are Not Alone

- Use the Capital Libraries Have Accrued Internationally
- Libraries are Internationally Recognized and Have a Powerful “Brand”



# Jamie LaRue's Narrative of Librarians

- We're Here For You When Times Are Tough
- We Think Ahead
- We Are Co-Creators
- We Make Things Better
- We Build Community
- You Can Trust Us
- We Will Endure



# Crises Where We Can Have Real Impact

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# Be the Change

- Fight Cynicism
  - Fight Calls for Absence of Power Because of a Twisted Concept of “Unbiased”
  - Fight Resignation Under the Heading of Neoliberalism and Start Fighting Neoliberalism!
- Fight Small Thinking
  - How Can You Expect Radical Positive Change in Our Communities If You Don’t Model it?
- You Should Be the Inspiration of Those Around You
  - The role of librarians is not to implement standards or kits, but to take best practices and adapt them to local communities





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Slides and Conversation @  
[www.DavidLankes.org](http://www.DavidLankes.org)