PERSPECTIVES OF VALUE:
USING LANGUAGE TO CHANGE PERCEIVED VALUE OF THE LIBRARY

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WHAT LIBRARIES ADVOCATE FOR

- Knowledge
- Staff shortages
- Budget cuts
- Intellectual freedom
- Access

Help us raise money, we can’t buy enough books, everyone needs access!
HOW LIBRARIES LACK IN ADVOCACY

• Their community
• Stories
• Seeing supporters as a goal or object
• Understanding
• Engagement
• Gratitude

Connect your needs to engagement
REFRAMING LIBRARY VALUE

- Empathy
- Direct benefits
- The biggest impact
- Relevance

Why is it important to them?

How does it impact your community?
WHAT NOT TO DO

• Desperation
• Guilt trips
• Assume
• Pushing it
• Too much information
• Too many facts
• Play your violins

• I don’t need to know all that
• I can smell your desperation
• Don’t sell it to me

• Here is why the library is important…
• Did you know…
• The library is really struggling…
• We need….
WHY PEOPLE DON’T LISTEN

- Apathy
- Judgment
- The status quo
- Nobody listens
- Lack of knowledge
- Fear
- Lack of passion
- One-sided
- Being talked at
- Overwhelmed

“Please don’t talk to me”
“I can’t get a word in”
“What are you trying to sell me?”
“I don’t understand”
“They’re not listening”
THEY DON’T OWE YOU ANYTHING

- Get to the point
- We have nothing in common
- I’m here because I have to be
- What do you want
- Don’t scare me into it
- Blaming
- Don’t reject me or my ideas

“Show me the value”

“Don’t blame others for your problems”

“Give me a solution”

“Why can’t I give some ideas”
REFRAMING YOUR THOUGHTS

• Aim for credibility
• Find common ground
• Emotional connection
• Remind yourself of the goals
• You have more than one chance
• Transformation
• Don’t feel rejected, be realistic

“Here’s what we’re doing right, here’s where we would like to be…”
POWER OF PERSUASION

- Read the room
- Subtlety
- What is special
- Share evidence, but don’t bore them
- Provide outcomes
- Sincerity
- Using social media
- Get real
- Storytelling
CHANGING PEOPLE’S MINDS

• Understanding the stakes
• How people need the library
• Consider the opposition
• Mirror behavior
• Listen to their perspective
• Provide options and strategies
• Add humor and fun
• If you can’t do it, hire or borrow someone that can

Here are some options the library would like to see and here’s how it benefits you…