Libraries will be susceptible to reduced support and funding.

Libraries will be challenged to obtain new sources of funding and partnerships.

What Speci c Attributes Should the Organizational Framework Messaging Have?

● **Memorable:** The message itself must also be memorable (novel, catchy, creative), and the message must make it easier for people to remember what libraries and librarians do.

Actionable: People are more likely to remember and respond to interactive messaging.

Perception-Changing: The messaging must be perception-changing so that libraries can overcome the Past Perception Hurdle.

The E's of Libraries® & What's Your E?™
An option for organizational framework messaging that libraries may want to use.

❯ *T   E'   L ﹏* and *W   ' Y .﹏ E?* would work hand-in-hand together, and also compliment the libraries' strong general messaging.

❯ The idea for *T   E'   L ﹏* and *W   ' Y .﹏ E?* emerged as ALA was advocating E-rate issues at the Federal Communications Commission.

❯ The FCC found the messaging to be very effective.

❯ *T   E'   L ﹏* and *W   ' Y .﹏ E?* is one effective way to easily communicate and make memorable what libraries are doing, and can do with additional funding and capacity.

Other Library Attributes

What's Your E?™ Can be Used in Actionable (Inter active) Ways

Examples of How It Could Be Used

"Our E is employment."

Company X
P⸱ ⸱ ⸋ ALA ⸰
[⸱ ⸱ ⸱ ⸱]

"Our E is engagement, and particularly community engagement. As a foundation, we believe community engagement is critically important, and we are pleased to help fund certain community engagement eUo12.2 6eUo12.2 6eUo12.2 W

"An E that this [federal government] committee focuses on is 'empowerment' and namely empowering veterans to succeed. We are pleased to do x [which helps libraries to assist veterans]."

Congressman Smith

"My E is education."

Alice Jones, 11 years old
A ⸱ ⸱ ⸱ ⸱
⸱ ⸱ ⸱ [ ]