

Who We Are,
What We Do,
Why It Matters

Valerie Gross



Libraries = Education

The Education Advantage

The Power of Strategic Language

Libraries

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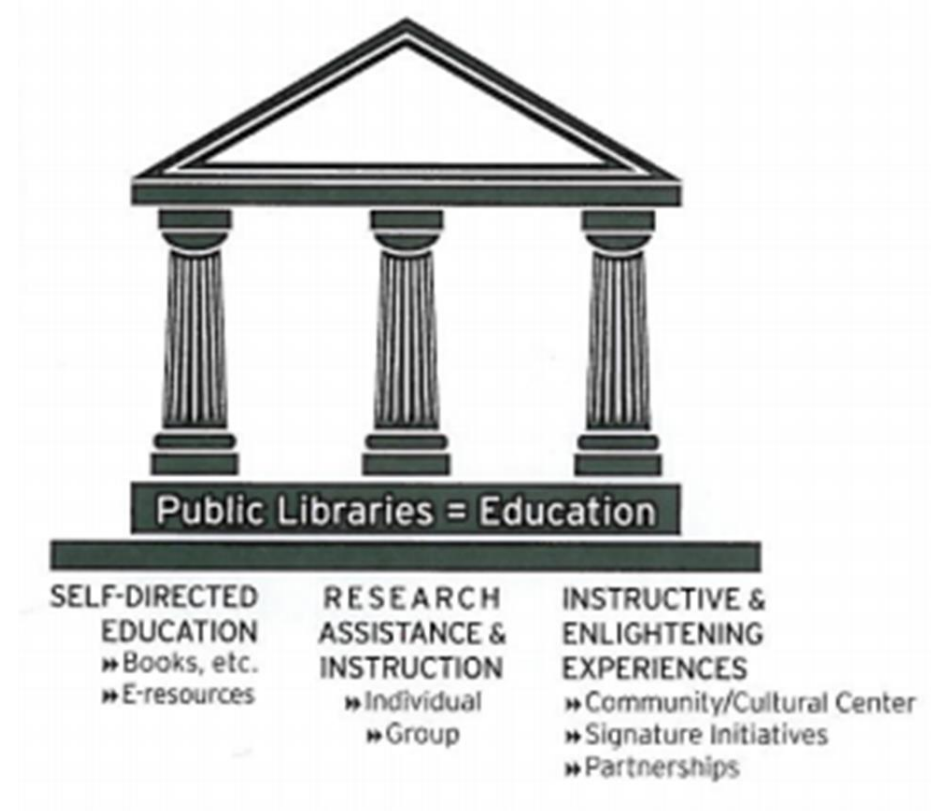
Education

Library Staff

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Educators

The Three Pillars



1) Self- Directed Education

2) Research Assistance & Instruction

3) Instructive,
Enlightening
Experiences

Traditional	Strategic
We support education.	We deliver high quality public education.
	We are a major component of your community's strong education system.
	We deliver public education for all.
	We are education.

Traditional	Strategic
Program	Class, Seminar, Workshop, Initiative, Project
We do programming.	<p>We teach classes.</p> <p>We develop the curriculum for classes.</p> <p>We teach classes, workshops, and seminars for all ages.</p>
Storytime	Children's Classes
Early Literacy	Early Childhood Education
Our programs and services	<p>Our curriculum</p> <p>Public education for everyone</p>

Traditional	Strategic
Reference	Research
Circulation	Checkouts, Loans
“Ready to Read”	We teach the fundamentals of reading.
Lifelong Learning	Lifelong Education
Help, Serve, Reach	Enhance, Advance, Improve, Deliver, Instruct, Teach
We meet the needs of our community members.	We deliver equal opportunity in education.

Who are we?

What do we do?

Why does it
matter?

For more info:

*Transforming Our Image,
Building Our Brand: the
Education Advantage*

Valerie Gross, 2014