

Transforming Our Image, Building Our Brand

The Education Advantage

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Transforming Our Image: The Education Advantage Study Guide

The following excerpts from *Transforming Our Image, Building Our Brand: The Education Advantage* (ABC-CLIO) suggest strategic substitutes for traditional library terms and phrases that tend to trivialize our value.

Requiring no further explanation, this value-enhanced vocabulary will immediately convey your true worth—to *everyone*. This is vitally important—because what is valued, gets funded.

Information → Education/Research

Traditional	Strategic
We provide access to information.	We deliver equal opportunity in education through our Three Pillars.
We are information professionals.	We are educators. We are education professionals.
We are in the business of information.	We are in the business of education.
We provide information.	We deliver high-quality/first-rate education.
We provide information literacy.	We teach expert research skills.
Information Desk/Info. Desk	Research Desk
Information Department	Instruction & Research Department; Research Department

Reference → Research

Traditional	Strategic
Reference Department	Instruction & Research Department
Reference Desk	Research Desk; Research Assistance Desk; Customer Service & Research Desk
Reference Questions	Research Questions
Reference Librarian	Instructor & Research Specialist
Reference Interview	Research Needs Assessment
Reference Behaviors	Research Needs Assessment Skills
Reference Collection	In-house Research Collection (print)
Reference Databases	Specialized Online Research Tools
I do reference.	I assist customers with their research.

Storytime/Program → Class, Seminar, Workshop, Event

Traditional	Strategic
Storytime	Children's class
Program	Class, seminar, workshop, event, initiative, project

Circulation → Loan/Borrow/Customer Service

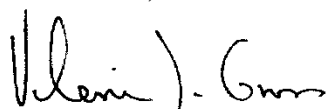
Traditional	Strategic
Circulation	Borrowing (e.g., "Borrowing is up this year over last.") Loans (e.g., "Loans are up this year over last.")
Circulation (statistics)	Items Borrowed
Circulate	Loan (e.g., "We loan 7M items each year.") Borrow (e.g., "Customers borrow 7M items each year.")
Circulation Department	Customer Service Department
Circulation Clerk	Customer Service Specialist
Circulation Desk	Customer Service Desk

For the most powerful communication, combine the above strategic terminology with strong statements that position your library as a major component of education, such as:

- We are a *vital/major/key component of [your county/city/state/country]'s renowned/strong education system.*
- We are *partners in education.*
- We are a *vital educational institution.*
- We are *education.*
- We deliver *equal opportunity in education* [through a curriculum that comprises Three Pillars: Self-Directed Education, Research Assistance & Instruction, and Instructive & Enlightening Experiences.]
- We deliver *excellence in education.*
- We deliver high-quality *public education* for all.
- We provide *equal access to quality education for all.*
- Our team of *educators* and support staff *delivers public education* for all.
- What's our mission? *Education.* Line of work? Our profession? *Education.*

More critical than ever in this 21st century knowledge-based economy, education—a never ending process—encapsulates all that we do, establishing our timeless, distinctive purpose.

All the best,



Valerie J. Gross

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LIBRARIES = EDUCATION

Three Pillars

A vital component of [Your City/County/State/Country here]’s renowned education system, libraries deliver **high-quality public education for all**. The role of libraries is best illustrated by the image below, with three pillars that comprise our overall educational mission and curriculum:

- I. **Self-Directed Education** through vast collections of items in print, audio and electronic formats; and thousands of specialized online research tools (e.g., *Wall Street Journal* and *Access Science*).
- II. **Research Assistance & Instruction** for individuals and groups. This pillar includes classes, seminars and workshops for all ages, taught by library instructors.
- III. **Instructive & Enlightening Experiences** through cultural and community concepts, events, and partnerships.



You are welcome to use the Three Pillars image, available at: bit.ly/LibEduThreePillars

Imagining the library symbol, *refreshed*:

