E’s of Libraries®
Libraries Support Their Patrons
✅ Education
✅ Employment
✅ Entrepreneurship
✅ Engagement
✅ Empowerment

Eliminating the Library Reality-Perception Gap

Perception: Libraries are either nice to have or obsolete

VS.

Reality: Libraries are essential in many ways

Why Does the Reality-Perception Gap Exist?
Outdated perceptions and stereotypes

What’s Your E?
The E’s of Libraries® and What’s Your E™ Would Help Libraries Overcome Hurdles

- E’s of Libraries®: Easy to remember
- What’s Your E™: Action-inducing characteristic and interactive phrase

Eliminate the R-P Gap with Two Levels of Messaging
Libraries Transform®:
Strong general messaging

➕
The E’s of Libraries®: Strong organizational framework
Memorable
Actionable
Perception creates reality

Together:
Changing perceptions that libraries are essential.

For more information contact: esoflibrary@gmail.com