

Helping your patrons understand (and survive!) the global financial crisis:

Looming economic meltdown or useful teaching and marketing tool?



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A copy of this presentation is available at: www.strathamresearch.com

Libraries and the recession/depression/downturn/economic crisis



In recession, libraries are booming

--CBSNews, 2/2/09

<http://www.cbsnews.com/stories/2009/02/02/eveningnews/main4770599.shtml>

Recession: A mixed blessing for libraries--Utne Reader, 8/1/08

<http://www.utne.com/2008-08-01/GreatWriting/Recession-A-Mixed-Blessing-for-Libraries.aspx>

Downturn puts new stresses on libraries--NYTimes, 4/1/09

http://www.nytimes.com/2009/04/02/us/02library.html?_r=2&hp

In times of recession, libraries flourish--CNN, 2/28/09

<http://cnwire.blogs.cnn.com/2009/02/28/in-times-of-recession-libraries-flourish/>

The library: a recession sanctuary

--Boston Globe, 1/3/09

http://www.boston.com/bostonglobe/editorial_opinion/oped/articles/2009/01/03/the_library___a_recession_sanctuary/

A JUDGE
LIVES HERE



OWNER IS
OUT



AUTHORITIES
ARE ABOUT



NOTHING TO
BE GAINED
HERE



GOOD PLACE
FOR HAND-
OUT



HOLD YOUR
TOUNGE



FRESH WATER
SAFE CAMPSITE



KIND LADY
LIVES HERE



KIND
GENTLEMAN
LIVES HERE



VICIOUS DOG
HERE



GOOD
PLACE TO
CATCH
TRAIN



BARKING
DOG HERE



OWNERS
WILL GIVE TO
GET RID OF
YOU



YOU CAN
CAMP HERE



DOCTOR
HERE WON'T
CHARGE



More than just (free) books!

- Job/career support
 - Resume resources
 - Company & Industry research
 - Technology training
- Resources for small business
- Information for investors
- Resources on Current events & History
- Subject guides and pathfinders
- A great physical space for meetings of all kinds
- Partnerships with other helpful agencies
- And more!



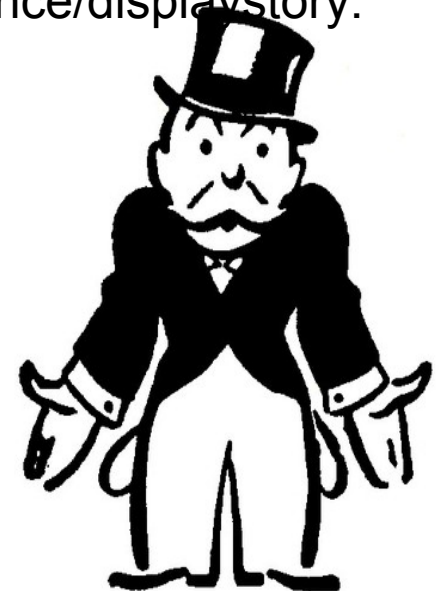
Explaining the Financial Crisis

Consider developing a pathfinder. HINT: You don't have to build it from scratch! Add the terms "library" or "libraries" to a Google search on financial crisis or economic crisis.

- Financial Crisis LibGuide from Colorado State:
 - <http://libguides.colostate.edu/financialcrisis>
- Spotlight on the Economic Crisis from Cumberland County (NC) Public Library:
 - <http://www.cumberland.lib.nc.us/spotlight/EconomicCrisis.html>
- Economic and Financial Crisis LibGide from Mississippi State:
 - <http://guides.library.msstate.edu/content.php?pid=38283&sid=299787>

Explaining the Financial Crisis

- Planet Money (npr.org/blogs/money)
 - Another Frightening Show About the Economy (http://www.thisamericanlife.org/Radio_Episode.aspx?episode=365) & The Giant Pool of Money (http://www.thislife.org/Radio_Episode.aspx?episode=355) & Bad Bank (http://www.thisamericanlife.org/Radio_Episode.aspx?episode=375)
- Diagnosing Depression (http://www.economist.com/finance/displaystory.cfm?story_id=12852043)
- Financial Crisis of 2007-2009 (http://en.wikipedia.org/wiki/Financial_crisis_of_2007%E2%80%932009)
- CQ Researcher reports



Market the services & resources you already have!

Using the financial crisis as a lens, examine your collections and services (and search around to see what other libraries are doing):

- Revamp your small business services and outreach to the business community
 - business plans, business funding, networking
 - access to databases and other resources
- Ditto for the job search set
 - career workshops
 - company & industry research
 - consider expanding your technology training and other classes
- Look to local agencies and reach out or revisit your relationship
 - build these partnerships and promote them through classes, on your website and through other community outreach.



New Jersey Librarians Help Residents Through Tough Economic Times

[**New Jersey Work Tools**](#)

[**New Jersey Financial Tools**](#)

[**New Jersey Housing Tools**](#)

[**New Jersey Health Tools**](#)

[**New Jersey Parental Tools**](#)

[**Tools for Seniors**](#)



Please visit Governor Corzine's [Economic Assistance and Recovery Plan](#) for more help weathering the economic downturn.

<http://gethelp.njlibraries.org/>



- [Governor Home](#)
- [Meet the Governor](#)
- [Governor's Office Executive Staff](#)
- [Cabinet](#)
- [Newsroom](#)
- [Boards, Commissions and Authorities](#)
- [Photo Blog](#)
- [For Kids](#)

New Jersey Economic Assistance and Recovery Plan

[Governor Home](#)



New Jersey Economic Assistance and Recovery Plan

Additional Resources



- Recovery.gov
- From ALA:
 - Advocating in a Tough Economy Toolkit
 - <http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm>
 - Job-seekers in US Public Libraries
 - http://www.ala.org/ala/aboutala/offices/ors/plftas/Issues_Briefs.cfm
 - Librarians' Guide to Helping Job Seekers
 - Forthcoming booklet in June
- Job Search Central from NYPL
 - <http://cityroom.blogs.nytimes.com/2009/04/14/job-seekers-at-the-library-in-obamas-footsteps/>
 - <http://www.nypl.org/services/jobs/>
- The Human Side of the Recession from the NYT
 - http://projects.nytimes.com/living-with-less?WT.mc_id=BU-D-I-NYT-MOD-MOD-M094-ROS-0409-HDR&WT.mc_ev=click

Other ideas?

What is your library doing or thinking about doing?

How is the financial crisis affecting your library?



Thank you!

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