



BEYOND ACCESS

Libraries Powering Development



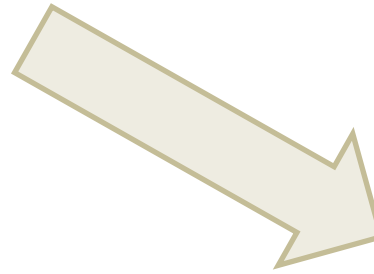


Advocacy Challenge

Overall very positive associations with library....

...but overall very negative as point of access to technology

- Outdated and unnecessary with modern technology.
- Don't exist in Africa.
- Wasted investment.



Demonstrated benefit of library access

Libraries are:

- Entry-point to computers and tech skills
 - 50% first use of computer and 62% first use of internet
- Generating income
 - 34% savings 40% sending \$ 23% help find a job 57%
- Preferred point of access –
 - only point of access(34%) and prefer speed, equipment, support, quiet

Demonstrated return on Investment

- In US, \$3.2 bil of value/year and \$629 mil free computer classes
- Value of lending books is 23% greater than costs of library (British study)
- 300,000 Americans get job-seeking help every day
- Economy of UK would drop \$414.4 million per year without the British library
- For US, UK, Australia, S. Korea, NZ, and Norway – 4-5x return
- Florida 2009, wages increased by \$23 for every \$1 of public support to public libraries