

Libraries = Education: A New Way of Thinking



Friday April 7, 2017

Upper Hudson Library System

28 Essex Street Albany, NY

WWW.UHLS.ORG

8:30 - 9:00 AM Coffee & Check-in

9:00 - 12:00 PM Training

Come experience a strategy that is ushering in a new era of how we view libraries in this interactive workshop. This strategy will make you, your library, and the library profession indispensable for centuries to come. You'll learn the steps to rebrand your library as a key educational institution in your community, helping you gain the respect and funding you deserve.

At the conclusion of this workshop, you'll be able to:

- Redefine your library in a new, innovative way, using strategic vocabulary
- Dispel misperceptions about libraries and increase respect for librarians
- Heighten your library's visibility and stature with community members and funders
- Introduce this approach to key constituents and develop strategies you can integrate immediately into your work

This game-changing vision of "Libraries = Education" has been hailed by Library Journal as a "21st century model worthy of study and consideration by every library in America, if not the world."

Presenter:

Valerie J. Gross, MM, MLS, JD, has served as President & CEO of Howard County Library System (MD) since 2001. Gross worked with the HCLS Board, staff, funders, elected officials, and the community to implement a new vision for libraries, "Libraries = Education."

Gross has delivered 100+ presentations on the strategy in 46 states and more than a dozen countries around the world. She is the author of *Transforming Our Image, Building Our Brand: The Education Advantage* (ABC-CLIO, 2013).

For living this game-changing vision, Howard County Library System was recognized in 2013 as Library of the Year by Gale and *Library Journal*.

3 CE credit hours

Free and open to UHLS member library staff, volunteers and trustees only. Seats are limited! Register by March 31 by adding your information to this document <http://bit.ly/2mwR9tm> or by emailing Heidi Fuge at heidi@uhls.lib.ny.us.