EveryLibrary helps secure funding for libraries at the ballot box. We train, coach, and consult with library communities on Information Only and Vote YES campaigns. EveryLibrary is donor supported in our pro-bono work. We believe that any library campaign anywhere should matter to every library everywhere.

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Executive Summary

EveryLibrary continues to grow and be effective as the first national political action committee for libraries. Our goals for 2015 were aggressive and focused on winning elections for libraries while building our capacity as a fundraising organization, a thought leader in the development of librarianship as a profession, and by sharing what we have learned about voter attitudes to a wide ranging audience inside and outside this industry. This year, we have grown stronger through the support of new and renewing donors. As 2016 begins to unfold, EveryLibrary is ready to meet new challenges and leverage new opportunities for libraries—and librarians—in the political landscape.

Elections

In 2015 we were proud to work on 10 library elections in nine states. From small communities like Darby, Montana, and the River East Library District in Illinois to major cities like New Orleans and the metro area of Portland, EveryLibrary added six wins to our roster of successful library elections, moving our per annum total of operating and building initiatives to $64.4 million (from $42 million in 2014). While several of our libraries did not succeed at the polls this year, we have identified the key reasons for Election Day failures in each and remain committed to helping these communities succeed in the future.

For every dollar we have invested in Library Vote YES campaigns since we began in 2013, over $1,600 has been won at local elections. We project providing pro-bono support to as many as 18 library communities with referendums for operating and facilities on the ballot in 2016.

VoteLibraries

Our mission is to build voter support for libraries, and our vision is that “any library campaign anywhere should matter to every library everywhere.” To make these aspirations come to life across the country, we launched VoteLibraries.org and a suite of new #votelibraries campaign marketing images in 2015. Launched with support from Mango Languages, VoteLibraries.org includes copyright-free resources for any library campaign to use in Information Only and Vote Yes contexts. We were honored to have nearly 40 individuals donate to help us partner with The Creative Action
Network on producing high quality, attractive art and design from more than a dozen artists.

In 2016, we are planning to deploy a #VoteLibraries message in every state during the presidential primary and general election cycle and encourage widespread use of the new art and design across library campaign social media.

The Political Librarian

As the first political action committee for libraries, we are building a body of practical experience in the political arena and shaping a new dialogue around libraries and librarians that must be shared with the profession. We understand that political literacy is a critical skill that needs to be taught in library school and re-engaged throughout one’s professional life. In 2015, we launched a new journal, The Political Librarian, to add fresh voices to a unique discussion of local public policy and tax policy for libraries. EveryLibrary is soliciting opinion pieces, white papers, and peer reviewed submissions to leaven the scholarship within the profession.

Artist-In-Residence

At EveryLibrary, we understand the power of convening people to discover new ideas, support each other, and do great, even unexpected, things. In 2015, we were honored to host what is perhaps the first Artist-In-Residence program at any political action committee. Cincinnati-based artist/librarian Steve Kemple produced a series of eight virtual installations on the theme of “We’re In This Together” that ranged from a simulated submarine dive at the reference desk and cataloging the sunset to the wildly popular #High5aLibrarianDay, which will now be celebrated annually on November 18. We need to be as comfortable talking about taxes and politics as we are about art and ideas. We will be welcoming a new EveryLibrary artist-in-residence in the second half of 2016.

501c4 Status

Since our founding in 2012, EveryLibrary has operated under law and regulation governing 501c4 organizations in our fundraising and reporting. We are pleased to share that as of January 2015, the IRS has approved our K-1024 application and granted us official status as a 501c4 Social Welfare Organization. This was the final step in establishing EveryLibrary as the first nationwide political action committee for libraries.
Donors

Personal Donors

We are honored to have over 1,000 personal donors who see EveryLibrary as a smart, strategic, and effective organization in the library advocacy ecosystem. Since starting our work in late 2012, EveryLibrary has helped 33 library communities—both large and small—to have a new discussion in their towns, cities, and counties about library funding at the ballot box. With 25 wins to date, for every dollar of donor support we have invested in these campaigns we have helped win $1,600 for operations, facilities, and staff. As of the close of 2015, we have helped win over $64 million in stable tax funding for libraries on a per annum basis.

Our average one-time personal donation is $48.50, which exceeds the industry average. In response to donor interest, we now have an option for monthly recurring donations of as little as $5.00 per month. This not only makes it easier for donors to support our work, but it provides a smoother cash flow for operational expenses. We want to offer special thanks to two corporate donors, Library Juice Academy and ByWater Solutions, for making donations this year specifically to encourage new individual monthly donors. We are especially grateful to Michael Golrick and Aaron Dobbs, two longtime donors and supporters, for each making personal challenge/matches happen this year as well. Their collective encouragement to the larger community brought in dozens of new and renewing monthly donors, doubling their own donations.

EveryLibrary by the Numbers since 2012

- Won 25 of 33 library campaigns
- Helped secure $64.4 million for libraries
- ROI for donor support is $1 : $1600
- Over 1,000 personal donors
- 100% of corporate donors renewed their 2014 donation
Corporate Donors

Our vision as a political action committee is to support any library on the ballot anywhere because every library matters in our society. We are proud to have grown new corporate support during 2015 to help us realize this vision for library funding at the ballot box, and to have renewed all of our 2014 corporate donors as well. Their donations provide us with the tactical resources we needed to support 10 campaigns in 2015 and to begin the early work of supporting another 18 to 20 campaigns in 2016.

2015 was our third year of campaign work. As we continue to cultivate new awareness and relationships around the library industry, we are delighted to find new vendors and organizations who share a common concern for the future of library funding at the local level and who identify our work as an effective way to address the problem by winning elections for libraries. In 2015, we were proud to add six new library vendors to our roster of donors. Please join us in thanking EBSCO, Gale Cengage, Innovative Interfaces, Library Juice Academy, Noll & Tam Architects, and Tech Logic for their donations.

We would like to highlight five special projects by our library vendor donors that would not have been possible without their vision:

**Brainfuse, Inc.**—“Smart and Fun” party and social event sponsors

**Mango Languages**—VoteLibraries.org launch partner and sponsor

**Gale, a part of Cengage Learning**—Marketing capacity project sponsor

**Library Journal**—Lead the Change and Directors Summit speaker participation

**Tech Logic**—Expect More Series speaker participation

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**2015 CORPORATE DONORS**

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2015 Campaigns

EveryLibrary is unique in our ability to work with the staff and elected/appointed leadership of libraries on planning and executing effective Information Only campaigns as well as being able to actively engage local ballot committees and citizen groups in advising and consulting on Get Out the Vote (GOTV) and voter engagement for the library measure. Since our founding in late 2012, EveryLibrary has provided pro-bono support to 33 library communities at the ballot box. To date, we have helped secure over $64 million in stable tax revenue for these communities.

In 2015, we were proud to support ten library communities on Election Days across the country.

New Orleans Public Library (LA)
$9.7 million mill levy increase
Win, May 2, 2015
The New Orleans Public Library was on the ballot for the first time since before Hurricane Katrina with a 20 year, $9.7 million per year mill levy increase to fund operations, collections, hours, and staffing for the 14 branch system and complete the re-opening of the 15 post-Katrina locations. EveryLibrary worked for over 15 months with the staff and boards (library, Friends, and Foundation) on planning and executing an effective information communication campaign to residents across the city. The staff were able to meet with over 2,500 neighborhood and community organizations, agencies, and stakeholder groups as part of their discussions about what passage or failure would mean to New Orleans. In addition, we provided strategic advising on library measures to the very able local consultant team that helped run the Yes for NOLA Libraries efforts. The measure passed with an overwhelming 75% YES vote.

Washington County Cooperative Library System (OR)
$8 million levy renewal
Win, November 3, 2015
The Washington County Cooperative Library System in Oregon won an $8 million levy renewal with a 65% Yes vote. This measure accounts for approximately 22% of their budget. We supported their staff early in the Information Only communications process and they engaged throughout...
the campaign as they engaged a wide range of community stakeholder, organizations, and agencies across a diverse geographic service area. We were happy to endorse the People for Libraries committee in their GOTV campaign.

_Cedar Rapids Public Library (IA)_
$1.6 million levy lift
Loss, November 3, 2015

The Cedar Rapids Public Library (IA) lost a $1.6 million levy lift 46% to 54%. We were proud to work with the library staff and board as they planned their Informational communications campaign. Beginning with our tactical advising on a successful petition drive in the summer of 2015, we provided extensive support to the Our Library Our Community committee including assistance with voter ID and GOTV efforts to frequent voters. In addition, we contributed to their media outreach efforts in print and through social networks, which was necessary in the face of prevalent Vote No sentiments in the community.

_Meridian Library District (ID)_
$12 million building bond for 2 new libraries
Loss, November 3, 2015

The Meridian (ID) Library District lost a $12 million building bond for two new libraries in the fastest growing city in the state. A super majority of 66.7% was needed to pass and the measure received 59% yes. We trained their staff on doing effective Info-Only outreach while providing editorial advice on their communications campaign. The YES for Meridian Library committee did extensive door-to-door and social media work to talk to voters, especially at the end of the campaign when they faced significant negative mailings from a yet to be identified anti-tax group. EveryLibrary provided an early donation to help kick off their GOTV efforts and then a late donation to respond to the Vote No messages in the community.

_Millbrook Free Library (NY)_
$130,000 levy (414)
Win, November 3, 2015

The Millbrook Free Library in New York won a “414” measure for $130,000 in new, stable annual tax support with 71% of the vote. This is a supplemental
levy that would fix a structural deficit for the library. We did extensive Plan A/Plan B communications training with their staff and board, and we provided an early “challenge donation” to the Say YES to Millbrook Library committee to support their GOTV efforts and bring in new, small donors as partners in the success of the library, long term. Our support included consulting on GOTV messaging and tactics.

**Eugene Public Library (OR)**

$2.7 million/year 5-year special levy

Win, November 3, 2015

The Eugene (OR) Public Library won a special 5-year, $2.7 million levy to provide funding for staff, collections, programs, and services at $3 per household with almost 53% of the vote. We did in-person training and Plan A/Plan B messaging support for their able staff while providing the Vote Yes for Libraries committee with an early “challenge donation” to help with their fundraising efforts, along with consulting on social media and direct voter engagement techniques around town.

**Portage County Library District (OH)**

$2.6 million levy (new)

Loss, November 3, 2015

The Portage County Library District in Ohio was on the ballot for the eighth time in 10 years, attempting to start a new dedicated mill levy in the county for library services. Currently, the system relies exclusively on state aid to run the entire library system. Unfortunately, the measure lost with 46% yes to 54% no. This referendum was for a $2.6 million new mill levy that would essentially double the operating revenue for the library and would provide a dramatic increase in services, collections, and staffing for residents and users. We provided training, coaching and encouragement to their staff for this eighth run at new revenue, helping them to frame the community discussion around Plan A and Plan B, along with advice on tactics to reach across the county with their message about possible new outcomes if the measure passed. We also provided the Citizens for the Library committee with seed money for their GOTV efforts along with extensive training and support for a new approach to social media engagement.
Darby Public Library (MT)
$30,000 operating levy lift
Win, September 15, 2015

The Darby, Montana, library community was on a mail-in ballot September 15 in an effort to permanently expand their tax base by about $30,000 dollars per year. Passage of the referendum means that library funding will increase by a third. EveryLibrary provided training and coaching to the library staff and board on early “path to the ballot” discussions as well as the content for their Informational communications. We were an early donor to the Darby Community Library PAC committee and supported their “Vote YES for Darby Library” voter outreach around town, on the web, and through social media with advising and technical assistance.

Spokane County District Library (WA)
$22 million building bond
Loss, August 4, 2015

The Spokane County (WA) Library District was on the ballot with a second attempt at passing a $22 million bond to remodel or build six library facilities in Spokane Valley and Millbrook. EveryLibrary acted primarily in support of the Libraries Change Lives/Vote YES for Spokane County Libraries committee while providing assistance to the staff with fine tuning their messaging and approach to community and stakeholder engagement. For the committee work, we donated $3,000 to help jump-start their local fundraising, while providing extensive tactical assistance with the committee’s social media and web strategy. The measure required a 60% supermajority to pass but only received a 57% Yes vote.

River East Public Library (IL)
$59,000 mill levy
Win, April 7, 2015

The River East Public Library in McHenry, IL was on the ballot for a third attempt at passing a $59,000 levy for operations, collections, and services (about 1/3 of their budget). The library serves a small area in McHenry County but is a vital and integral resource to their community and adjacent districts. EveryLibrary was invited to work with the staff and trustees on their Informational communications following their loss in November 2014. We also provided direct funding to the Vote YES for River East Library committee along with pro-bono advising and consulting on GOTV efforts—both traditional and social media—for their district. We are happy to report a 56% to 44% win.
Rapid Response Fund

In addition to providing pro-bono training and advising to library campaigns, EveryLibrary is proud to provide strategic and tactical support to several state and local groups, both established and ad hoc, as they worked on critical issues for library funding in 2015. Our Rapid Response Fund was put to work in two significant ways this year—first in support of the library community in Kentucky as they anticipated a decision in the Appeals Court that could have negatively affected 99 out of the 104 public libraries in the state, and then in Missouri to support statewide efforts to lobby the governor and legislative leaders about proposed cuts to state aid for libraries. In both situations, EveryLibrary made an independent expenditure of advertising dollars to support the messaging of existing stakeholders. These “Rapid Response Fund” expenditures were only possible because of the donor support that Rosen Publishing and dozens of personal donors have made.

Kentucky Court Case

In 2013, several plaintiffs, backed by the Tea Party of Northern Kentucky, filed a suit to roll back funding to 1979 levels for almost all public libraries in the state. The plaintiffs won that case in the lower court. The libraries who were defendants appealed the decision. They were joined in Amicus briefs by the American Library Association, the Kentucky Library Association, and others. If the Appeals Court had sustained the lower court verdict, 99 out of 104 libraries would have been forced to go to either a petition process or a vote to have their funding restored to current levels. EveryLibrary was extraordinarily concerned about this situation and took several steps to
pre-plan in the event that the Appeal would fail. EveryLibrary invested in direct, independent advertising across the state to build awareness of the I Love Kentucky Libraries Facebook page. We lined up early tactical support from other national and regional advocacy partners. In May, the Appeals Court found for the libraries and overturned the lower court’s opinion in a strongly worded opinion. The case was finally settled in December when the Supreme Court declined to hear a final appeal by the plaintiffs.

**Save MO Libraries**

In March, Missouri Governor Jay Nixon announced his intention to roll back over $6 million in state aid to libraries as a midyear cut to the 2014–2015 budget. This immediately threatened every library in the state with some level of cuts to collections, programs, services, or hours. A grassroots group of advocates quickly organized the Save MO Libraries initiative on social media and through direct action. The library advocates there had a clear demand: no rollbacks, no midyear cuts. EveryLibrary responded to this crisis by independently advertising across the state to support the advocates’ message and to build awareness for the Save MO Libraries page. We also provided technical assistance to the advocacy group, when asked. We are pleased to report that the proposed mid-year cuts were walked back by the governor. Unfortunately, in the next fiscal year’s budget, many of the cuts were restored. EveryLibrary is continuing to work with the Missouri library community in support of their lobbying and advocacy efforts.

**State Funding and Advocacy**

EveryLibrary is committed to supporting a full range of organizations in the library funding advocacy ecosystem. We are proud to have been in a financial position in 2015 to provide limited direct donations to several state level political organizations for libraries to help further their missions in building support for library funding.

- *Show Me Libraries*, a Missouri state candidate PAC—donation
- *New Yorkers for Better Libraries*, a New York state candidate PAC—donation and event sponsorship
- *People for Oregon Libraries*, an Oregon state issues PAC—event co-hosting and donation
Negotiations in Dallas—Case Study

In 2015, EveryLibrary worked with the Friends of the Dallas Public Library (FODPL) and the Dallas Municipal Library Board (MLB) on a series of advocacy planning retreats focused on securing approximately $3.1 million in new general fund revenue for library operations and staffing. In 2014, these stakeholders succeeded in asking City Council to increase the library budget to improve hours and add staffing. The commitment to fund by City Council came as a two-year proposal. Year One was a $3.78 million commitment that went to hire over 90 new staff members. The next fiscal year was floated as a $3.1 million increase that would fund nearly 100 more staff positions and allow six- or seven-day service across the entire system. The wrinkle was that Year Two would have to be budgeted, voted on, and fulfilled by a newly elected City Council with at least six brand new members.

How Did EveryLibrary Help with this Negotiation?

The Friends, as a 501c3 organization, are already successful advocates. It was important to “bridge” this election and to learn what new and returning City Council members thought about the library budget. Through a series of in-person retreats and calls, EveryLibrary helped the Friends develop a DPL focused “Candidate Questionnaire” that was sent to all City Council
candidates. The questionnaire was non-partisan and library-centric. The invitation went out with the expressed intent to publish the answers on the FODPL website. Twenty six candidates responded by the cut-off date. It’s fascinating to see their responses, which formed an on-the-record core of future communications with those who were eventually elected.

In addition to the questionnaire, the Friends also hosted a series of in-person Candidate Forums about the library. While several civic groups around Dallas regularly host Forums or Debates, this would be the first time that a library stakeholder community has specifically convened their own candidate discussions. Again, as a 501c3, it’s well within their purview as Friends to convene a non-partisan event like this. There were rules to follow (e.g., every candidate must be invited, if only one candidate shows up it is canceled). Under the able guidance of their executive director Kate Park, the Friends held six Forums with good attendance by candidates and the community. Because they did an amazing job including neighborhood and city-wide stakeholder groups as co-sponsors, the Forums not only brought new attention to library funding and service priorities, they also served as an important bridge-building exercise for the library.

When the new City Council convened in May 2015, we are proud to report that their top budget priority for Dallas was the $3.1 million in new funding for staff. EveryLibrary continued to support the stakeholders and FODPL staff with messaging advice and tactics through the final, successful budget vote in September. We are excited for Dallas Public Library and the new library staff they have brought on board to serve their public.
One of our key 2015 goals was to begin to provide high quality resources for any library community to use free of charge in their planning and execution of Get Out the Vote and other advocacy campaigns. We are proud to have donor support from dozens of individuals and several corporate partners who were interested in seeing this idea come to fruition—and at scale—this year. After several months of preparation, we were happy to unveil new art and design for #VoteLibraries advocacy through a partnership with the Creative Action Network and the contributions of numerous artists and designers. Because of our donors’ support, all the images created for #VoteLibraries are made available to library ballot or advocacy campaigns free of charge. They can be used on signage, across social media, and on the web. In addition, our ongoing partnership with the Creative Action Network allows us to sell the designs as high quality prints, tote bags, mugs, and other products. Proceeds benefit our work, the artists themselves, and the Creative Action Network.

In June, we were excited to announce the launch of VoteLibraries.org, a stand-alone, public facing website that includes a wide range of campaign supports. VoteLibraries.org is the first and only library advocacy site focused on local library funding campaigns, whether at the ballot box or through town/city/county negotiations. It includes an extensive set of campaign and outreach tools while providing a comprehensive industry-wide call to action for funding at local, state, and national levels. The campaign’s website, www.votelibraries.org, features a unique set of tools for voter outreach and constituent engagement as well as new, high quality #VoteLibraries art and design. VoteLibraries.org also provides an easy pathway for library campaigns and other local stakeholders to access support directly from EveryLibrary.

We want to thank Mango Languages, a leading provider of language-learning software in the library market, for being our official Launch Partner for VoteLibraries.org. Mango was an early supporter of EveryLibrary, and their 2015 donation follows on their support for EveryLibrary’s early campaign work. We are proud to have them renew and extend their donor support this year.

Funding for the creative aspects of #VoteLibraries art and design project comes from 45 individual donors and six corporate donors who made one-time or recurring donations to help see this important project
come to fruition. We are especially thankful to Rebekkah Smith Aldrich, Michael Golrick, and Elizabeth Jefferson from BiblioCommons for making sustaining donations to co-sponsor specific posters. We also want to acknowledge and thank our corporate partners Mango Languages, DEMCO, EBSCO, Innovative Interfaces, Midwest Tape (Hoopla), and Rosen Publishing for making sustaining donations to co-sponsor–specific posters. Their generous contributions ensure that library campaigns can use the images at no charge and without restriction to advocate for their funding future.

EveryLibrary would like to thank the “Vote Libraries Committee” in Stark County, Ohio, for donating the votelibraries.org URL and @votelibraries Twitter identity to us to complete this project. In November 2012, this Committee successfully campaigned for a renewal and increase of the Stark County Library’s operating levy from 1 mill to 1.7, securing a stable revenue base of the library for the next eight years with a 53% YES vote. Since then, the library has extended its mission serving their community as “The Smart Store, where everything is free.” The committee’s donation helps us develop VoteLibraries as a cohesive online brand.

Library campaigns are invited to use the #VoteLibraries art and design free of charge. High res and social media ready images are available for you to download at http://votelibraries.org/votelibraries-artwork/. Prints, totes, and mugs featuring all the #VoteLibraries artwork can be purchased at http://creativeaction.network/collections/vote-libraries. Proceeds benefit EveryLibrary, the artists, and our partners The Creative Action Network.
As we developed our 2015 goals, our board and advisors identified a lack of research, discussion, and published content related to locally focused advocacy, policy, and funding issues for libraries. In April, we issued a call for contributions to a new academic journal, *The Political Librarian*, in the hope that we could contribute new scholarship and bring new voices to the discussion of tax policy and public policy at the local level for libraries. As the only national organization dedicated exclusively to local funding and policy outcomes for libraries, whether at the ballot box or through town/city/county government negotiations, EveryLibrary is uniquely positioned to fill this gap.

On September 1, we were proud to self-publish and release Volume 1, Issue 1 of *The Political Librarian*. Beginning with our second issue in April 2016, *The Political Librarian* will be hosted, indexed, and made available open access on a national scholarly platform. An application for an ISSN was filed with the Library of Congress this December. EveryLibrary extends a special thanks to our editorial team, including series editor Lindsay Sarin, and general editors Johnna Purcell and Rachel Korman, for their dedication and work in producing our inaugural issue and future issues.

We are proud to announce our Editorial Board of distinguished peer reviewers:

- Jason K. Alston, Doctoral Candidate, School of Library and Information Science, University of South Carolina
- Trevor A. Dawes, Associate University Librarian, Washington University in St. Louis
- Sandra Hirsh, PhD, Professor and Director, School of Information, San José State University
- Paul T. Jaeger, PhD, JD, Professor and MLS Program Director, College of Information Studies, University of Maryland College Park
- Andrea Snyder, Outreach Services Specialist, Nassau Library System, Long Island, New York
- Courtney L. Young, Head Librarian and Professor of Women’s Studies, Penn State Greater Allegheny
Artist-In-Residence

EveryLibrary understands that voters are motivated to vote because of their perception of both the library as an institution and of the librarians as compassionate, engaged professionals in their communities. We believe that there are some very effective and resonate slogans, images, and campaigns about libraries at loose in the world. But we don’t see people talking about their librarians, or the brand of librarian, as much as we need them to. We think that is because we don’t know how to talk about ourselves well.

In 2015, we wanted to address that. EveryLibrary launched what appears to be a unique project for a political action committee: an Artist-In-Residence program. We are pleased to have chosen Cincinnati, Ohio–based artist/librarian Steve Kemple as our first “Artist-In-Residence.” Over the course of six months, Steve curated a series of eight virtual art installations and performances at libraries everywhere. The project, called “We’re In This Together,” consisted of a series of synchronous and asynchronous events that could be performed by library staff at libraries nationwide. The project’s aim was to “transform libraries from the inside out with magical thinking” and to “ignite a sense of wonder among library workers everywhere, encouraging libraries to approach with new eyes their vital role in the public sphere and the wider ecosystem of cultural institutions.”

Notable highlights from the series include recording and issuing our first full-length album of librarians shushing, delivering the World’s Smallest Sculpture for display at every library in the world, and sending flowers to civic and cultural institutions across town. The most notable event was Performance No. 7, #High5aLibrarianDay. Through a bit of pluck and bravado, Mr. Kemple was able to make the project go viral and over 11 million Twitter impressions later, a wonderful moment of professional recognition was born. Annually, we plan on celebrating November 18 as #High5aLibrarianDay. Thousands of people participated in the performances.

Performance 1 on June 10: Shhhhhhh….. invited library people from around the world to call in and record their own shushing sound, which was then edited and compiled into an album download. It has been cataloged.
Performance 2 on June 23 and August 6: *Thinking of You* encouraged library folks to send flowers, with or without a nice card, to other public institutions in their area. This performance ran for the length of the project.

Performance 3 on August 4: *International Space Station Fly Over High Five* requested that whenever the International Space Station flew over your library that you and at least one colleague would high five.

Performance 4 on August 17: The *World’s Smallest Sculpture* was delivered to every library in the world. Those who chose to display it were asked to report back on this special one-day showing to their public.

Performance 5 on November 3: *We’re In This (Submarine) Together* allowed everyone to play a recording of submarine sounds at their reference desk. It was also Election Day.

Performance 6 on November 16: *Catalog the Sunset* asked librarians to use a standard markup language jointly developed for the project to retain a local record of their local sunset.

Performance 7 on November 18: #High5aLibrarianDay, in which it’s a great idea to high five a librarian, or provide some other recognition of how awesome they all are.

Performance 8 on November 30: *One Perfect Moment* encouraged reflection at 2:34 p.m. CST on how we are all truly “In This Together.”

All the “We’re In This Together” performances were hosted through the EveryLibrary Facebook page and promoted through our social media and website channels. A retrospective of this series will be published in early 2016. We anticipate hosting a new Artist-In-Residence in the second half of the year.
Strategic Partnerships and Projects

EveryLibrary is the newest organization in the library advocacy ecosystem, but we have rapidly built a core of donors, supporters, followers, and volunteers who are interested in seeing new perspectives and new leverages applied in this work. In 2015, we continued to align ourselves with established and emerging opportunities from inside and outside the library world that benefit the advocacy mission of our organization.

Net Neutrality Coalition

From the latter part of 2014 through the Federal Communication Commission’s final vote in February 2015, EveryLibrary was an active member of the Net Neutrality Coalition, a multi-agency, multi-organizational group focused on promoting public awareness of important issues or equity and access in advance of rulemaking by the FCC. We joined with organizations and companies like Mozilla, reddit, Free Press, OpenMedia, IMLS/ALA, the Media Alliance, EveryLibrary California, and Engine Advocacy in order to educate the public about Net Neutrality and what it means. EveryLibrary pushed a series of messages into the library community and hosted several in-person meetings and action events to help coordinate and encourage engagement across the library industry about Net Neutrality.

Outside the Lines

From September 13–19, hundreds of libraries in the United States, Canada, Australia, and beyond reimagined their normal programming and outreach to help reshape how libraries are seen in their communities through “Outside the Lines.” EveryLibrary was an early Organizational Participant in this initiative lead by AnyThink Libraries in Colorado. In 2015 we continued to promote and support libraries as they used #GetOTL to reach new audiences. Residents want to hear about what libraries do that changes lives and transforms communities. With over 200 libraries on board for 2015, Outside the Lines is the fastest growing outreach project anywhere in libraries this year. Our updated “Library Card Signups Outside” guide provides new resources for library teams that are looking for ways to update and extend library card signups out into their communities. EveryLibrary has supported Outside the Lines since the beginning because outreach to non-users is so important in a community discussion about funding.
National Voter Registration Day

In 2015, EveryLibrary renewed its Partner Organization status for National Voter Registration Day (NVRD) (September 25) because we believe that an engaged and informed electorate is a basic need for the future of libraries. Through our leadership and marketing to the library industry, over three dozen public libraries became new NVRD partner organizations for their local communities. Many already have certified voter registrars on staff, but NVRD 2015 was a new, organized impetus to bring civic services and democratic engagement to the forefront in their communities. In 2016, we will continue to extend our outreach about NVRD to libraries on campuses and communities across the country.

Great Librarian Write Out

EveryLibrary was proud in 2015 to become the new home of the Great Librarian Write Out, a program focused on recognizing the best writing about libraries and librarians in the popular media. In July, we were excited to announce that Courtney Young, Head Librarian and Professor of Women’s Studies at Penn State Greater Allegheny, won a $250 award for her article in the Huffington Post entitled “How Libraries Are Transforming Into Community Anchors.” This article was written to help celebrate and promote National Library Week in 2015. This article brilliantly points out, “that libraries not only engage, but also transform their communities, especially during times of emergency, when libraries are often the glue that holds communities together.” Special thanks to Mr. PC Sweeney for donating to make this award possible.

Librarians at South by Southwest Interactive 2015

Since 2013, EveryLibrary has helped support the #LIB-Interactive efforts at South by Southwest Interactive (SXSWi) Conference and Trade Show. It is one of the most critical venues to bring librarians and library issues to new audiences. The community that gathers across technology and innovation, social good and social impact, and policy issues that libraries have a role in or insight about, is uniquely present at SXSWi. In 2016, we look forward to continuing our leadership role in updating the image of 21st-century libraries and librarians in the tech community’s mind.
Training, Speaking, and Convening

This year, EveryLibrary board members and advisors were frequent speakers, presenters, conveners, and keynoters for library conferences and symposia across the country. Many of our trainings are not about the specifics of library campaigns and local politics, but instead focus on ways for librarians, trustees, and other stakeholders to activate the public in the absence of a measure before the voters. We are particularly proud that Executive Director John Chrastka was invited to present the McCusker Memorial Lecture for Dominican University this year.

In 2015, we were pleased to present to the following communities:

- ALA Midwinter Meeting (Chicago) and ALA Annual Conference (San Francisco)
- Oregon Library Association Annual Conference, Eugene
- Lyrasis Membership Meeting, Breakout Session, Online
- Colorado Interlibrary Loan Conference Keynote, Colorado Springs
- SEFLIN 2015 Virtual Annual Meeting, Featured Speaker
- NELA 2015 “How to Win Friends and Influence Politicians”
- California Library Association 2015 Conference, Pasadena
- South by Southwest, Panel, Austin
- Dutchess County (PA) Library Association Keynote
- Mid-Hudson (NY) Library System Training Day
- North Country Library System Keynote and Seminar, Watertown NY
- Missouri Library Directors’ Summit, Lake of the Ozarks
- Expect More Series, sponsored by Tech Logic
- Lead the Change Series, Library Journal
- LJ Director’s Summit, Washington D.C.
- Dominican University, for Professor Christopher Stewart
- McCusker Memorial Lecture, Dominican University

We were happy to provide sponsorship to two conferences that are creating new and innovative collaborative learning spaces in the library industry:

- CritLib UnConference, concurrent with ACRL 2015
- ULU Con 2015 (Urban Librarians Unite)
Parties and Fundraisers

EveryLibrary believes in the power of social convenings to bring people together and discover our common cause. We were honored this year to host several hundred supporters and donors at a series of social events across the country and are humbled to have the support of volunteer co-hosts and local arrangements coordinators to help make our social events fun and engaging. EveryLibrary again wishes to thank Brainfuse for anchoring our social calendar this year as a “Smart and Fun” underwriter for several events. Their participation and support helped us put ticket sales to work and reach new audiences.

We are lucky to have had the following people and companies co-host our events this year:

- EveryLibrary Cocktail Hour at CLA 2015, hosted and sponsored by Peter Hepburn and Conrad Paulson
- EveryLibrary’s CLA2015 Pre-Party and Fundraiser, hosted and sponsored by Brainfuse
- Library Bar Fundraiser in San Francisco, co-hosted by Michelle Zaffino and Julie Horst, sponsored by Brainfuse
- EveryLibrary Meet-Up at NELA 2015, hosted by Ed Garcia and sponsored by Brainfuse
- Lead the Change Wrap-Up Social, co-hosted with David Bendekovic
- National Conference of African American Librarians Cocktail Hour, hosted by Kelvin Watkins and sponsored by Brainfuse
- OLA 2015 After-Hours and Fundraiser, co-hosted with People for Oregon Libraries
- REFORMA V Meet-Up, hosted by Ruby Contreras Nugent
- EveryLibrary ACRL 2015 Meet-Up, co-hosted by Nicole Pagowsky, Peter Hepburn, J. Turner Masland, Kirby McCurtis, and JP Porcaro
- Mugshots, the Librarians at SXSW Parties, co-hosted by SXSW LAM
Board and Advisors

Advisory Committee

EveryLibrary is fortunate to have a wide-ranging group of advisors who provide practical advice and tactical connections to our leadership team. This year, we welcome two new members of the Advisory Committee, Kyle K. Courtney, Esq. and Ed Garcia.

**Kyle K. Courtney** is the Libraries & the Law Advisor to EveryLibrary, focusing on the civic and political matrix between units of government and citizens. Mr. Courtney is Copyright Advisor at Harvard University at the Library’s Office for Scholarly Communication and teaches first year legal research sessions for the Law School’s Legal Research & Writing Program, while holding a dual appointment at Northeastern University teaching on cyberlaw issues. A nationally recognized authority on copyright, technology, libraries, and the law, he holds a JD with distinction in Intellectual Property Law and an MSLIS. He tweets @KyleKCourtney.

**Ed Garcia** is a campaign advisor to EveryLibrary. He is the Director of the Cranston Public Library in Cranston, Rhode Island. A newly minted librarian, prior to earning his MLIS from the University of Rhode Island in 2008, Ed was a marketing professional for 10 years at Sony Music and the Boston Phoenix. He was also Rhode Island Director of the American Diabetes Association and the Executive Director of the Diabetes Association of Greater Fall River. Ed was named both an ALA Emerging Leader and a Library Journal Mover & Shaker in 2010. He is active in ALA and is a current ALA Councilor-at-Large, member of the Committee on Diversity and RUSA Board of Directors. In Rhode Island, Ed is a current member of the RI Council of Economic Advisors and Congressman Jim Langevin’s Education Advisory Committee. Ed is also a happily married father of twin sons. He tweets @edgarcia401.

They join our distinguished group of advisors:

- Rebekkah Smith Aldrich
- Ben Bizzle
- Michele Cobb
- Francine Fialkoff
- Melissa Gardner
- Jan Ison
- John Ison
- JP Porcaro
- Lindsay Sarin
- John Shableski
- Kate Tkacik
- Andrew (Andy) Woodworth
Board of Directors

In 2015, EveryLibrary is lucky to welcome Brian D. Hart to our Board of Directors. He joins John Chrastka, Erica Findley, Patrick Sweeney, Mel Gooch, and Peter Bromberg as officers of the organization and day-to-day leadership of our work. Brian is a 2012 MLIS graduate from the University of South Carolina, where he was awarded the Ethel Bolden Minority Scholarship, and is currently pursuing a Masters of Public Administration from UNC Charlotte while working as Assistant Director for Middle Georgia Regional Library System in Macon, Georgia. Mr. Hart was selected as a 2014 Emerging Leader by the American Library Association, where he co-founded the ALA “Librarians Build Communities” MIG to coordinate skilled volunteer efforts and celebrate the diverse ways librarians enrich, educate, and enhance their local communities. He is a member of the Board of Directors of the Black Caucus of the ALA (BCALA) and is a member of the North Carolina Library Association (NCLA). He tweets @BrianDHart.
In 2016, EveryLibrary looks forward to continuing our mission to build voter support for libraries by providing direct support to 20 library communities as they go to the ballot. Our vision that “Any library election anywhere should matter to every library everywhere” will continue to be realized as our VoteLibraries.org website and action platform scales up to reach the public. A new, key focus of our attention will be sharing a #votelibraries message state-by-state during each of the presidential primaries and nationally on Election Day in November. Our Board and Advisors will keep up a full schedule of speaking and training at conferences around the country. We look forward to Issue 2 and 3 of The Political Librarian and we are interested in you contributing to this dialog. Throughout the year, we will be announcing new collaborative partnerships and coalitions that advance both specific action-outcomes as well as building capacity for our work.

Our donors make this all possible. We are experts in putting our donor support to work winning elections, building awareness for libraries and librarians, and changing the dialog within our industry about political literacy. Please consider making a one-time or recurring personal donation at our new VoteLibraries action site: https://votelibraries.nationbuilder.com/donate. Corporate and vendor donors are welcome. Please contact john.chrastka@everylibrary.org to make arrangements.

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