

**PRIORITY 6**

**Barriers**

- S1 - Vendor Customized PR materials
- S2 - Secure library eligibility for funding from other agencies
- S3 - Convene other organizations for with similar audiences, programs and services for collaborating and sharing resources
- S4 - Forecast modeling of budgets and technology trends
- S5 - Collaborate with IT partners to train library staff
- S6 - Partner with vendors, high schools, AmeriCorps & other volunteer groups to provide technical support in rural communities
- S7 - Partner with BTOP telecom providers for libraries to serve as hubs for small communities
- S8 - Fund and train staff for needs assessments

- B1 – Inadequate library funding for marketing, outreach and general program support
- B2 – Redefining at state and national levels what tax dollars can be used for in communities.
- B3-SILO mentality among public agencies providing services to special populations
- B4- Attitude change of how to use federal and state dollars in local libraries
- B5 – Rapid changes in technology (equipment and software)
- B6- Rapid technological changes requires constant training, retraining & equipment upgrades
- B7 - Digital divide limits access to many in remote, rural areas
- B8- People do not know what libraries offer; marketing/awareness within communities
- B9- Local, state and federal difficulty in breaking cycle of households not having culture of using libraries
- B10 – Cultural differences with certain groups makes trust building difficult for local & state governments
- B11 – Defining underserved urban and rural communities for services

**Priority – P6**

Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line (as defined by the Office of Management and Budget and revised annually in accordance with section 9902(2) of title 42) applicable to a family of the size involved

**Strategies**

- S9 - Multi-agency approach to target populations with pooling of resources for services/products
- S10 - Find out who is doing what and show up with offer to collaborate
- S11 - Mimic successful marketing strategies of well-branded firms
- S12 - Establish cooperative arrangements among SLAs for contracting and digitizing
- S13 - Have libraries become partners in emergency preparedness – training, resources for communities

**Opportunities**

- O1 – Availability of federal funding for early literacy
- O2 – Collaborative marketing
- O3 - New partnership opportunities with those with funds and those who might not have engaged before (including community orgs).
- O4 – Collaboration of programs & resources
- O5 – Libraries provide affordable access to information
- O6 – Social media & emerging technologies for programs, services, marketing
- O7 – Digital, web-based content
- O8- Disasters for rebirth of services, programs & offerings