

# The Education Advantage Study Guide

The following charts taken from *Transforming Our Image, Building Our Brand: The Education Advantage* (Libraries Unlimited/ABC-CLIO, 2013) suggest strategic substitutes for traditional library terms and phrases that tend to trivialize our value.

Requiring no further explanation, this value-enhanced vocabulary will immediately convey your true worth—to *everyone*.

## Storytime/Program → Class, Seminar, Workshop, Event

Traditional	Strategic
Storytime	Children's class
Program	Class Seminar Workshop Event Initiative Project

## Programming → Curriculum Development

Traditional	Strategic
We do programming.	We develop class content. We develop the curriculum for classes. We teach children's classes. We teach classes, seminars and workshops for all ages.
Our programming is second to none.	Our classes and events are second to none.
"Children's Programming" (a staff continuing education class)	"Children's Classes: Preparing & Teaching Our Curriculum"

**Circulation → Loan/Borrow/Customer Service**

Traditional	Strategic
Circulation	Borrowing (e.g., "Borrowing is up this year over last.") Loans (e.g., "Loans are up this year over last.")
Circulation (statistics)	Items Borrowed
Circulate	Loan (e.g., "We loan seven million items each year.") Borrow (e.g., "Customers borrow seven million items each year.")
Circulation Department	Customer Service Department
Circulation Clerk	Customer Service Specialist
Circulation Desk	Customer Service Desk

**Reference → Research**

Traditional	Strategic
Reference Department	Research Department Instruction & Research Department
Reference Desk	Research Desk Research Assistance Desk Research IT Desk Customer Service & Research Desk (if combined)
Reference Questions	Research Questions
Reference Librarian	Instructor & Research Specialist
Reference Interview	Research Needs Assessment
Reference Behaviors	Research Needs Assessment Skills
Reference Collection	In-house Research Collection (print)
Reference Databases	Specialized Online Research Tools
I do reference.	I assist customers with their research.

**Information → Education/Research**

Traditional	Strategic
We provide access to information.	We deliver equal opportunity in education through our Three Pillars.
We are information professionals.	We are education professionals. We are educators.
Health Information Center	Health Education Center
We are in the business of information.	We are in the business of education.
We provide information.	We deliver high-quality education.
Information Department	Research Department Instruction & Research Department
Information Desk/Info. Desk	Research Desk
I work in Info.	I work in Research.

**Entertainment/Recreation → Fun/Engaging/Fiction**

Traditional	Strategic
Entertain	Engage, captivate, enthrall, enrich, enlighten (at times, entertain)
Entertaining/Recreational	Engaging, fun, enthralling, captivating, enriching, enlightening (at times, entertaining)
Recreation	Fun, enrichment (at times, entertainment)
Entertainment DVDs	Fiction DVDs

**Juvenile → Children's**

Traditional	Strategic
Juvenile Fiction	Children's Fiction
Juvenile books	Children's books
Juvenile materials	Children's materials
Juvenile DVDs	Children's Fiction DVDs Children's Nonfiction DVDs
Juvenile programs	Children's classes Kids' classes

**Lifelong Learning → Lifelong Education**

Traditional	Strategic
Lifelong learning	Lifelong education Continuing education Education for all ages Public education for all

**Help/Serve/Reach → Advance/Improve/Deliver/Teach**

Traditional	Strategic
Help, Serve, Reach	Advance, improve, increase, enhance, conduct, deliver, assist, instruct, tutor, teach
"We <i>serve</i> 100,000 residents."	"We <i>deliver</i> equal opportunity in education to 100,000 residents."
"We <i>help</i> people."	"A major component of education, we <i>advance</i> the economy, <i>improving</i> quality of life." "Our instructors <i>assist</i> customers with their research." We design and deliver a first-rate curriculum for the benefit of the entire community.

**Do/Hold/Offer → Instruct/Teach/Lead/Facilitate**

Traditional	Strategic
Do, hold, offer	Teach, instruct, lead, facilitate, deliver, guide, tutor
"We do programming."	"We teach classes."
"We do good work."	"We deliver high-quality public education for all."
"We hold book clubs."	"We facilitate book discussion groups."
"We do/offer storytimes."	"We teach children's classes." "Our children's curriculum includes classes for infants through pre-K students."

**Traditional Titles → Strategic Titles**

Traditional	Strategic
Librarian, Library Associate	Instructor & Research Specialist, teacher, educator, facilitator, faculty
Children's Services Supervisor	Children's Instruction & Research Supervisor
Adult Services Supervisor	Instruction & Research Supervisor
Circulation Clerk	Customer Service Specialist
Circulation Supervisor	Customer Service Supervisor Systemwide position: Head of Customer Service
Programmer	Instructor, facilitator, educator, teacher Web Programmer
Head of Children's Programming	Head of Children's & Teens' Curriculum
Head of Adult Programming	Events & Seminars Manager
Teen Programming Coordinator	Teen Curriculum Coordinator
Cataloger	Data Specialist
Cataloging Department	Data Services Department
Director, Administrator, Chief Librarian, City Librarian, County Librarian, Executive Director	President & Chief Executive Officer, President, Chief Executive Officer
Assistant Director, Associate Director, Deputy Director	Chief Operating Officer
Head of Accounting	Chief Financial Officer
Head of Human Resources	Director of Human Resources
Head of Public Relations	Director of Public Relations
Head of IT	Director of IT

**Patrons → Students, Customers**

Traditional	Strategic
Patrons	Students, students of all ages, learners, customers, users

## Services/Programs & Services → Curriculum

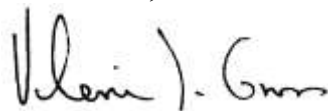
Traditional	Strategic
Our <i>programs and services</i> are second to none.	Our unparalleled <i>curriculum</i> comprises three pillars: Self-Directed Education, Research Assistance & Instruction, and Instructive & Enlightening Experiences.
We provide exceptional <i>services</i> .	We deliver an exceptional three-pronged <i>curriculum</i> : Self-Directed Education, Research Assistance & Instruction, and Instructive & Enlightening Experiences. We design and deliver a <i>curriculum</i> that is second to none.
Fully funding our budget will guarantee continuation of our <i>programs and services</i> .	Fully funding our budget will guarantee the continuous delivery of <i>public education for all</i> .
Our library system comprises six <i>full-service</i> branches.	Our library system comprises six branches, each of which features our <i>full curriculum</i> .

For the most powerful communication, combine the above strategic terminology with strong statements that position your library as a major component of education, such as:

- We are a *major component of [your county/city/state/country]’s strong education system*.
- We deliver *equal opportunity in education*.
- We deliver *public education for all*.
- Our team of *educators* and support staff delivers *public education for all through a curriculum that comprises Three Pillars: Self-Directed Education, Research Assistance & Instruction, and Instructive & Enlightening Experiences*.
- We deliver *excellence in education*.
- We provide *equal access to quality education for all*.
- We are a *pillar of education*.
- We are a *cornerstone in the education process*.
- We are *partners in education*.
- We are *education*.
- What’s our mission? *Education*.
- Line of work? Our profession? *Education*.

More critical than ever in this 21<sup>st</sup> century knowledge-based economy, education—a never ending process—encapsulates all that we do, establishing our timeless, distinctive purpose.

All the best,



Valerie J. Gross  
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