IMPACT

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EMPOWER LITERACY
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LIBRARIES CHANGE LIVES

ADULT LEARNING | ECONOMIC GROWTH | EQUITY

GALE
A Cengage Company

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Richland Library's *Career Online High School* graduation, October 13, 2019, at the Main location, Columbia, South Carolina. Pictured left to right: Diamond Wilson, Andrea Walters, Kindra Tucker, Deneka Doctor. Courtesy Richland Library.

PROGRESS STARTS WITH CHANGE

Brian Risse
Vice President
Public Libraries,
Wholesale, and
Large Print Sales

Over the past year, Gale has been hard at work enhancing the user experience of our platform and adding new resources to our portfolio. This has been a labor of love, requiring input, testing, and approval from librarians like you. While we're proud of the enhancements and new offerings that have rolled out, we know that it isn't all about new tools. For public libraries, it's about working alongside one another to affect and empower change, ensure that every voice is heard, and support the educational endeavors of learners at every life stage.

As you read this issue of *IMPACT*, you may notice that while we will always be an advocate of sharing best practices with colleagues and peers, we wanted to take this opportunity to highlight the many offerings that can help you get there. Whether "there" is supporting underrepresented groups in your community, giving adults a second chance at a high school diploma, offering upskilling through online courses, pointing entrepreneurs down the right path, or helping young readers succeed with large print.

Make sure you take time to read about two newly released products—*Gale Presents: Udemy* and *Gale Engage*. From on-demand video content to data and outreach solutions, we're committed to helping you deliver what patrons are asking for while increasing your meaningful relations with them.

GALE PRESENTS

Udemy

GET LEARNERS WHERE THEY WANT TO BE

Gale Presents: Udemy connects patrons to 4,000+ on-demand video courses across 75 different categories to help them build skills in their current role or prepare for a new one.

DESIGNED FOR SUCCESS

- **Unique Curation Model**—Udemy's dynamic, one-of-a-kind marketplace model fueled by data and human insights delivers the most in-demand skills training, giving patrons a competitive advantage.

- **Robust Course Catalog**—Access to the most relevant and up-to-date courses in the areas of business, technology, software, and personal enrichment.

- **Learner First Approach**—Engage patrons with a personalized learning experience. Students can see top courses and trending skills, giving them the power to choose topics and instructors that fit them best.

- **Top-Rated Instructors**—Udemy instructors are world-class thought leaders, subject matter experts, bestselling authors, and award-winning professors teaching what they know best.

Learn more at
gale.com/trialudemy

SMALL BUSINESSES GET BIGGER, BETTER—WITH LIBRARIES' HELP

The U.S. is home to

30.2 MILLION
small businesses employing

58.9 MILLION
workers, representing

47.5 PERCENT
of job holders

Ed Koltonski
Business and Investment
Librarian, PLMYC

SMALL BUSINESS IS BIG

In 2018 the United States was home to 30.2 million small businesses employing 58.9 million workers, representing 47.5 percent of job holders and accounting for 66 percent of net new jobs.[1] When entrepreneurs go looking for help, they often turn to their public libraries: Almost 60 percent of libraries provide resources to users who'd like to start a small business.[2]

One thriving business development center is housed in the Public Library of Youngstown and Mahoning County (PLYMC) in Ohio, which has a long history of serving the business community. For 95 years, PLYMC's Business and Investment Center (BIC) has worked with local entrepreneurs and other community partners to empower patrons with business knowledge and skills and to nurture the Youngstown area economy.

PLYMC Business and Investment Librarian Ed Koltonski estimates that the BIC serves about 500 patrons yearly. "The types of resources we have available—they rival [those of] some universities," he says. Among those resources are free access to business-intelligence databases such as ReferenceUSA and Mergent Intellect; collections on entrepreneurship, industry analysis, trade-specific technology, and many other topics; free mentoring; and hands-on training.

SERVING A RANGE OF NEEDS

Nearly a century after its founding, the BIC continues to see significant demand for its services—most recently, by former automotive industry workers left jobless by the closing of a nearby General Motors manufacturing facility. "They've taken their buyout, they feel too young to be retired, and they're kind of dubious about working for someone else," Koltonski says. "A lot of them have decided to go into business for themselves."

Many of those aspiring entrepreneurs have limited computer proficiency and/or have not obtained a college degree. That's where BIC's resources can help fill the gap, he says. "I tell them, 'You might need to

learn a few new skills.' I can show them the steps they need to take and help them move forward."

For example, through BIC's Book-a-Librarian program, library users can sign up for an hour of one-on-one consultation with Koltonski, who can suggest the most appropriate next step in their business journey. That might be registering a business name with the Secretary of State, developing a business plan, or finding local partners for business loans.

Another segment of BIC users: owners of existing businesses that aren't thriving. "Usually they're coming in to do due diligence that they didn't do the first time around—tracking their finances, figuring out their break-even point, things like that," says Koltonski.

Whether Koltonski is working with a new entrepreneur or the owner of an existing company, he finds it helpful to have them use *Gale Business: Plan Builder*, a step-by-step online planning tool. *Gale Business: Plan Builder* uses information and tools to guide users through the entire business development life cycle.

"When I'm working with someone with little to no business background, I refer them to step 1, where they can begin to build their entrepreneur profile, or step 2, where they start to think about how their business will operate," he explains. Meanwhile, established businesses may be better off starting with later steps, such as working on a break-even analysis, a business plan, or financial projections.

One recent patron was "really panicking about the number side of things," Koltonski recalls. "We sat down and worked on the break-even analysis, and after she started using the *Gale Business: Plan Builder*, a lot of her anxiety dissipated, and she has started a business since then."

Either way, Koltonski says, the fact that *Gale Business: Plan Builder* does not require Microsoft Office skills makes it more accessible to users. "The vast majority of business and financial plans are Excel templates, and that's unnecessary gatekeeping," he says. "Not everyone has a computer at home with Microsoft Office on it. When working with this resource, I can focus on the content side of things: 'This is what goes in here, and why,' instead of, 'This is how you edit in Excel.'"

Public Library of Youngstown
and Mahoning County

BUILDING AN ENTREPRENEURIAL ECOSYSTEM

The BIC works in concert with many other entrepreneurial partners in the Youngstown and Mahoning County area, including the Youngstown chapter of the SCORE business mentoring network, the local business incubator, and other public libraries. "I've been really surprised by how many groups and organizations are available for people who want to start a business around here," Koltonski says. "There are so many resources that it becomes an issue of communicating instead of competing."

For example, when he noticed his business planning classes were duplicating the efforts of the Youngstown Business Incubator, he changed his approach. Now the incubator sends its participants to the BIC to learn how to use the *Gale Business: Plan Builder* software, which reinforces what they've already learned at the incubator. "It's become a lot more of a symbiotic relationship," Koltonski says. "We're trying to bridge instead of silo."

He also recommends cosponsoring programs with other community organizations. "I get so much more engagement if I cohost a program with the Youngstown Business Incubator or if I'm part of a program at the YWCA. We get to spread out the workload a little bit, and we get to promote it more effectively," he says. "If you have two or three different community partners, everyone is able to speak to their strengths, and there always ends up being a high turnout."

Partnering with other community stakeholders also helps ensure value for program participants. "The people who come in for a program have to leave with something, whether that's a list of local contacts or a new *Gale Business: Plan Builder* account," Koltonski emphasizes. "As long as they leave with something, that seems to be a good step forward for them. Those are people I will typically see show up to another program."

Koltonski does a lot of showing up himself—giving talks about the BIC to other community groups and working with the local chamber of commerce to spread the word about what the library can offer. Perhaps most important, "I keep myself very available by email, text message, and messenger app, because I tend to be moving around quite a bit," he says. "So many of the people I work with are constantly on the run, too, whether they're business professionals or not. We're all trying to stay a step ahead, which is why it's nice that *Gale Business: Plan Builder* works on my phone well."

ADVICE FOR OTHERS

To libraries considering whether to increase their offerings for new and existing businesses, Koltonski urges them to remember what he calls "the core mission of all libraries": providing the resources that a community needs. "That fundamental shift that's been taking place in libraries to becoming places that inform community members and allow them to get actionable data—that's central to what we're doing," he says.

But what if a library doesn't have a trained business librarian? As Koltonski points out, "A question is just a question. It doesn't matter if it's a genealogy question or a business question; there are tools for answering it. Yes, you're getting a business question, but that doesn't necessarily mean you need to be a business expert to answer it. You just need to be an information professional. Take your MLIS [Master of Library and Information Science] skills and apply them to learning about business resources."

Using a tool such as *Gale Business: Plan Builder*—which offers integration with several other tools such as *Gale Business: DemographicsNow*, *Gale Business: Entrepreneurship*, and *Gale LegalForms*—can help a library stretch its business resources as far as possible. For example, Koltonski says, "At different steps throughout *Gale Business: Plan Builder*, prompts reveal additional content and tools to help users understand or further explore concepts. So if someone is doing a break-even analysis who has never even heard the term, they can click a menu and get sent to helpful articles."

"I want to be here to help people as much as humanly possible, but I don't want them to be reliant on me for anything," he finishes. "They're going to have to develop their skill sets. And being able to say, 'I have a question. How do I find the answer?' is the ultimate skill set."

Plan for success with these resources

Gale Business: Plan Builder—An intuitive dashboard walks users through five steps of business planning and includes easy-to-use tools and templates. For libraries subscribing to any of these resources, *Gale Business: Plan Builder* is integrated with:

Gale Business: DemographicsNow—A wealth of highly detailed U.S. demographic data ideal for gaining consumer and market insights crucial for opening or growing a business.

Gale Business: Entrepreneurship—Information on how to plan, fund, start, and manage a small business, including nearly 1,000 sample business plans.

Gale LegalForms—Access to thousands of state-specific legal forms relevant to starting or managing a business.

Learn more at **gale.com/bizsuccess**

> "Yes, you're getting a business question, but that doesn't necessarily mean you need to be a business expert to answer it. You just need to be an information professional."
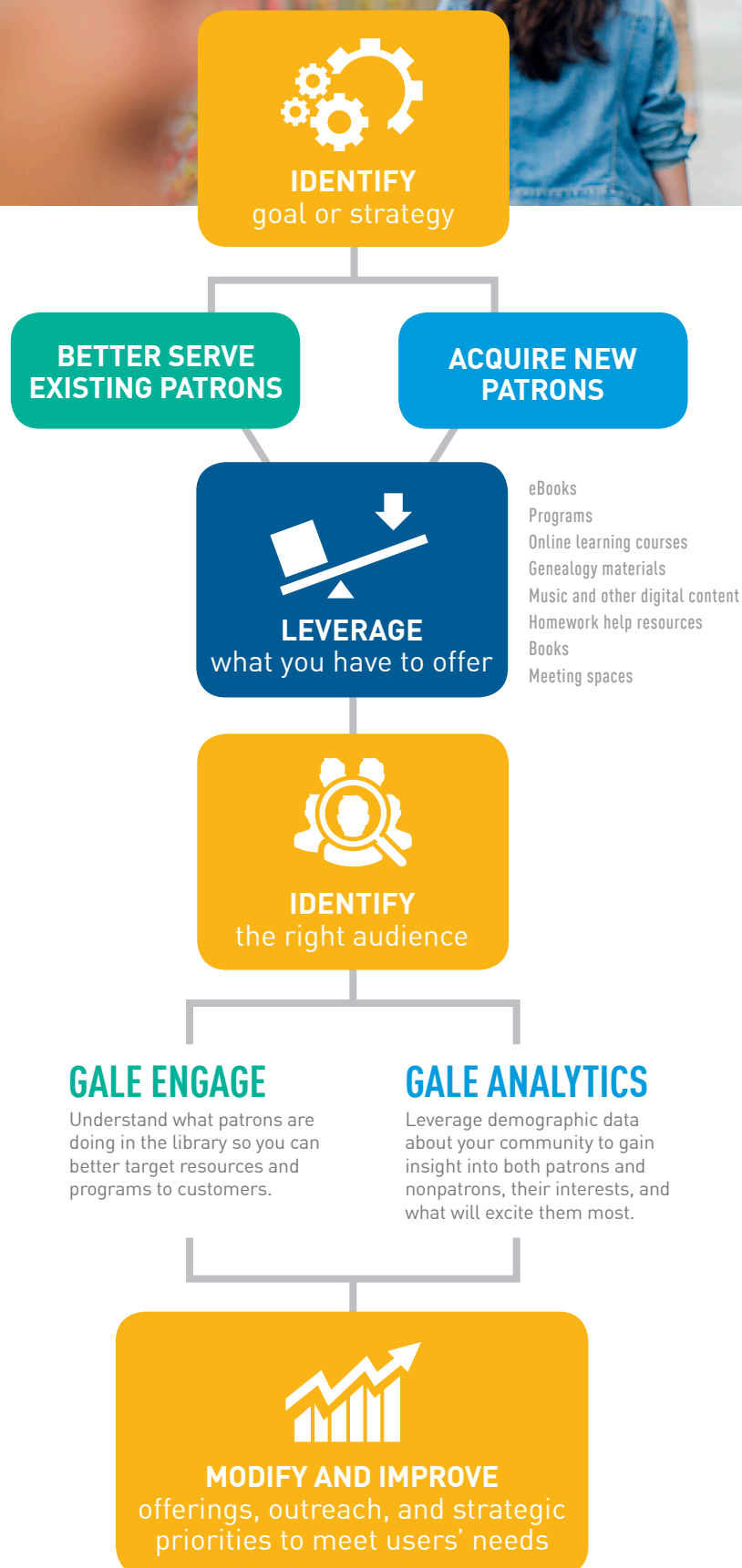
Ed Koltonski

1. U.S. Small Business Administration, Office of Advocacy, "What's New with Small Business," bit.ly/ussba2018; "2018 Small Business Profile," bit.ly/ussbaprofile.

2. University of Maryland Digital Inclusion Survey, http://bit.ly/umdisurvey.
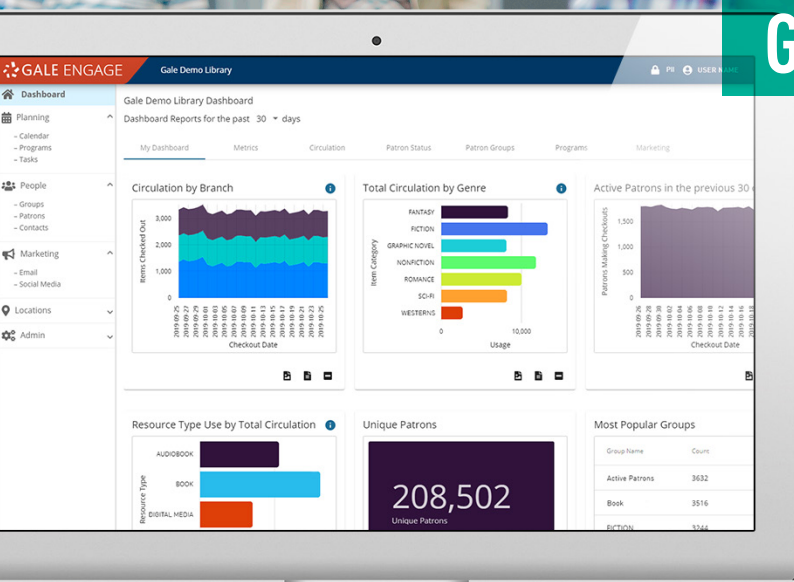
LET YOUR DATA DRIVE SMARTER DECISION-MAKING

Let's face it, managing the support of strategic priorities, programs, and resources can be a daunting task. Especially if you don't have a large team with the time and experience to dedicate solely toward this effort. To help reduce the guesswork and stress of this task, we now offer two products for public libraries. Each one is an important resource in its own right, yet combined can balance demographic insight with your library's own data to fuel strategic planning, program selection, marketing outreach, and more. Take a look.

IDENTIFY
goal or strategy

BETTER SERVE EXISTING PATRONS

ACQUIRE NEW PATRONS

LEVERAGE
what you have to offer

eBooks
Programs
Online learning courses
Genealogy materials
Music and other digital content
Homework help resources
Books
Meeting spaces

IDENTIFY
the right audience

GALE ENGAGE

Understand what patrons are doing in the library so you can better target resources and programs to customers.

GALE ANALYTICS

Leverage demographic data about your community to gain insight into both patrons and nonpatrons, their interests, and what will excite them most.

MODIFY AND IMPROVE
offerings, outreach, and strategic priorities to meet users' needs

GALE ENGAGE

Centralize your data and gain a more comprehensive view into how patrons interact with library resources and services with *Gale Engage*. Ready-to-use data visualizations, patron grouping (based on transaction history and engagement with library services), and integrated marketing features empower you to personalize outreach and work more efficiently.

GREAT ALONE, EVEN BETTER TOGETHER

GALE ANALYTICS
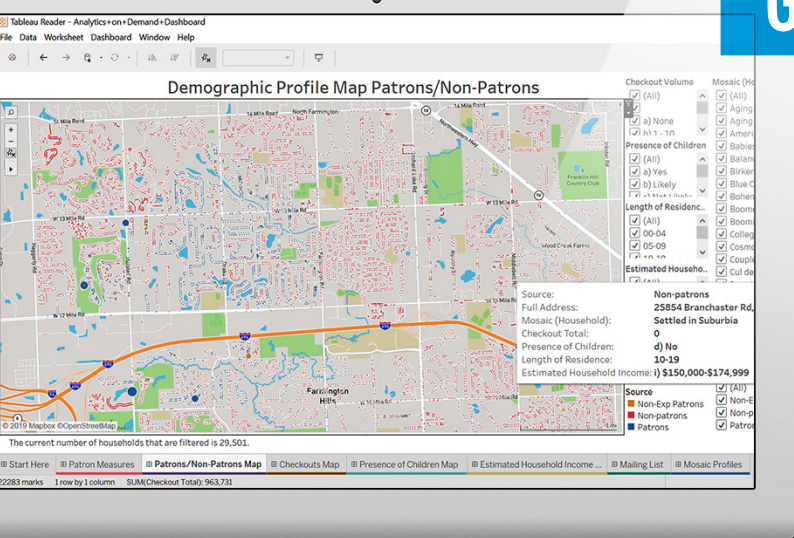
Gale Analytics uses the power of Experian's Mosaic® USA proprietary household segmentation system to make it easier for you to understand your community. Experian segments households into 71 unique profiles, or Mosaics, which are used to help libraries segment patrons and nonpatrons based on demographic and lifestyle characteristics. Tableau dashboards better equip your library and staff to easily target new populations, create new programs, market library services, and allocate resources more efficiently.

Learn more at **gale.com/public**

WHERE EVERY VOICE IS HEARD
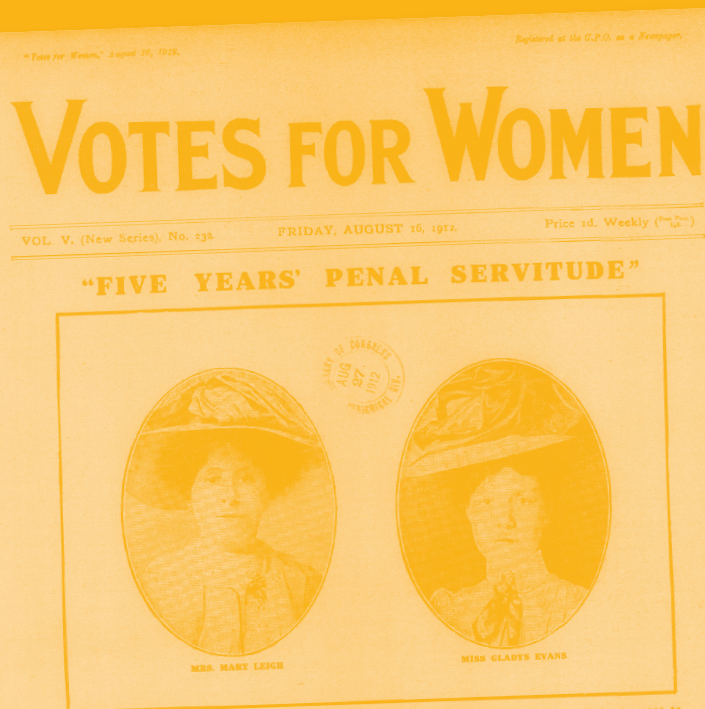
Community defined is "a group of people living in the same place." The library is at the heart of that. As you look to promote a culture of equity, diversity, and inclusion at your library, it may be necessary to fill in gaps in your current collection. *Gale Primary Sources* offers digital resources that help provide a historical perspective on topics like sexuality and gender, civil rights, women's studies, and more.

Of course, the content is only as good as the platform it's on. Along with terrific features like smarter search results and improved accessibility features, *Gale Primary Sources* now puts the user first at every stage. By delivering a tested-and-approved user experience with quicker access to search tools and content, your patrons can easily bring facts into focus and information to life.

“
As a public library, we are open to anyone and everyone, and our collections should reflect that."

Reference Manager, St. Louis County Library

OFFER YOUR COMMUNITY MORE INSIGHTS FROM MORE PERSPECTIVES WITH GALE PRIMARY SOURCES:

- Archives of Sexuality and Gender
- Slavery & Anti-Slavery: A Transnational Archive
- Indigenous Peoples of North America
- The Making of Modern Law: American Civil Liberties Union Papers
- Women's Studies Archive
- Nineteenth Century Collections Online: Women and Transnational Networks
- Political Extremism and Radicalism in the Twentieth Century
- Religions of America
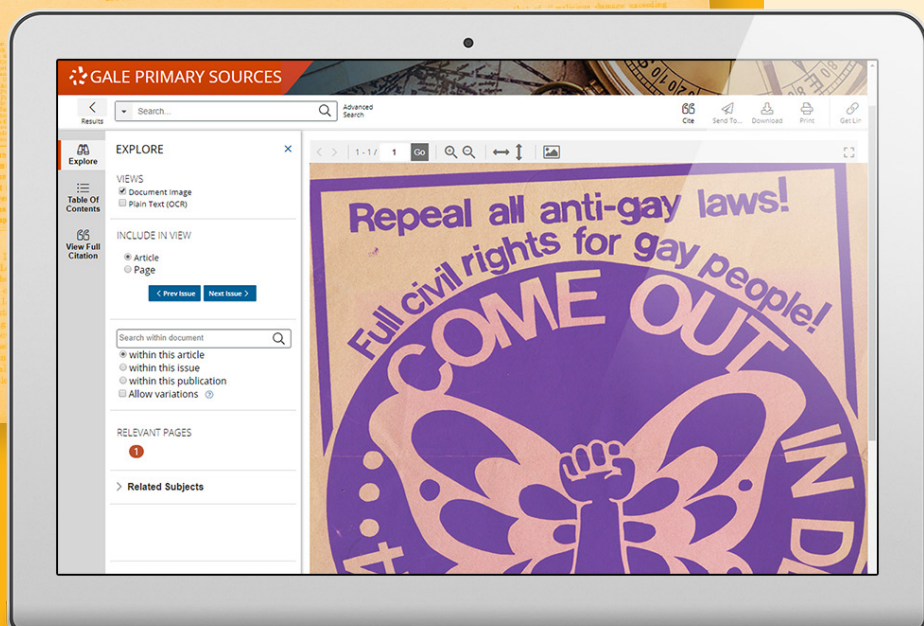
Learn more at **gale.com/public**

RICHLAND LIBRARY
A CATALYST FOR CHANGE

Left: Phillip Windsor, business and careers librarian, works with COHS student Jason Scott.

Top right: Richland Library Main, (photograph by Eric Blake).

Richland County resident Jason Scott learned the cost of leaving high school at 17 to care for his infant daughter. "Since 1988, I couldn't get those better-paying jobs without a diploma." Things are looking up since he saw a *Career Online High School* poster at his local library and asked the person at the desk, "How do I sign up?"

According to Janet Hatch, Richland's business and careers librarian and certified career coach, "10 percent of Richland County adults don't have a high school diploma." That is approximately 40,000 people. To address this issue, in 2018, Richland became the first library in the Carolinas to offer *Career Online High School*. In partnership with Gale, a Cengage Company, this program gives adults 21 and older, the opportunity to earn a free, accredited high school diploma and receive an entry-level certificate in one of 10 career fields.

Going Beyond GED Programs
Even though South Carolina public schools offer Adult Education GED programs, students often struggle to finish because of a lack of funds or the demands of work and family schedules. Hatch sees *Career Online High School* as a solution to her community's career needs because it offers the flexibility of a 24/7 online format and free academic support.

As part of their mission, Richland Library works to eliminate barriers and provide equal opportunity in their community. Since they began offering *Career Online High School*, nine Richland County students have graduated and 50 are currently enrolled in the program. Executive Director, Melanie Huggins, feels that *Career Online High School* is a good fit. "Almost 575,000 adults in South Carolina are at a disadvantage because they're less likely to earn as much as those who have completed high school," said Huggins. On average, adults without a diploma earn $10,000 less per year than a high school graduate. Huggins says, "Sometimes all it takes is a little encouragement and access to the right tools to jump-start your education or career."

Determined to Succeed
Refusing to give up for his daughter's sake, Scott applied to *Career Online High School* because he could get "job training and a diploma all in one." He likes "being able to do this online at home. "I'm a single parent, so I can be a dad and a student at the same time," said Scott. Another program benefit many students find key to their progress is having dedicated academic coaches who provide support and extra motivation.

The program is free to students who are approved for a scholarship.

CAREER ONLINE HIGH SCHOOL

PROGRAM FACTS

- Available at 150+ libraries across the U.S.
- Total graduates: 3,245
- Active students: 2,862
- Average time to complete the program: 12 months
- Average number of credits transferred: 6
- Average age of graduate: 32
- Program participants: 69% female 31% male
- 79% of graduates plan to go to college
- 98% of graduates would recommend the program

Applicants complete a 15-question online assessment, a 2-week prerequisite course, and an in-person interview with the library's staff. If accepted, the student picks a career track in one of 10 high-demand fields ranging from Home Care Professional and Office Management to Homeland Security. Graduates either go to work with their new certificates or go to college to further their education.

Huggins is inspired by students like Scott. She says, "*Career Online High School* has truly given people hope. The personal stories that they share—the stories that have brought them to this point—are so moving. Many thought they would never get this chance again."

Request more information at **gale.com/diploma**

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GALE COURSES

Support personal and professional learners with online education that can transform lives and foster positive changes in your community.

CLASSES ARE 6 WEEKS LONG

360+ Online Courses Available 24/7

NEW CLASSES START EACH MONTH

THE EDTECH AWARDS
COOL TOOL WINNER 2019

BEST ONLINE COURSES/MOOCS SOLUTION

Taught by college instructors who are **EXPERTS IN THEIR FIELD**

CERTIFICATE OF COMPLETION AWARDED

COURSES FOCUS ON:
- Professional development
- Technology skills
- Personal enrichment

INTERACT with instructor and students

HIGHLIGHT OUTCOMES
Dashboard reports total enrollment, student demographics, and user evaluations.

Note: User information collected during the enrollment process is never sold, traded, or shared with outside parties.
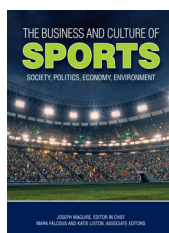
Learn more at **gale.com/gc**

GALE eBOOKS: SEE WHAT'S NEW

Your library is a go-to source for reliable information, and your patrons can access *Gale eBooks* 24/7. Our publishing program is based on bringing you content that supports topics relevant to today, such as medicine, marketing, college planning, LGBTQ history, and much more.

The Business and Culture of Sports: Society, Politics, Economy, Environment
Macmillan Reference USA • 2019
4 Vols. • ISBN: 9780028665030
Cross-disciplinary insights for students and researchers investigating the cultural and economic impact of sports in the 21st century.

The College Blue Book, 47th Ed.
Macmillan Reference USA • 2020
6 Vols. • ISBN: 9780028665122
A comprehensive guide covering nearly 12,000 institutions of higher learning, occupational and technical schools, and distance learning programs.

2020 DARTMOUTH MEDAL HONORABLE MENTION

Disability Experiences: Memoirs, Autobiographies, and Other Personal Narratives
Macmillan Reference USA • 2019
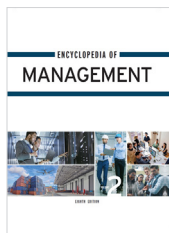2 Vols. • ISBN: 9781410388070
Written primarily by persons with disabilities, this title includes 200 essays on narrative works along with a small percentage of biographies and family memoirs.

Encyclopedia of Major Marketing Strategies, Volume 4
Gale • 2019
ISBN: 9781410389336
Building on earlier volumes, this resource covers 100 marketing campaigns by some of the top global brands and high-profile social movements of the last few years.
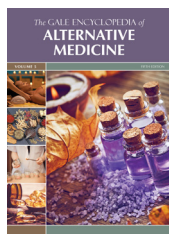
Encyclopedia of Management, 8th Ed.
Gale • 2019
2 Vols. • ISBN: 9781410389350
This edition features more than 300 detailed essays covering concepts, issues, and terms dealing with the evolving field of management.

The Gale Encyclopedia of Alternative Medicine, 5th Ed.
Gale • 2020
5 Vols. • ISBN: 9781410394330
Features biographies from leaders in the field; covers all aspects of the subject, including therapies, conditions/diseases, herbs/ plants, foods, and people.

The Gale Encyclopedia of Medicine, 6th Ed.
Gale • 2020
9 Vols. • ISBN: 9780028666570
Provides comprehensive health and medical information on approximately 2,000 topics, including the health issues of importance globally.
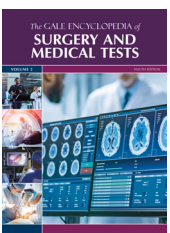
The Gale Encyclopedia of Public Health, 2nd Ed.
Gale • 2020
2 Vols. • ISBN: 9780028666709
Topics focus on health crises affecting the public at large, including epidemic and pandemic diseases, chronic conditions, substance abuse issues, and much more.
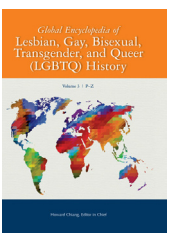
The Gale Encyclopedia of Surgery and Medical Tests, 4th Ed.
Gale • 2020
4 Vols. • ISBN: 9780028666563
A timely, comprehensive resource for those interested in content on surgery and medical testing and the significant role they play in human life.
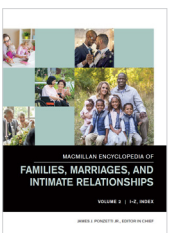
2020 DARTMOUTH MEDAL WINNER

Global Encyclopedia of Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) History
Charles Scribner's Sons • 2019
3 Vols. • ISBN: 9780684325545
Wide-ranging in scope, this resource provides a global view of the history of LGBTQ, covering significant figures and events worldwide.
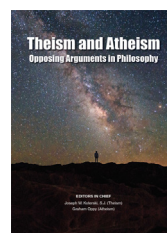
Macmillan Encyclopedia of Families, Marriages, and Intimate Relationships
Macmillan Reference USA • 2019
2 Vols. • ISBN: 9780028664644
Provides up-to-date information on diverse topics, such as adolescent parenthood, family planning, cohabitation, widowhood, domestic violence, and more.

Theism and Atheism: Opposing Arguments in Philosophy
Macmillan Reference USA • 2019
ISBN: 9780028664460
This title presents complex philosophical counter perspectives on issues that have perplexed philosophers for over two millennia.

UP-AND-COMING TITLES

Gale Encyclopedia of American Law, 4th Ed.
Gale • 2021
14 Vols. • ISBN: 9780028677590
Illuminates leading cases, major statutes, legal terms and concepts, notable people involved with the law, important documents, and more.

The Gale Encyclopedia of Cancer: A Guide to Cancer and Its Treatments, 5th Ed.
Gale • 2021
3 Vols. • ISBN: 9780028677552
An in-depth survey of over 650 cancers, cancer drugs, traditional and alternative treatments, diagnostic procedures, and side effects.

The Gale Encyclopedia of Children's Health: Infancy Through Adolescence, 4th Ed.
Gale • 2020
6 Vols. • ISBN: 9780028677569
A unique source for information on common and rare diseases and medical conditions in children's health from before birth through age 18.

The Gale Encyclopedia of Science, 6th Ed.
Gale • 2021
9 Vols. • ISBN: 9780028677583
Covers all major areas of science, engineering, technology, mathematics, and the medical and health sciences; includes an overview of current scientific knowledge and technology.

The Gale Encyclopedia of Senior Health, 3rd Ed.
Gale • 2021
5 Vols. • ISBN: 9780028677576
Relates to aging in five main entry types: diseases and conditions, general health and dying, preventive lifestyle choices, community, and caregiving.

Learn more at **gale.com/public**

CREATE LIFELONG READERS WITH LARGE PRINT

Think large print is just for the elderly? Think again! Here are a few facts that dispel that notion and show the benefits of large print at any age or grade level.

IMPROVE LETTER RECOGNITION, BUILD CONFIDENCE

67%

of students who read below grade level experienced less stress and anxiety when using large print books.[1]

KIDS CAN'T JUDGE THESE BOOKS BY THEIR COVERS

Large print titles are similar in size and feature the same cover art as the original edition.

16-POINT FONT
Actual Size

"
Large print books offer readers an unthreatening invitation into reading. They have the same book covers but the white space and font size don't intimidate and overwhelm readers. If we want for all students to be successful, lifelong readers, we must consider this type of book in our collections."

Library Services Coordinator, Leander ISD

Standard Print

Thorndike Press
Large Print

IT'S TIME WELL SPENT

IMPACT

EFFORT

The effort it takes to catalog large print books into your youth collection could add up to a high impact on literacy:

- Enables readers to browse by title when interfiled.
- Helps readers feel less self-conscious grabbing large print.

"
By mixing these large print titles in with our general teen collection, teens didn't feel differently about grabbing a unique format."

Teen Librarian, Homewood Public Library

To select from hundreds of available middle grade and young adult titles, visit **gale.com/striving-reader**

THORNDIKE PRESS
From Gale, a Cengage Company