

SUPPORT WITH WHAT'S NEXT

We hope to strengthen the connections you've made by offering resources that can assist people at every stage of life. We can help you tackle challenges and continue to make an ongoing impact.



LESS THAN 1/2

of Americans say they have access to the education and training they want.¹

UPSKILL YOUR COMMUNITY & PREP JOB SEEKERS

Your library can deliver online education programs that make it a learning center capable of producing real outcomes and improving lives through:

- Innovative, self-paced, and instructor-led video learning.
- The ability to give adult learners high school diplomas.
- Career assessments and advanced resumé building tools and templates.

“The ability of the library to offer an accredited high school diploma to those in need is a powerful deliverable. People find it easy to see the link between a library's mission and doing work in this area.”

John Szabo
City Librarian
Los Angeles Public Library



80% of a data scientist's valuable time is spent simply finding, cleansing, and organizing data, leaving only

20% to actually perform analysis.²

UNDERSTAND PATRON ACTIVITY & IMPROVE OUTREACH

Data can be the key to operating a library more efficiently, but making connections between datasets and interpreting them can be overwhelming. We can help your library:

- Better understand your community as users of the library and consumers of goods and services.
- Develop data analysis to incorporate into strategic planning, improve programming, and advise on collection development.
- Deliver more relevant marketing outreach by centralizing data to target customers with personalized messages.
- Visualize key performance indicators to design goals around data and manage reports more efficiently.

“There are a lot of customers that we never see and a lot of people that are not customers. How can we identify them and learn about them so that we can serve them? It's about reaching our community.”

Kendra Trachta
Deputy Director
Sno-Isle Libraries



Let's partner to reach your new goals. Learn more or find your education sales consultant at gale.com/public



58% OF SMALL BUSINESS OWNERS say they're worried about permanently closing, according to a July U.S. Chamber of Commerce survey.³


REENERGIZE YOUR LOCAL ECONOMY

Whether someone unemployed is looking at opportunities to start their own business or an existing small business needs help pivoting in a post-COVID-19 world, your library can support their varied needs with *Gale Business* resources that provide:

- Step-by-step business plan—building tools to start or optimize a business or a nonprofit.
- Timely, actionable market research as well as demographic and psychographic consumer insights in targeted geographic areas.
- Authentic, state-specific legal forms and a robust collection of legal information.
- Research mapped to the four key business stages—plan, fund, start, and manage.

“[The business plan] is always in there as a dynamic document that you need to go back to and keep filling in as your business grows and changes and you have more aspects. *Gale Business: Plan Builder* is set up to incorporate those as they appear.”

Joe Collier
Business Reference Librarian
Mount Prospect Public Library

 **59%** OF 3–12 GRADERS said their reading skills would improve with access to large print books.⁴

ADVANCE LITERACY & EQUITY

Children reading below grade level need a literacy intervention—especially in homes where technology isn't always readily available. Offering large print books can provide equity and promote engaged reading. The increased text size helps young readers:

- **Decode words.** With fewer words per page, the process of visualizing information is easier.
- **Improve tracking and reading fluency.** Larger spacing forces the eye to move more slowly to help avoid rereading.
- **Develop greater reading comprehension.** After decoding errors are eliminated and fluency improves, readers can focus on the meaning of the text and vocabulary.

“Large print is a transitional material for anyone who's striving or struggling with reading. Equity is so often economic and related to resources and what you have access to. As many things as we can give people access to helps equity.”

Brenna Shanks
Selection Librarian
King County Library System

Based on the standards of:



- U.S. Department of Education
- Head Start Child Development
- National Association for the Education of Young Children
- Centers for Disease Control and Prevention

MAKE EARLY LEARNING SERIOUSLY FUN

From supporting work-from-home parents in your community to introducing children ages three to six to online learning, *Miss Humblebee's Academy* can provide a secure learning environment that:

- Assesses cognitive skills and measures success.
- Engages children in key concepts in math, science, social studies, language and literacy, art, and music.
- Provides read-aloud lessons and auditory prompts to empower progression and drive active participation.
- Delivers hands-on STEAM activities to reenforce online learning and introduces kids to world changers throughout history and from current nonfiction titles.
- Offers parent resources to better track and plan their child's learning.

“The lessons are short, which is perfect for those short attention spans. And I like that it rotates through different subject areas.”

Klaudia Janek
School Librarian
International Academy

1. Strada Center for Consumer Insights, *Public Viewpoint: COVID-19 Work and Education Survey*, June 24, 2020.

2. IBM (blog); “Breaking the 80/20 Rule: How Data Catalogs Transform Data Scientists' Productivity,” by Armand Ruiz Gabernet, posted August 23, 2017.

3. Ngo, Madeleine, *Small Businesses Are Dying by the Thousands — And No One Is Tracking the Carnage*, Bloomberg, August 11, 2020.

4. Based on a report from a 2019 nationwide study to determine the efficacy of large print books on student reading skills and mindsets, conducted independently by Project Tomorrow® at the request of Thorndike Press, from Gale, a Cengage company.



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