

Library Services & Technology Act (LSTA) Grant Application

Mid-Hudson Library System | 2012-2013

Project Title: Building Your Base: From the Inside Out

Abstract:

This initiative will focus on the capacity building abilities of member library directors, directly addressing the development of a leadership skill set necessary to build their base of support in their community, motivate internal library stakeholders, and help boards lead the charge to secure sustainable funding for their libraries.



The MHLS Building Your Base project series has focused on helping libraries build the number of supporters they have in the community towards the goal of securing stable funding. Capacity building is a conceptual approach to organizational development that focuses on understanding the obstacles that inhibit people and organizations from realizing their goals while enhancing the abilities that will allow them to achieve measurable and sustainable results. **This project will focus on the professional development of member**

library directors in the area of advocacy leadership. The OCLC research-based report *From Awareness to Funding: A study of library support in America* found that “library funding support is an attitude,” and that “perceptions of the librarian are highly related to support.” By working on the director’s ability to lead “from the inside out” through the motivation and mobilization of the staff, trustees and Friends prior to external advocacy efforts, our goal will be to strategically augment their chance of success in building support for the library.

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