CLC is a trusted brand in the Connecticut library market. We visit our members, get to know them personally, and answer their calls and emails. When CLC promotes a product or service, members feel confident that it meets CLC’s strict quality standards.

CLC’s librarian marketers understand how to reach your target audience with engaging emails. We take the time to research your product and explain its benefits to our members.

CLC’s email open rates are more than double the average for non-profit organizations.

**CLC BY THE NUMBERS**

**CLC MEMBER LIBRARIES**

CLC is the only multi-type library cooperative in Connecticut. Our members come from every size and type of library statewide.

- Public Libraries: 222
- 98% of CT public libraries are CLC members
- Academic Libraries: 41
- 80% of CT higher ed institutions are CLC members
- School Libraries: 519
- 69% of CT public school districts have at least 1 CLC member
- 39 CT private & parochial schools are members
- Special Libraries: 18
- A wide variety of corporations and nonprofits choose CLC

**TOTAL LIBRARIES:** 800

**CLC WEBSITE**

CLC’s website at ctlibrarians.org is a prime resource for CT library staff to find a product, a program, or a job.

- Website users, 2020: 63,755
- Website pageviews, 2020: 286,203

**CLC ROUNDTABLES**

CLC’s roundtables are interest groups for library staff with a shared library type, role, or passion. Meetings typically consist of informal discussions, but may also be formal presentations with speakers. Roundtables offer unique opportunities for networking, sharing ideas, problem-solving, and fostering community, both in person and virtually.

**Active roundtable groups:** 34
**Roundtable meetings held, 2020:** 145
**Total attendance, 2020:** 2,513

**CLC EMAILS**

CLC’s emails are targeted to relevant library types and interests. We keep our email frequency modest and our content relevant, virtually eliminating opt-outs and maintaining high open rates.

- ~2,400 CT library and school staff, partners & stakeholders receive CLC’s targeted emails
- 45% of subscribers open CLC’s e-newsletter (average for small non-profits: 20%)
- 40% of subscribers open CLC’s emails overall (average for small non-profits: 17%)