

LIBRARIES *have the* POWER *to move* PA Forward.

If KNOWLEDGE *is* POWER, Pennsylvania's libraries have always been *central suppliers of* POWER *in our* COMMUNITIES. Now we have an opportunity to *power a new level of knowledge* across our Commonwealth.

As our state and nation struggle with economic shifts, some permanent, we all ask, "*How will Pennsylvania build a better future, one of job growth, opportunity, and community vitality?*"

Those who work at or with Pennsylvania's academic, public, school, and special libraries already know that an EDUCATED PUBLIC *with* BETTER ACCESS *to* INFORMATION is key. Libraries have been at the *center of Pennsylvania's communities*, providing the CRITICAL CONNECTIONS.

Now it's time to let the rest of Pennsylvania know – and ensure that libraries take their rightful place as LEADERS *of a* VISION that requires a unique combination of *new technology, community access, and commitment to learning.*



The Pennsylvania Library Association's 21st Century Literacies Initiative, **PA Forward**, was conceived to give voice to what the library community already knows, and what other states throughout the nation are also recognizing: With the right support, LIBRARIES are *ideally positioned* to become the *community centers of information, technology, and learning* that will *fuel* EDUCATIONAL *and* ECONOMIC OPPORTUNITY *for all of our citizens.*



Libraries have *moved far beyond* just being book repositories. They're AGILE INSTITUTIONS *servicing* *real-life needs*. Libraries can be KEY *to* POWERING PROGRESS and *elevating the* QUALITY *of* LIFE in PA by fueling the types of knowledge essential to success: BASIC LITERACY, INFORMATION LITERACY, CIVIC AND SOCIAL LITERACY, HEALTH LITERACY, AND FINANCIAL LITERACY.

PA Forward will benefit Pennsylvania's libraries and all the Pennsylvanians who use them by:

- Making library services available for ALL PENNSYLVANIA CITIZENS.
- Strengthening state-supported library services and *leveraging greater local and private support*.
- Having an INTEGRATED LIBRARY SYSTEM that will not only *lower local costs*, but *improve resource-sharing for citizens*.
- Providing MORE DATABASES at a *lower cost* and a *better statewide delivery system*.
- Bolstering the RECOGNIZED LINK between LIBRARY SERVICE *and* WORKFORCE DEVELOPMENT.
- RAISING THE PROFILE *and* IMPORTANCE of LIBRARIES *and* LIBRARIANS.

PA Forward will PROMOTE *and* BENEFIT *all libraries*. For academic libraries, the campaign will STRENGTHEN *the* PUBLIC'S PERCEPTION that academic institutions provide GREAT BENEFITS *to their* LOCAL COMMUNITIES by sharing resources and services with the community as well as students and faculty. For school libraries, PA Forward will reinforce what experience tells us – that students in schools with strong libraries learn more, get better grades, and achieve higher test scores than their peers without libraries.

For public libraries, PA Forward will position them as ESSENTIAL to a growing customer base of private and municipal organizations and individuals. It will also POSITION THEM AS HIGH-QUALITY EARLY LEARNING PROVIDERS that ultimately *save taxpayer dollars* otherwise needed for remedial programs.

PA Forward is built upon the belief that libraries are UNIQUELY POSITIONED to help citizens improve their command of five types of literacy – *basic, information, civic and social, health, and financial* – essential to GREATER SUCCESS *in all vital roles of life*: as students, as parents, as employees, as consumers, as citizens.

MOVING FORWARD on reading and learning early in life, which correlates directly to *academic performance and graduation rates* – and positions our young people *for success*. MOVING FORWARD *to excel in the 21st Century*, where command of new information technologies will help *drive job creation and retention* – with libraries serving as community hubs for *job information and career reinvention*. MOVING FORWARD as a Commonwealth, promoting *learning and access to information* as keystones to our *continued progress*.



Realizing this vision for all Pennsylvanians will require precious resources of time, technology, collaboration, and communication to succeed. Step forward and lend your support to this important campaign, and help our libraries move PA Forward. Contact Kathy A. Silks, Project Manager, at the Pennsylvania Library Association, 717-766-7663 or kathy@palibraries.org.