Ensuring a More Literate Future for All

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The mission of Literary Arts is to Engage readers, support Writers and inspire the next generation with great literature.
The Programs of Literary Arts

- Portland Arts & Lectures
- Youth Programs
- Oregon Book Awards & Fellowships
- Portland Book Festival
- The Archive Project
- Workshops, seminars, classes
- @ Literary Arts
Strategy:
Mutually Reinforcing Programs

Portland Book Festival
Oregon Book Awards & Fellowships
Portland Arts & Lectures
Youth Programs

Practical Solutions for Big Ideas
#PubWest
#PubWest2020
February 20-22, 2020
Portland, OR
# Strategic Framework for Diversity, Equity, and Inclusion

Our mission is to engage readers, support writers, and inspire the next generation with great literature.

## Core Values

- **Adaptation**
- **Collaboration**
- **Commitment**
- **Community**
- **Equity**

## Environmental Drivers

- There are inequities in access to arts programming and resources in Oregon, particularly as it pertains to communities of color.
- Oregon's demographics are changing and the historical inequity among its diverse communities is at the forefront of civic discourse and requires action.

## Broad Goals

- Be responsive and adaptive to the needs of marginalized communities.
- Include underrepresented communities in our program planning.
- Increase the diversity of our staff, board, and committees.
- Increase the diversity of the communities we serve.
- Be transparent about our actions, initiatives, and organizational beliefs regarding diversity, equity, and inclusion.

## Strategies

- Build more collaborative relationships and partnerships with diverse communities, especially communities of color.
- Regularly ask, listen, and adapt our programming to the communities we want to engage and serve.
- Develop personalized professional development plans so that Literary Arts staff and board can continually increase their cultural responsiveness.
- Develop culturally specific marketing approaches.
- Measure our progress each year, and share our process, progress, and learning with our constituents and the public.
- Apply our equity lens to all recruitment activities for staff, board, committees, contractors, interns, and volunteers.
Community Members Served

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross</th>
<th>Unique</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>21,484</td>
<td>9,967</td>
</tr>
<tr>
<td>2018/19</td>
<td>38,165</td>
<td>21,031</td>
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</table>
826 National amplifies the impact of our national network of youth writing and publishing centers, and the words of young authors. We serve as an international proof point for writing as a tool for young people to ignite and channel their creativity, explore identity, advocate for themselves and their community, and achieve academic and professional success.
The Panorama Project advocates for purposeful cross-industry collaboration and transparency to more accurately evaluate and measure the role public libraries play in the book business.

We also partner with industry associations, individual publishers, and public libraries to measure and analyze the impact of library collections, marketing, circulation, and events on the discovery and sales of specific titles and authors.

Guy LeCharles Gonzalez is the chief strategist for Free Verse Media, a strategic marketing consultancy, and project lead for the Panorama Project.
Public Libraries in the United States

“Visiting the library remains the most common cultural activity Americans engage in.”

—Gallup, 2019

- 16,568 public libraries
- 2,524 independent bookstores*
- 627 B&N stores

*Note: Includes bookstores that also have a similar business name with the term "book."
Public Libraries in the United States

“Roughly a quarter of U.S. adults (27%) say they haven’t read a book in whole or in part in the past year, whether in print, electronic or audio form, according to a Pew Research Center survey conducted Jan. 8 to Feb. 7.

The same demographic traits that characterize non-book readers also often apply to those who have never been to a library.”

—who doesn’t read books in America?, Pew Research, 2019

Public Libraries in the United States

- “50% of all library users report purchasing books by an author they were introduced to in the library.”
  
  *Patron Profiles, 2011*

- “A majority of print readers (54%) and readers of e-books (61%) prefer to purchase their own copies of these books.”
  
  *Pew Research, 2012*

- “31% of people who have used library websites or mobile apps read book reviews or got book recommendations.”
  
  *Pew Research, 2016*

- “Notably, once a book has been borrowed, a majority—60 percent—of millennials reported that they go on to purchase that same title. And more than three quarters—77 percent—later purchase books by the same author.”
  
  *Library Journal Generational Reading Survey 2019*
Laura Brief, CEO

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Thank YOU!