

# Urban Libraries Council

## The Power of Strategic Language in Education

Wednesday, February 24, 2010 Noon – 1:30pm CST

### Howard County Library: A Partner in Education

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Howard County Library is recognized as a key partner in achieving one of the County's most important strategic goals – providing the strongest possible education for *all* citizens.

Howard County Library is positioned and aligned to drive educational attainment. The library applies the “Three Pillars Philosophy” positioning itself as one of the major arms of the education system – along with public schools, colleges and universities. While the program elements are important, the words the library uses to present itself are critical in helping others see and understand the library in a new way.

This webinar reviews how using different words to describe the services of the library enables County leaders and citizens to understand the library's role in education and builds its value within the community.

### Keynote Speaker: Valerie J. Gross

Executive Director and CEO  
Howard County Library, Maryland

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**Valerie J. Gross** has served as the CEO of Howard County Library (HCL) for the last nine years. A passionate promoter of libraries, she believes the most effective way to convey the value of public libraries is to speak in value-enhanced, intuitive terms people understand. Ms. Gross has led in the process to reposition HCL as a major component of education, resulting in nearly a tripling of library visits and a doubling of materials borrowed in a county with 275,000 residents.

Ms. Gross credits the County Executive, County Council, Library Board, Friends of HCL, dynamic community, philanthropic partners, creative staff and devoted volunteers who continue to raise the bar for excellence making HCL one of the nation's great public library systems (HAPLR, *American Libraries*, November 2009).



### Moderator: Patrick A. Losinski

Executive Director, Columbus Metropolitan Library, Ohio  
Immediate Past Chair, ULC Executive Board

### Registration

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To register online, please [click here](#).

**Registration is open through Tuesday, February 23, 2010.**

If you have questions, or need additional information, please call ULC at 312-676-0999. Or, email us at: [info@urbanlibraries.org](mailto:info@urbanlibraries.org).

**The cost for this webinar is \$150 per phone site.** Sign-up now!

**Join the webinar on Twitter @ #ulcstrategiclanguage.**

