

# Elevator Pitches to prove our relevance

It's a catch-cry that we hear too often when we tell people about our career in Library and Information Services – "But surely no-one uses them now! Not with the internet!" or "People don't still read books, do they?" We then spend the next 10 minutes outlining exactly why library and information services are still relevant. To help with this conversation, here are just a few of my 'elevator pitches'. Feel free to borrow, expand, reuse, or steal to help spread the word:

## 1. Internet Access

Working in a public library, I can promise you, dear readers, that not everyone (in fact far from everyone) has access to the internet at home. So they come to libraries for free and easy access to the internet. Many libraries also have wi-fi making it a great place for people to come during their lunchbreaks to surf the web or play games on their smart phone or tablet.

## 2. IT Literacy and Lifelong Learning

For many patrons, even if they have access to the internet, they are not confident in using it. Again, library and information workers are skilled in helping patrons use computers to find information, with many libraries offering regular 'basic' computer and internet classes

## 3. Readers Advisory and Development

Public and school libraries subscribe to readers' advisory tools so that they can answer that question "What should I read next?". And library and information workers are skilled in approaching patrons and helping them to find answers to that question.

## 4. Research

Not only do library and information workers conduct original research (such as parliamentary libraries, Information centres, and special libraries), they also enable others to conduct their own research by increasing access to resources through appropriate cataloguing, indexing, and digitisation, as well as education. I feel our cover quote by Neil Gaiman sums it up brilliantly – "Google can bring you back 100 000 answers, a librarian can bring you back the right one."

## 5. Custodians of Information

Through excellent collection development policies State, National, Corporate, Public, Academic, and Special libraries, archives and information centres create digital and physical repositories of resources and information that would otherwise be lost to the world in 10, 50, 100, even 1000 years' time. Who else, other than a local studies librarian or state library, is going to collect election paraphernalia from a local government election?!

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