

## PA Forward: Why It's Important to Pennsylvania

**PA Forward | Pennsylvania Libraries** is a new initiative of the Pennsylvania Library Association. It was created 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 citizens.

Libraries are no longer just buildings that house books. Today's libraries are agile institutions serving real-life needs. They hold the key to powering progress and elevating the quality of life in Pennsylvania by fueling the types of knowledge essential to success: *Basic Literacy*, *Information Literacy*, *Civic and Social Literacy*, *Health Literacy*, and *Financial Literacy*.

### PA Forward and the Commonwealth's Libraries

PA Forward will make library services available for all Pennsylvania citizens; strengthen state-supported library services and leverage greater local and private support; have an integrated library system that will not only lower local costs, but improve resource-sharing for citizens; provide more databases at a lower cost and through a better statewide delivery system; bolster the recognized link between library service and workforce development; and raise the profile and importance of libraries and librarians.

For *academic libraries*, PA Forward 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: Students in schools with strong libraries learn more, get better grades, and achieve higher test scores than their peers who attend schools without libraries.

For *public libraries*, PA Forward will position them as essential to a growing customer base of private and municipal organizations and individuals and as high-quality early learning providers that ultimately save taxpayer dollars otherwise needed for remedial programs.

### PA Forward will help Pennsylvanians succeed.

PA Forward is built upon the belief that libraries are uniquely positioned to help citizens improve their command of five types of literacy essential to greater success in all vital roles of life: as students, as parents, as employees, as consumers, as citizens. These literacies are basic, information, civic and social, health, and financial.

PA Forward will ensure that libraries have the resources they need to keep Pennsylvania moving forward – on reading and learning early in life, which correlates directly to academic performance and graduation rates; on excelling 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; and as a Commonwealth, promoting learning and access to information as keystones to our continued progress.

Libraries are ideally positioned as community centers of information technology that, with the right support, can fuel educational and economic opportunity. Throughout the Commonwealth there is tangible evidence of libraries assuming a leadership role in advancing five key literacies – basic, information, civic and social, health, and financial – and making a real difference in peoples' lives.

### The value of Pennsylvania's libraries is far-reaching.

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 fundamental. Libraries are at the center of Pennsylvania's communities, providing those critical connections.

Pennsylvania's libraries are in great demand and provide valuable resources to the communities they serve. Based on the most recent statewide data, Pennsylvania's libraries:

- Served more than 47 million visitors;
- Conducted 179,546 programs for children, parents, entrepreneurs, senior citizens, and students;
- Aided more than 302,000 jobseekers through:
  - online access to jobs databases at 82% of the locations;
  - assistance with online job applications at 70% of the locations;
  - software and other job resources to help customers create resumes and employment materials at 60% of the locations.

Libraries deliver a substantial return on investment for the Commonwealth.

PA Forward will position public libraries as an essential resource to a growing customer base of private and municipal organizations and individuals. It will also position libraries as high-quality early learning providers that ultimately save taxpayer dollars otherwise needed for remedial programs.

A 2006 statewide survey conducted by the University of North Carolina in partnership with the University of Pittsburgh concluded that for every \$10 invested in public libraries, \$55 is returned to Pennsylvania taxpayers.

If public libraries didn't exist, the study said, the economic loss to our communities across the Commonwealth would total nearly \$1.34 billion. That's 5.5 times what is dedicated annually in local, state, and federal taxes for public libraries.

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## What Are the Five Literacies?

In an era when the public is demanding greater efficiency and program consolidation at all levels of government, Pennsylvania's libraries – public, academic, and school libraries – serve as models of cost-effective service. Libraries stretch the public's resources through sharing books, computers, DVDs, facilities, and expertise. By their very definition, libraries serve the public broadly and efficiently.

Yet, much potential remains for libraries to do even greater things to prepare Pennsylvanians to compete successfully in the information age labor force and to live healthy, productive lives. Our libraries – properly leveraged – can help solve some of the Commonwealth's biggest economic and social problems.

To refocus and reinforce the ways in which libraries can support Pennsylvanians in leading successful, productive lives, the Pennsylvania Library Association is pleased to introduce the new statewide initiative, **PA Forward | Pennsylvania Libraries**. This initiative redefines the library's role in our Commonwealth within the context of five essential literacies that Pennsylvanians must attain in order to succeed as citizens, parents, students, employers, employees, and consumers.

### *The Five Literacies:*

1. **Basic Literacy** – Libraries can push Pennsylvania to achieve one of the highest literacy rates in the country, a trained and skilled workforce, and a growing economy, tax base, and population.
2. **Information Literacy** – Libraries can help all Pennsylvanians learn how to use online resources and current technology to improve their education, to enhance their job skills, to develop their personal lives, and to fully participate in a digital society.
3. **Civic and Social Literacy** – Libraries can play an important role in helping citizens have the knowledge and skills they need to improve their lives, to participate and contribute effectively to their community, government, and society, and to connect with one another through discourse.
4. **Health Literacy** – Libraries can play an important role in helping citizens manage their own and their family's well-being, and empower them to be effective partners with their healthcare providers so they can live longer, more productive lives.
5. **Financial Literacy** – Libraries can help citizens become informed consumers and guide individuals, small businesses, and other organizations to contribute to the economic vitality of their community through innovation, entrepreneurship, and economic development.

## Libraries and Basic Literacy

Libraries can push Pennsylvania to achieve one of the highest literacy rates in the country, a trained and skilled workforce, and a growing economy, tax base, and population.

### Basic Literacy in Action

A library in Philadelphia joined forces with the PA Department of Labor and Industry's CareerLink to provide a program titled *Workplace Wednesdays*. Using grant funding, the library hosts weekly sessions on the employment process. Career counselors and coaches run sessions on topics like résumé and cover letter writing, using library resources in a job search, interviewing, and online job searching.

A library in Dauphin County has a popular program called *Kids Read to Pets*. Children and teens are encouraged to practice their reading skills by sharing a one-on-one book experience with a therapy dog or cat. Participants can choose from a preselected pile of books at varying reading levels or bring a book from home. This program is a community collaboration that involves the Dog Scouts of America and Red Cross Therapy Pet Program, whose volunteers donated their and their pets' time for one-on-one reading sessions.

Additional examples can be found on the PA Forward | Pennsylvania Libraries website, [www.paforward.org](http://www.paforward.org).

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## Libraries and Information Literacy

Libraries can help all Pennsylvanians learn how to use online resources and current technology to improve their education, to enhance their job skills, to develop their personal lives, and to fully participate in a digital society.

### Information Literacy in Action

In Lehigh County, a *Computer Tutor* program at the local library teams local high school students with older adults who want to improve their computer skills. A series of six basic computer skills classes are offered twice each year. Teen tutors, who must complete a training course prior to joining the program, provide one-on-one help for the older adults during each class.

*Gadgets for Grownups* is a popular program in Centre County where adults attend a weekly Saturday class at the library to learn about new equipment and technology. This includes e-book readers, iPads, mp3 players, Google apps, basic computer skills, smart phones, databases (like Ancestry.com and Freegal Music™), social networking, Skype, and Apple devices.

Additional examples can be found on the PA Forward | Pennsylvania Libraries website, [www.paforward.org](http://www.paforward.org).

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## Libraries and Civic and Social Literacy

Libraries can play an important role in helping citizens have the knowledge and skills they need to improve their lives, to participate and contribute effectively to their community, government, and society, and to connect with one another through discourse.

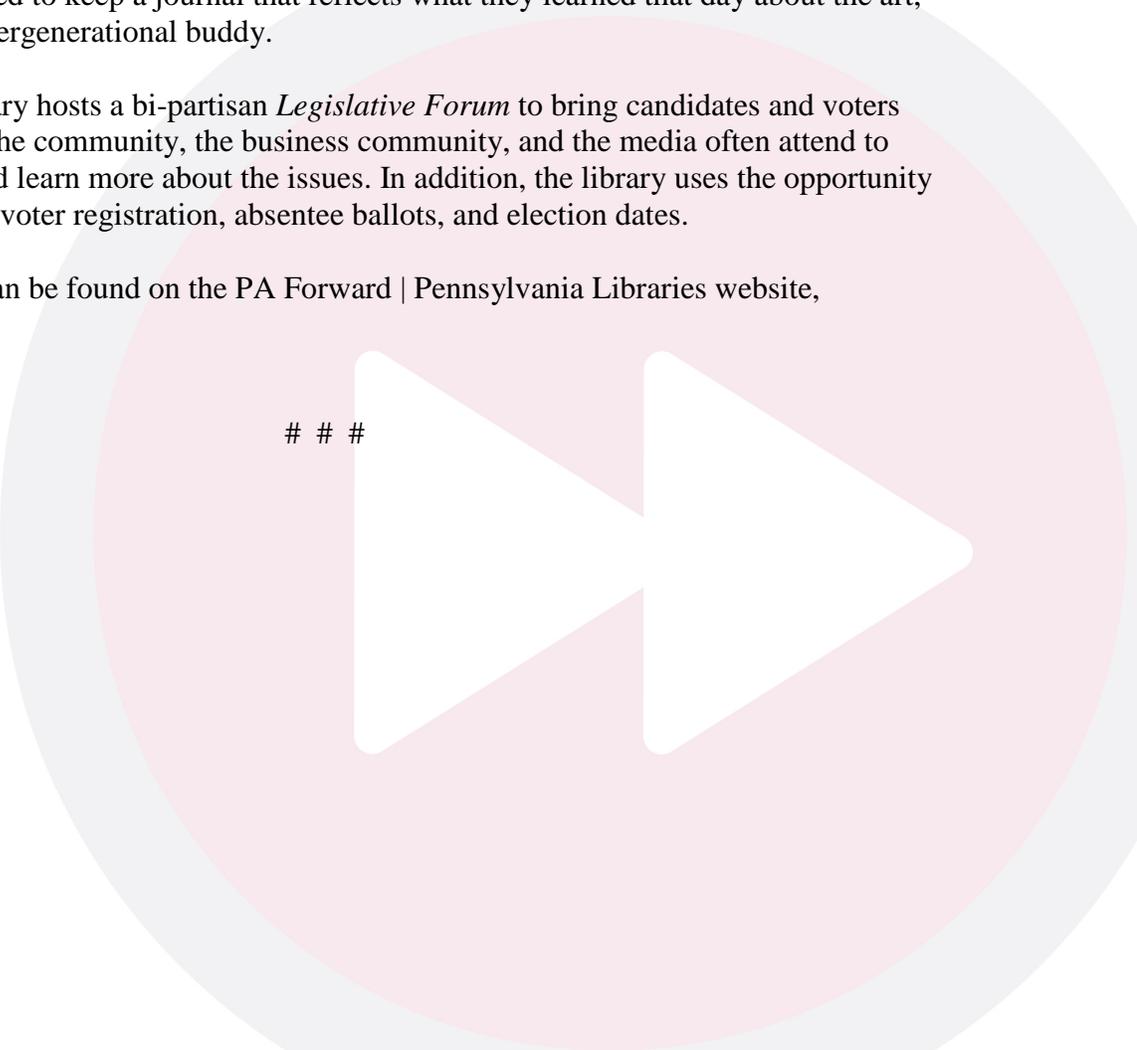
### Civic and Social Literacy in Action

In Allegheny County, *Create Together: An Intergenerational Art Program* brings together youth and older adults to share the experience of making art. Each child is paired with an older adult who will become their partner for the six weeks of the program. A local arts organization is the community partner for this program which has included sculpting, collage, drawing, cartooning, fabrics, acrylic painting, watercolor painting, photography, and a variety of mixed-media. Each two-hour weekly workshop features one teaching artist and his or her media, and they incorporate collaborative activities throughout their workshops so the younger and older participant pairs can interact with each other. At the end of the six weeks, the participants' works are displayed in a Sunday afternoon exhibit at a local gallery. In addition to the artwork, each participant is encouraged to keep a journal that reflects what they learned that day about the art, themselves, or their intergenerational buddy.

In York County, a library hosts a bi-partisan *Legislative Forum* to bring candidates and voters together. Members of the community, the business community, and the media often attend to meet the candidates and learn more about the issues. In addition, the library uses the opportunity to inform the public of voter registration, absentee ballots, and election dates.

Additional examples can be found on the PA Forward | Pennsylvania Libraries website, [www.paforward.org](http://www.paforward.org).

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## Libraries and Health Literacy

Libraries can play an important role in helping citizens manage their own and their family's well-being, and empower them to be effective partners with their healthcare providers so they can live longer, more productive lives.

### Health Literacy in Action

One library in Blair County joined forces with the local hospital to offer the *Family Health and Safety Fair*. Held at the library, 32 agencies and physicians provided free health screenings and invaluable information to help community members live healthier and safer lives.

In Lancaster County, the library system teamed up with the county hospitals and local United Way to create the *Health Information Access Project*. The project was designed to provide reliable health information to county residents in a variety of forms, including an online Web portal for reliable health information; special programming provided by the hospitals; additional resource books on consumer health/wellness at the public libraries and hospital health libraries; and printed information in the form of flyers and brochures that are distributed throughout the county at public libraries, hospitals, and other designated locations. Grant money and corporate partners helped fund this important project.

Additional examples can be found on the PA Forward | Pennsylvania Libraries website, [www.paforward.org](http://www.paforward.org).

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## Libraries and Financial Literacy

Libraries can help citizens become informed consumers and guide individuals, small businesses, and other organizations to contribute to the economic vitality of their community through innovation, entrepreneurship, and economic development.

### Financial Literacy in Action

In Philadelphia, the library partnered with a local Consumer Credit Counseling Service to offer *Financially Hers*. A series of five workshops, the program was designed to support financial empowerment for women. The topics included budgeting, spending habits, saving for retirement, understanding insurance, and understanding credit scores.

In the borough of Dover, the library and the Community Progress Council provide a free *Homebuyer Education Class* where area experts provide information on real estate and house hunting; mortgages and finances; credit reports; and available local grants that help pay for down payments and closing costs.

Additional examples can be found on the PA Forward | Pennsylvania Libraries website, [www.paforward.org](http://www.paforward.org).

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## PA Forward | Pennsylvania Libraries Partners

As of 4/5/12

### **Businesses, Non-Profits, and Corporations**

- Comcast
- Giant Food Stores
- KINBER (Keystone Initiative for Network Based Education and Research)
- Pfizer
- State YMCA of Pennsylvania, Inc.
- TechQuest PA
- United Way of Pennsylvania

### **State Agencies**

- Pennsylvania Department of Corrections
- Pennsylvania Department of Health
- Pennsylvania Department of Labor & Industry
- Pennsylvania Department of State

### **Statewide Associations**

- American Academy of Pediatrics, Pennsylvania Chapter
- Association of Pennsylvania Public Library Systems
- Pennsylvania Association of Community Bankers
- Pennsylvania Chamber of Business and Industry
- Pennsylvania Citizens for Better Libraries
- Pennsylvania Credit Union Association
- Pennsylvania Institute of Certified Public Accountants
- Pennsylvania School Librarians Association

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## Advisory Board Members

As of 2/7/12

### Honorary Board Chair:

**Lisa Scottoline** is a *New York Times* bestselling author who has penned 18 novels and resides in the Philadelphia area.

### Advisory Board members:

**Kara Dolphin Beem, Esq.**, is a senior associate at Greenlee Partners, a Harrisburg-based government affairs firm.

**Michael D. Colgan, CAE**, serves as CEO and executive director of the Pennsylvania Institute of Certified Public Accountants (PICPA) in Philadelphia.

**Lindsay Barrett George** is a children's book author and illustrator from White Mills in northeastern Pennsylvania.

**Mary O. Garm** serves as the administrator of the Lackawanna County Library System in Scranton.

**Timothy Genetti** is the president of PQ Express, a convenience store chain in Hazleton.

**Frank Lynch** serves as senior director of government and community affairs for Comcast in Harrisburg.

**Dr. Barbara K. Mistick** is the president of Wilson College in Chambersburg.

**Tony Ross** is the president and CEO of the United Way of Pennsylvania, based in Harrisburg.

**William H. Schell** is the president of Martin Library Association in York.

**John J. "Ski" Sygielski** serves as the president of Harrisburg Area Community College.

**Alisha B. Wells** is the manager of Government Affairs for the Pennsylvania Chamber of Business and Industry, Harrisburg.

**Michael A. Wishnow** is the senior vice president, communications and marketing, for the PA Credit Union Association, Harrisburg.

**Nancy D. Zions** is the chief program officer of the Jewish Healthcare Foundation of Pittsburgh.

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## **Lisa Scottoline**

Honorary Chair of the Advisory Board for  
PA Forward | Pennsylvania Libraries

### **BIOGRAPHY**

#### **Education**

Lisa Scottoline graduated magna cum laude in three years from the University of Pennsylvania, in 1976. Her B.A. degree was in English with a concentration in the Contemporary American Novel, and she was taught by professors such as National Book Award Winner Philip Roth. Lisa then graduated cum laude from the University of Pennsylvania Law School in 1981, where she served as an Associate Editor, *University of Pennsylvania Law Review*.

#### **Legal Career**

Lisa began her legal career with a clerkship for President Judge Edmund B. Spaeth, Jr. of the Pennsylvania Superior Court. When the clerkship ended, she joined Dechert, Price & Rhoads in Philadelphia as an associate. In 1986, she left the firm to raise her newborn daughter and began writing legal fiction part-time. In 1994, Scottoline re-entered the legal world as an administrative law clerk to Chief Judge Dolores K. Sloviter of the United States Court of Appeals for the Third Circuit, while beginning a new career as a fiction author, with the publication of her first novel.

#### **Writing Career and Novels**

Lisa's writing career began with her first novel, *Everywhere That Mary Went*, published in 1994 by HarperCollins Publishers. The novel became a bestseller and was nominated for the Edgar Award, the most prestigious award given in crime fiction, awarded by the Mystery Writers of America. Lisa's second novel, *Final Appeal*, was also nominated for and received an Edgar Award. Since then she has written eleven more legal suspense novels, all of which have appeared on bestseller lists, including the *New York Times*, *Wall Street Journal*, *USA Today*, *Los Angeles Times*, *Entertainment Weekly*, and *Publisher's Weekly*. Scottoline presently has nine million copies in print in the United States, not including audio, e-book and various large print editions. Internationally, Lisa is published in 23 countries. A list of her novels in chronological order is: *Everywhere That Mary Went* (1994); *Final Appeal* (1995); *Running From the Law* (1996); *Legal Tender* (1997); *Rough Justice* (1998); *Mistaken Identity* (1999); *Moment of Truth* (2000); *The Vendetta Defense* (2001); *Courting Trouble* (2002); *Dead Ringer* (2003); *Killer Smile* (2004); *Devil's Corner* (2005); *Dirty Blonde* (2006), *Daddy's Girl* (2007), *Look Again* (2009), *Why My Third Husband Will Be a Dog* (2009), *Think Twice* (2010), *My Nest Isn't Empty, It Just Has More Closet Space* (2010), *Save Me* (2011) and *Best Friends, Occasional Enemies* (2011).

Lisa has also joined the faculty as a visiting professor at The University of Pennsylvania Law School to teach a course she created entitled "Justice and Fiction."

### **Additional Short Publications**

- *Murder is my Racquet*, Mysterious Press (June, 2005)
- *A Century of Great Suspense Stories*, Berkley Prime Crime (2001).
- *Naked Came the Phoenix*, St. Martin's Press, a mystery anthology to support Breast Cancer Awareness (2001)
- *Legal Briefs*, Ballantine Books, a legal anthology to support The Nature Conservancy (1998)
- "Civil Rights Attorneys' Fees in Cases Resolved on State Pendent and Federal Statutory Grounds," 130 U.Pa.L.Rev. 488 (1981)
- *In the Shadow of The Master*, (2008); Lisa wrote a chapter of this anthology tribute to Edgar Allan Poe, proceeds to benefit the Mystery Writers of America
- *The Chopin Manuscript* (Winner, Audiobook of the Year); Lisa wrote a chapter of this serial novel, proceeds to benefit the International Thriller Writers Association
- *The Copper Bracelet* (forthcoming 2009), Lisa wrote a chapter of this serial novel, proceeds to benefit the International Thriller Writers Association

### **Film**

- All nine Rosato and Associates books have been purchased by Fox TV Studio for development into a TV series.

### **Awards and Distinctions**

- Edgar Award, Winner, (1995) and Nominee (1994), awarded by the Mystery Writers of America
- Named "PW Innovator," by Publishers Weekly Magazine, April 2004
- "Fun Fearless Female" Award from Cosmopolitan Magazine, 2004, for embodying independent women in the creative arts
- Paving the Way Award, University of Pennsylvania, Women in Business
- il Leone Di San Marco Award, Italian Heritage and Cultural Committee of New York, May 2005, for promoting positive images of Italian-Americans
- Distinguished Author Award, Weinberg Library at the University of Scranton.
- Annual featured guest teacher at SEAK, a national legal-fiction writing seminar.
- One of six best-selling authors chosen for Diet Coke's literacy promotion.

### **Education and Law**

- Honorary Doctorate of Laws Degree granted by West Chester University, Pennsylvania, 2004
- Leo Goodwin, Sr. Professor of Law and Popular Culture, Nova Southeastern Law School, 2002
- Henry Loughlin Prize for Legal Ethics, University of Pennsylvania Law School, 1981

### **Personal**

- Serves on the Board of Directors of the Mystery Writers of America
- Serves on the Board of Directors of the National Italian American Foundation

- Serves on the Board of Directors of Pennsylvanians for Modern Courts
- Is President of the Mystery Writers of America