

# elevator pitch



→ justify IRL discussion

clear & concise

<http://five.sentenc.es>

“I would like to...”

~~“We should...”~~

# mission & values

♥ = Privacy, Accessibility...

# risks & alternatives

Your audience's audience  
is...?



# “Goldilocks” research

*Denslow's Three Bears* (1903, Public Domain)

MEH

Google Search

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Twitter

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Forum Post

Email List

IRL

RESEARCH PROCESS

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PERSUASIVE

I would like to promote access, diversity, privacy, and intellectual freedom by leading an effort to go fine-free, starting with all cardholders 17 and under. I recommend a model used in MA, OH, IL, and at the Free Library: non-renewed items held longer than 2X the term of their loan (e.g. an extra 3 wks for books) would freeze the cardholder's account and trigger our existing billing process.

Going fine-free for kids may reduce fee-based revenue by up to 15% (.04% -- \*not\* 4%! -- of our total budget) . We'll offset any issues this creates by improving how youth interact with us (plus, fewer notices = better privacy), and, as colleagues at the Algonquin (IL) Public Library have told me, staff clock out earlier on average because they handle money less frequently and work more efficiently. Can we talk about this next week?