

# Trustee Training: Recruiting and Engaging Friends and Trustees Under Age 40

“Millennials are more likely than other adults to have visited the library recently. However, most Friends and Trustee boards do not have even a single Millennial member. What accounts for this discrepancy, and how can we rectify it? Learn how to attract Millennials to your Friends group and Board of Trustees, and turn the largest generation of library users into your best advocates.”

1. Data for Columbia County and Columbus  
[https://www.scls.info/data-services/dashboards/borrower-data#circ\\_age](https://www.scls.info/data-services/dashboards/borrower-data#circ_age)  
<https://public.tableau.com/app/profile/scls/vizzes>
2. Research done in 41 states (866 respondents) 82% of respondents said a diverse board is important, but 50 % said there was not a millennial or younger on their board (not intentional)
3. Misconception that younger generations have joined for self-serving reasons...only in it for themselves, but really...
  - To be involved in their community
  - To make a difference
  - Their children use the library
  - Love of libraries and reading
4. Why don't they participate?
  - Meetings/events held during regular work hours.
  - Inefficient/unnecessary meetings
  - No one told them about the opportunity
  - Group members not welcoming people outside of their age group
5. Why don't they stay?
  - Lack of diversity
  - Feel their voices aren't heard
  - Don't see where they fit
6. Where are the younger generations
  - Which services are popular with younger generations?
  - Young professional groups
  - Social gathering spots

7. Recruiting younger generations

- Align recruitment with our strategic plan
- Equipping our board (for example, “Elevator Speech” points)
- Teen advisory council
- Task force focused on community issues
- **WELCOME FRESH PERSPECTIVES** (seek, hear, and respect new ideas)
- Consider board term length and limits
- Recruit for roles not ages (where are the needs on the board or Friends groups)
- Ask early and ask often
- Invite people personally

8. Brag, brag, brag...

- About the library
- About the advocacy groups
- About the staff
- About the programming
- What are specific “brags” the board can talk about?
- Who might benefit from hearing those wins?
- How can we best advertise those wins to the community?

9. TANGIBLE WIN      TARGET AUDIENCE      ADVERTISING OUTLET