

Bloomington Public Library

Books are just the beginning.



BLOOMINGTON PUBLIC LIBRARY BOARD OF TRUSTEES MEETING

Tuesday, October 15, 2019

DEDICATION

5:15 p.m.

The Trustees of the Bloomington Public Library will be present for a Dedication to Thelma Breen for her years of service to the Bloomington Public Library.

While a quorum of the Board may be present at the Dedication,
no business will be discussed, and no action will be taken.

REGULAR MEETING

5:30 p.m.

William C. Wetzel Reading Room
205 E. Olive Street, Bloomington, IL 61701

AGENDA

- I. Call to Order
- II. Roll Call
- III. Introduction of Public
- IV. Public Comment
- V. President's Report
- VI. Director's Report
- VII. Fiscal Report Presentation
- VIII. Consent Agenda
 - A. Approve Minutes of September 17, 2019 Regular BPL Board Meeting
 - B. Approve Executive Session Minutes of April 16, 2019
 - C. Approve Bills List of September 2019
- IX. Action Items
 - A. Approve Fixed Asset Budget Amendment FY20-01
 - B. Approve FY21 Maintenance & Operating Budget
 - C. Approve FY21 Fixed Asset Budget
- X. Discussion Items
 - A. Discuss Per Capita Grant Requirements
 - i. Review Chapters 11– Appendices of the Trustee's Fact File Third Edition
 - ii. Select a Trustee to Watch an Online Webinar about Organizational Management and Report at the November Meeting
 - iii. Select a Trustee to Review Services Provided by the Digital Public Library of America and the Illinois Digital Archives and Report at the November Meeting
 - B. Discuss Library Expansion
- XI. Comments from Board of Trustees
- XII. Adjournment

Posted: 10.11.19 10:00 a.m.

APPROVAL OF BILLS

BILLS LIST

Approved by BPL Board of Trustees, October 15, 2019

Signature, BPL Trustee

Vendor	Line Item	Amount
Alpha Controls & Services	Building Maintenance	9,610.00
Amazon.com, LLC	A/V Materials	1,121.09
Amazon.com, LLC	Adult Books	216.39
Amazon.com, LLC	Children's Books	97.06
Amazon.com, LLC	Computer Supplies	159.64
Amazon.com, LLC	Janitorial Supplies	117.46
Amazon.com, LLC	Office Supplies	205.72
Amazon.com, LLC	Other Purchased Services	211.50
Amazon.com, LLC	Professional Collection	67.02
Automatic Fire Sprinkler	Building Maintenance	5,275.00
CDW Government	Computer Supplies	629.72
CDW Government	Office/Equipment Mtnc	434.37
Cengage Learning	Adult Books	237.65
CIRBN	Telecommunications	840.66
City of Bloomington	Dental Insurance	871.32
City of Bloomington	FICA	12,693.22
City of Bloomington	Gas & Diesel Fuel	417.49
City of Bloomington	Health Insurance-HMO	3,017.38
City of Bloomington	Health Insurance-PPO	19,843.06
City of Bloomington	IMRF	18,241.02
City of Bloomington	Life Insurance	252.00
City of Bloomington	Medicare	2,968.68
City of Bloomington	Payroll	215,181.49
City of Bloomington	Vision Insurance	219.12
City of Bloomington	Water	703.48
Continental Research Corp	Janitorial Supplies	226.87
Coughlan Companies	Public Access Software	632.50
Creative Empire	Public Access Software	4,689.30
Cummins, Inc.	Vehicle Maintenance	548.88
Decatur Public Library	Miscellaneous Expenses	14.00
Dell Marketing, L.P.	Computer Supplies	5,118.46
Ebsco	Public Access Software	6,939.00
Envisionware, Inc.	Office/Equipment Mtnc	725.00
F & W Lawn Care & Landscaping	Building Maintenance	1,237.50
Findaway World, LLC	A/V Materials	234.97
Four Season Peoria	Advertising	1,105.00
Frontier	Telecommunications	1,415.96
Gaylord Brothers, Inc.	Library Supplies	85.21

Geiger Brothers	Library Supplies	783.26
Glenshaw, Mark	Other Purchased Services	200.00
Granite Broadcasting	Advertising	1,000.00
Henricksen & Company	Office Supplies	714.00
Illinois State University	Advertising	363.08
Ingram Library Services	Adult Books	292.50
Massie, Rhonda	Advertising	821.61
Mid Illinois Mechanical	Building Maintenance	117.30
Midamerica Books	Adult Books	415.20
Midwest Tape	A/V Materials	598.00
Midwest Tape	Downloadable Materials	4,900.00
Miller Janitorial Supply	Janitorial Supplies	808.95
Multicultural books & Videos	A/V Materials	197.62
Neopost USA, Inc.	Rentals	26.45
Northern Illinois Gas/Nicor	Natural Gas	669.64
Office Depot	Computer Supplies	584.46
Office Depot	Office Supplies	571.94
OverDrive, Inc.	Downloadable Materials	4,990.00
Pilot Media, LLC	Advertising	200.00
Proquest, LLC	Downloadable Materials	50.59
Proquest, LLC	Public Access Software	1,107.60
Recorded Books, Inc.	A/V Materials	491.00
Ron Smith Printing Co.	Printing/Binding	60.00
Stumpf, Gerald	Library Supplies	1,214.50
Taylor, Pamela	Other Purchased Services	150.00
Twin City Tale Spinners	Other Purchased Services	150.00
Uline, Inc.	Building Mtnc Supplies	140.05
Unique Management Services, Inc.	Other Purchased Services	268.50
Weber Electric, Inc.	Building Maintenance	99.00
Windstream	Telecommunications	118.11
VISA - American Library Association	Membership Dues	148.00
VISA - Baker & Taylor Books	A/V Materials	6,794.15
VISA - Baker & Taylor Books	Adult Books	10,788.19
VISA - Baker & Taylor Books	Children's Books	5,095.51
VISA - Best Version Media	Advertising	591.52
VISA - Candy Store.com	Library Supplies	314.04
VISA - CharityHowTo.com	Professional Development	75.00
VISA - Denny's Doughnuts & Bakery, Inc.	Employee Relations	65.72
VISA - Fastenal Company	Building Mtnc Supplies	10.72
VISA - Five Star Water Co.	Miscellaneous Expenses	35.00
VISA - Flinger's Pizza	Other Purchased Services	221.24
VISA - GameStop	A/V Materials	1,077.77
VISA - GameStop	Periodicals	19.98
VISA - GooglePlay	Computer Supplies	405.20
VISA - Gopher Sport	A/V Materials	83.40
VISA - HR direct/G Neil	Other Purchased Services	356.15
VISA - Illinois Library Association	Professional Development	1,075.00
VISA - Illinois State University	Professional Development	90.00
VISA - Lowe's	Building Mtnc Supplies	2.82
VISA - McLean County Chamber of Commerce	Professional Development	50.00
VISA - Meijer	Employee Relations	18.94
VISA - Meijer	Library Supplies	24.80

VISA - Michael's
 VISA - Midwest Collaborative for Library Services
 VISA - MyFavoriteMagazines.com
 VISA - MyMysteryParty.com
 VISA - Office Depot
 VISA - Party City
 VISA - Paypal*Illinois Genealogical Society
 VISA - Paypal*Route 66 Association of Illinois
 VISA - Route 66 Magazine
 VISA - Sam's Club
 VISA - School Shop
 VISA - Science Wiz Club
 VISA - Sprint
 VISA - Thrasher Magazine
 VISA - Verizon Wireless
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart.com
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Total

Other Purchased Services	113.85
Professional Development	199.00
Periodicals	19.95
Other Purchased Services	42.95
Other Purchased Services	47.98
Other Purchased Services	10.00
Membership Dues	40.00
Membership Dues	50.00
Periodicals	25.00
Employee Relations	89.90
Other Purchased Services	10.00
A/V Materials	3.50
Telecommunications	646.51
Periodicals	17.95
Telecommunications	136.32
Building Mtnc Supplies	14.91
Janitorial Supplies	131.73
Library Supplies	84.54
Other Purchased Services	15.88
Other Purchased Services	97.78
Building Mtnc Supplies	26.79
Janitorial Supplies	24.12
Library Supplies	122.76

368,022.12

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Director's Report

September 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

This month, I:

- Met with staff to discuss patron behavior, rules, and rearranging the space in the TeenZone
- Met with Julian and City Manager Gleason to discuss Library expansion needs
- Worked to develop a letter to send to cardholders that have been issued cards incorrectly
- Reviewed executive session minutes logs

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

This month, I:

- Worked with Michelle Cope to plan and prepare a presentation on personalities for staff development day
- Worked with the staff development committee to prepare for staff development day
- Led two Mini-Morning Training Sessions about our Strategic Plan, Goals, and Initiatives
- Scheduled a Mini-Morning Training Sessions with Life CIL on Disability Etiquette
- Attended webinars on preventing sexual harassment and on serving individuals with autism
- Updated the staff travel guidelines and request form
- Met with Allison to review cataloging issues that had been put on hold during her leave
- Continued working on a project to review job descriptions
- Reviewed the revisions Caprice proposed for our active shooter response plan
- Worked with Gayle and Carol to prepare questions for upcoming Librarian I interviews

Goal: Work effectively through the use of technology.

This month, I:

- Attended a demo about a Search Engine Marketing Service
- Met to review replacement materials sorter bids

Goal: Administer a cost-effective public library.

This month, I:

- Met with the City Finance Department to discuss the idea of developing a two-year budget.
- Attended the Foundation Board meeting, securing donations for Staff Development Day and Staff Appreciation Day
- Worked with Kathy to develop the FY21 budget

**Adult Services Report
Carol Torrens
September 2019**

Goal: Provide relevant and innovative services, collections, and programs to meet the emergent needs of our community.

COLLECTIONS

Using Polaris and/or Collection HQ reports, Marcie weeded sci-fi authors G- I; Katie weeded NFIC 364.15 through 398.41 and Test Prep.

Displays featured materials on these topics: National Yoga Month, music scores and books, Banned Books Week, and blue books (blue covers). In the DVD area, movies based on books were featured.

PROGRAMS

Marcie completed rough draft of 2020 mystery book discussion group selections and sent the list to discussion group regular attendees for feedback.

Adult/Family programs

Fiction Book Club -- 1 session – 4 attended
Mystery Book Club – 1 session – 6 attended
Nonfiction Book Club – 1 session – 5 attended
Spanish Book Club – 1 session – 14 attended
Wellness Lifestyle weekly class – 3 sessions – 50 attended
DIY Paint with Aleshia – 1 session – 15 attended
Mental Health First Aid – 1 session – 32 attended
Dance the Night Away, Waltz – 1 session – 33 attended
Classic Movie – 2 session – 9 attended
Basic Computer Skills
 Basics – 1 session – 6 attended
 Organizing Files – 1 session – 5 attended
 Going Online – 1 session – 3 attended
State of IL Hiring Event – 1 session – 30 attended
Craft Swap – 1 session – 48 attended
Medicare 101 – 1 session – 10 attended
Epilepsy series Ask the Doc – 1 session – 5 attended
Beginner Spanish Class – 1 session – 27 attended

Teen Programs

Teens could start the Fall into Reading bingo program this month, but there were no other programs due to back to school activity.

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

Staff attended or watched recordings of mini-morning sessions about the library's strategic plan, new electronic resources, and the new Alert Media app used to contact Security.

Along with staff from other departments, Carol watch a webinar on Sexual Harassment in Libraries, focusing on inappropriate interactions from customers.

Goal: Work effectively through the use of technology.

There were 7 individual appointments with AS staff: 1 each for ebooks on an older Kindle; completing a questionnaire; Go Fund Me page; online job searching; general smart phone use; Digital Preservation Studio assistance; and saving & opening files.

Goal: Administer a cost-effective public library.

Volunteers ran both movie programs. Teen volunteers helped with shelving in teenZone.

Upcoming:

Tiffany, Carol, Jon, Caprice, and Jeanne are working to rearrange the teenZone to make more room for the virtual reality games. This includes moving gaming PCs across the room, removing unneeded furniture and adding new, space efficient seating.

Business Office Report

Kathy Jeakins

September 2019

Goal: Administer a cost-effective public library.

Library Credit Cards: I completed applications for staff getting credit cards and met with staff new to using Library credit cards; I entered all credit card transactions in account files; and assisted with staff who had problems making purchase with credit cards

Jeanne and I worked on the Library's FY 21 budget; the Maintenance & Operating and the Fixed Asset budgets were presented to the Library's Budget & Personnel Committee on Oct 2; The full Board will review the recommendation from the Committee at their monthly meeting on Oct 15

The monthly total for the Book Shoppe was \$1,882.00

I continued to work on financial documents for the Foundation audit

The Library received its 5th Property Tax distribution on September 19 in the amount of \$458,070.00

Golden Prairie also received its 5th Property Tax distribution on September 19 in the amount of \$43,884.94; of that amount the Library received \$41,690.69, as per the contract between Golden Prairie and BPL

Golden Prairie received its Per Capita Grant in September; BPL has not yet received its Per Capita Grant

I continued to work on the Foundation's audit documents

Bills Costing in Excess of \$5,000:

1. Alpha Controls: \$9,610.00 for Replacement of Browser-Based HVAC Control System
2. Automatic Fire Sprinkler: \$5,275.00 for Replacement of System Valves
3. Ebsco: \$6,939.00 for Novelist Plus & Novelist K-8 Plus for an 18 month period

Upcoming:

I will attend a City Budget Kick-Off Training Session on Oct 23

Children's Services Report

Melissa Robinson

September 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

- Our new full-time library associate, Alysha Jackson, has enabled us to say yes to more Outreach events. She has been working together with other Children's staff who typically go out to events or help prepare for events, as well as with the entire department, so that we can work together as a team to get out into the community. Alysha has also created a spreadsheet that we can share to track outreach events.

Goal: Provide relevant and innovative services, collections, and programs to meet the emergent needs of our community.

Services

- Alex updated our teacher pack tracking form and added information to our teacher pack binder about finding books on specific topics.

Collections

- We started circulating language block kits.

Programs

- Chinese Mid-Autumn Moon Festival – 202 attended
- Miller Park StoryWalk – 175 attended
- Grow Together Story Time at Sunnyside Garden – 23 attended
- Where the Wild Things Read – 31 attended
- Brick by Brick Duplo Story Time – 3 sessions – 45 attended
- Evening Lapsit – 3 sessions – 43 attended
- Preschool Story Time – 3 sessions – 65 attended
- Toddler time – 6 sessions – 127 attended
- Move and Learn Story Time – 3 sessions – 54 attended
- Monday Night Story Time Plus – 16 attended
- Sensory Story Time – 14 attended
- Family Games Day – 23 attended
- Tales for Tails – 3 sessions – 56 attended
- Itsy Arts – 11 attended
- Lego Construction Time – 30 attended

- Global Tales – 18 attended
- 31 programs/sessions offered – 933 attended total

We provided 9 passive programs. 512 people participated.

We provided a tour and genre-related activities for 2nd graders from Oakland. 86 students visited.

We visited the following sites/events:

- Trinity Lutheran Preschool – 17 attended
- Little Jewels Daycare – 47 attended
- Midstate Reading Council – 26 attended
- Worldwide Day of Play – 224 interactions
- Mulberry School Parent Night – 39 attended
- Sheridan School Parade
- Baby Fold Literacy Party – 50 attended
- 7 events – 403 plus attended

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

- Children's staff attended the mini morning sessions on the library's mission, vision, goals, and strategic plan and on Fold3.
- Alysha has started attending the All Our Kids network meetings where we can promote library programs while making connections with other community organizations.
- Alex attended a webinar "Bringing Humor and Storytelling to STEM Projects."
- Sarah Bandy began working as a part-time library assistant in the Children's Department.
- A new work study student, Liana Rosenstiel, joined the Children's Department.

Goal: Work effectively through the use of technology.

- Jesse worked with the other members of the eResource committee to evaluate the cost and use for each eResource and submit a budget proposal for the next fiscal year.
- Lisa attended a webinar on sexual harassment training.
- Jon Whited attended a Children's staff meeting to share information about our new tablets.

Upcoming:

In addition to our regular, recurring programs, we have the following programs planned for October:

- Principals Read – Oct 2, Oct 7, Oct 8, Oct 9, Oct 17, Oct 23
- DIY Fidget Toy – Oct 14
- Twin City Tale Spinner Present "Slightly Spooky Stories" – Oct 30

- Halloween Parade and Story Time – Oct 31

We are planning to attend the following events and host the following field trips:

- Reading Rocks (Head Start visit) – Oct 10
- Cedar Ridge Family Reading Night – Oct 10
- ABC Literacy Team Harvest Festival – Oct 18
- Sheridan Fall Festival – Oct 19
- Miller Park Zoo Spooktacular – Oct 26 and 27

Circulation and Outreach Services Report
Colleen Shaw
September 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

- Outreach Library Associate, Michelle Cope, met with the following groups/committees this month:
 - The Social Isolation Task Force¹
 - Leadership McLean County Alumni Panel
 - Heartland Head Start – Annual Self-Evaluation
 - BN Parents Coalition²
 - Representative from the local Synagogue
 - Chestnut Community Leaders breakfast
 - Central IL Community Educators meeting³
- In honor of National Library Card sign up month, public service desks offered free replacement library cards. We also implemented a new paperless registration process and rolled out online pre-registration for new cardholders.

Goal: Provide relevant and innovative services, collections, and programs to meet the emergent needs of our community.

- Home Delivery staff delivered 373 items to 54 active patrons. Two new patrons were added to the service.
- Deposit Collections delivered 774 items to 12 sites. On September 9, Deposits had a program at Luther Oaks with 17 attendees on how to use Consumer Reports online. Another program on the History of the Bookmobile was presented at Westminster Village on September 25 for 25 attendees.
- On September 18, Aleshia instructed an Adult Paint Night with Clara's help.
- September outreach events:
 - 9/7: Pisgah Fest
 - 9/10: Overdrive Digital Bookmobile
 - 9/21: Medici Oktoberfest
 - 9/25: Chamber of Commerce's Nonprofit Showcase

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

- Noah Cox and Maria Poehls were welcomed to the department as work study student help.
- Part-time Library Assistant Sarah Bandy transitioned to a position in Children's Services. We will be looking to fill her position soon.
- In August, Caitlin Clyne, our most recent bookmobile driver hire, was awarded the Carol Hole Conference Attendance Award for the upcoming 2019 Association of Outreach and Bookmobile Services Conference in October. She will be attending the conference with fellow driver, Paula Wager.

Goal: Work effectively through the use of technology.

- The bid for a new sorter was awarded to Envisionware/Lyngsoe Systems. We met with the Project Manager and reviewed plans for the new layout.

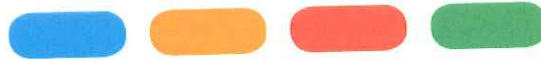
¹ ECIAAA, Adult Daycare, NPL, Community Care Systems, ARC

² Moses Montefiore Synagogue, BPD, NPD, NPL, Project Oz, IL Drug Task Force, YWCA, Chestnut, IWU, District 87, Unit 5, Heartland Community College

³ BCI, NPL, Livingston County War Museum, McLean County History Museum, Miller Park Zoo, ISU, Chestnut, Children's Museum, Prairie Aviation Museum, IWU, Heartland Head Start, YWCA, Sugar Grove Nature Center, U of I Extension/4h

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(9/2019) Circulation and Outreach Services Statistics

Total Circ BPL	96,712
Total Circ Main	78,541
Adults	40,175
Teens	3,464
Children	34,902
Total Circ Outreach	6,223
OTR Adults	2,039
OTR Teens	113
OTR Children	4,071
Total Circ eBooks	11,948
Hoopla	2,490
Overdrive	8,474
RBDigital	947
TumbleBooks	37
eBook Central	0
Borrowers Registered	457
Total Active Cardholders	38,192
Children	9,022
Teen	4,879
Adult	24,291
GPPLD	1,589
Total Holds Filled	8,437
Main Holds	7,136
Outreach Holds	1,301
Door Count	23,466

10 Stops with Highest Circulation

THURS	WINGOVER APARTMENTS PM	449
THURS	WINGOVER APARTMENTS PM	478
THURS	EAGLE RIDGE	216
MON	GROVE	186
MON	OLD FARM LAKES	173
WED	NORTH POINTE	154
THURS	WINGOVER APARTMENTS AM	145
MON	ROLLINGBROOK SOUTH	144
MON	ROLLINGBROOK SOUTH	117
WED	SUBURBAN EAST	115

5 Stops with Lowest Circulation

FRI	HILLTOP MOBILE HOME PARK	6
THURS	SUNNYSIDE PARK	6
FRI	WESTMINSTER VILLAGE	6
FRI	MARKET SQUARE	3
MON	BROADMOOR	3

Bookmobile Customers: 1,124

Total Monthly Stops: 61 (at 46 locations)

Circulation Questions Answered: 608

Outreach Questions Answered: 58

Total Questions Answered: 666

Bloomington Public Library

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	January	February	March	April	May	June	July	August	September	October	November	December
Total Circ												
2013	135,806	117,209	134,007	128,915	122,888	146,819	154,032	135,012	119,417	121,594	120,493	110,073
2014	116,717	106,520	124,081	111,830	107,779	141,538	142,819	123,207	116,986	118,036	112,807	109,247
2015	115,409	106,414	120,059	109,664	110,534	140,366	132,776	121,986	109,079	115,446	107,593	108,085
2016	115,834	107,977	114,870	107,576	111,304	131,572	128,439	116,681	104,656	112,022	105,100	97,912
2017	113,831	100,674	110,265	96,693	103,159	113,776	112,791	107,594	93,335	101,602	97,716	90,227
2018	102,019	91,030	104,298	95,337	99,405	115,080	114,304	101,761	92,687	96,937	86,122	86,576
2019	95,472	89,628	97,467	90,513	93,520	114,046	119,119	103,908	96,712			
Main Circ												
2013	124,116	111,489	122,741	122,198	111,484	136,371	142,283	126,755	108,180	110,152	111,062	101,115
2014	106,624	102,576	118,907	105,133	101,459	136,527	130,193	111,651	106,393	108,351	103,053	103,341
2015	110,164	97,499	108,559	103,495	98,882	127,685	123,212	108,030	102,131	102,693	95,683	96,524
2016	103,448	96,129	102,051	94,675	97,826	117,687	115,404	106,625	97,633	97,679	92,573	87,161
2017	100,185	87,246	96,002	83,182	89,162	103,766	99,545	92,320	80,657	88,108	85,196	77,814
2018	87,756	77,949	89,019	81,429	84,157	100,149	99,158	86,406	78,268	81,385	71,469	71,850
2019	79,214	74,576	79,508	74,351	76,661	96,218	100,735	86,027	78,541			
Active Users												
2013	31,325	31,422	31,325	31,933	32,747	33,874	33,374	34,727	35,905	36,210	36,755	37,045
2014	37,445	37,890	38,378	38,088	37,730	37,208	37,006	36,791	36,605	36,438	36,085	35,895
2015	35,612	35,316	34,990	34,709	34,434	34,209	33,986	33,696	33,304	33,031	32,796	33,342
2016	33,460	33,162	33,063	32,875	32,871	33,243	32,994	32,890	35,412	35,144	35,177	35,068
2017	35,357	35,244	35,363	35,216	35,308	34,469	34,287	34,205	34,017	34,819	33,910	33,831
2018	35,346	35,084	35,131	35,010	35,040	34,666	34,495	34,551	35,452	37,182	36,870	36,803
2019	36,506	36,471	37,323	37,619	38,150	38,290	38,116	39,401	38,192			

Human Resources Report

Gayle Tucker

September 2019

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

- I attend and encourage attendance at mini training sessions offered by the Staff Development Committee
 - I attended a session on the Strategic Plan
- I share relevant training opportunities with Department Managers
- In September, there were three in-house Job Announcements and one website posting
- In September, I participated in two employment interviews and two work study interviews
- I provided orientation to three new staff members
- Employees receive Munis Employee Self Service (ESS) setup information and instruction during new employee orientation
- Staff collaboration: the Spirit Committee coordinated a Jeans Day to benefit the local Bed Blitz and collected a whopping \$241! We have sponsored two bed sets with hopes of finishing up a third bed set with our October Jeans Day.
- I updated our job applications to exclude salary history in accordance with the new law

Goal: Work effectively through the use of technology.

- I update the Staff Directory on SharePoint at least once a month
- I post in-house Job Announcements on SharePoint
- I am running the library's background checks
- As an Alert Media administrator, I add new employees to the system and delete former employees
- I am working with the City of Bloomington staff on the implementation of the new Kronos timeclocks and software. I have been testing and reviewing, and I participated in a conference call with City staff and the project manager from Kronos. There are several glitches still being worked on, and we do not have a projected Go Live date.

Goal: Administer a cost-effective public library.

- I serve as the Work Study Coordinator with Illinois Wesleyan University
 - Student workers cost us about \$2.31/hour, each
 - The work study program resumed in August. We have nine students this semester.
- I closely track hours worked by part-time staff
- I submitted my FY21 budget requests and prepared a longevity report for that time span

Upcoming:

- Kronos timeclock training/testing/implementation with Munis
- Personnel Code/Employee Handbook updates
- Job Descriptions review

Information Technology Systems Report
Jon Whited
May 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

We met with the project manager from Envisionware Lyngsoe to plan the sorter project. It is tentatively scheduled for installation between the Thanksgiving and Christmas Holiday. We will get a much firmer date as the production of the machine progresses and personnel are schedule.

Goal: Provide relevant and innovative services, collections, and programs to meet the emergent needs of our community.

The Girls Who Code program started up again. They meet four times this month. We have hired a second work study student with a background in Computer Science to help with the class. Kerrie Parker, our Webmaster, will also be assisting with a couple of the classes that focus more on HTML development.

Upcoming:

We have ordered the replacement servers for the Web Site and the fine payments. We will also be replacing the public printing server in the next few months.

Marketing Report

Rhonda Massie
September 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

KOIOS

- Our 1-month trial of Koios is on hold until December while our IT Department works to make our website HTTP Secure. This is a requirement to work with Koios and Google Ads.

SPANISH CHECKOUT GUIDE

- An outdated Spanish Checkout Guide was updated and printed. It's now available.

BOOKMOBILE SCHEDULES

- The November-April Bookmobile Schedule was updated, proofed, and sent to the printer.
- The following are being developed in tandem with the new schedule:
 - Text words have been assigned to the new stops, and publicity for text opt-ins is being updated.
 - Postcards highlighting the new routes are being created and will be mailed to the carrier routes in the areas where there are new stops.
 - Text messages reminding people of their specific Bookmobile Stop(s) will be scheduled for the 1,000+ stops the schedule includes.

ADVERTISING (scripts and artwork for each provided by Marketing)

- Eastside Neighbors & Neighbors of Southwest Bloomington
 - General ad stating that Library cards are free and so are the library's 600 annual programs.
- WGLT radio ads promoting
 - Learn to Dance programs
 - Pirate Themed Storywalk at Miller Park
 - Chinese Mid-Autumn Moon Festival
- Magic 99.5 ads promoting
 - Learn to Dance programs
 - Chinese Mid-Autumn Moon Festival
- Cumulus Media
 - On September 24, we launched an on-air and online campaign to promote 1000 Books Before Kindergarten.
- Met with The Pantagraph and purchased an ad package which includes online and print ads at a severely discounted rate:
 - Local Author Fair (October)
 - Human Library Project (November)
 - Consumer Reports (November)
 - Online Resources (December)
 - Bloomington Reads (March)
 - TBD (April)
 - Summer Reading (May)
- Created a free ad to run in the 2020 Founders' Grove calendar. The ad will appear during the month of June and will promote Summer Reading.

ARTICLES/PRESS RELEASES/COVERAGE

- Students Aid in WBRP Community Partnership – The Pantagraph
- Day of Play set for Saturday in Uptown Normal – The Pantagraph
- Photos: Expansion of Bloomington Public Library raises questions – The Pantagraph

BPL Program Publicity (print and digital)

- October Program Calendars
- Dead People of Illinois
- DIY Fidget Toy
- FAFSA Workshop
- Halloween Flyer with Twin City Tale Spinners Program, Costume Parade, and Story Time
- Illinois State Hiring Fairs

- Julie Sibley & the Antarctic Marathon
- Murder Mystery Party
- Music by the Uke-aholics
- No School DIY: Monster Slime
- Planning Ahead for Your Money
- Principals Read
(Digital and paper publicity created and delivered for Sheridan, Bent, Washington, and Oakland; three remaining schools will be tackled in October)
- StoryWalk at Miller Park
- Teen Cookie Decorating Workshop
- Teen Halloween Party
- Sparkling Grape Juice and a Masterpiece
- The Buzz on Bees

Display Signs

- Library Closure: signs, digital artwork, text messages, and outgoing phone message for Staff Development Day
- "Eat Your Veggies" book display sign for AS
- "It Came from the Bottom Shelf" book display sign for AS
- "World Series" book display sign for AS
- "Books About Babies" book display sign for CS
- "Halloween" book display sign for CS
- Artwork outlining Story Times for Story Room Window
- TeenZone Rules poster
- TeenZone No-School Hours poster
- RIP Cokie Roberts
- RIP Dorthea Benton Frank

Print (General Requests)

- 1000 Books Before Kindergarten Instruction Handouts
- 1000 Books Before Kindergarten Log Sheets
- 1000 Books Before Kindergarten Stickers
- Hoopla Handouts
- Kindle Handouts
- Libby Handouts
- MyLibrary! App Handouts
- OverDrive Handouts
- Wireless Printing Handout
- Explore More Illinois Handout and Digital Art
- Updates made to the New Resident Postcard
- Laminated signs for staff which outline new online card application procedures
- Extra printing of publicity which was all picked up from brochure holders
 - Wellness Classes
 - Beginner Spanish Classes
 - Books on Tap Book Club bookmarks
 - Dance the Night Away
 - Fiction Book Club bookmarks

Extras

- Digital Artwork for the self-check stations to promote Fold3
- Digital Artwork to promote Language Learning Blocks
- Update BPL Parking Map
- Modified and printed 1,500 handouts to staple to Halloween candy
- Staff Appreciation Day artwork for gift
- Books on Tap Bottle Opener artwork for promotional item
- Icons were designed to go along with the redesigned Online Resources page on our website
- Nametags for all new employees and employees with damaged nametags
- Update/Print Thank You Notes with IRS verbiage for the Business Office

- Ordered candy in bulk for all Halloween programs and events

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

TRAINING/Meetings

- Rhonda attended Mental Health First Aid
- Rhonda attended the Mini but Mighty Vender Showcase
- Koios
 - Arranged for a second demo of Koios, this time with Rachel, Kerrie, and Jeanne present
 - Rhonda met via phone with Jodi Kolo of Oak Park Public Library to discuss their relationship/experience with Koios
- Mini Morning Session Attendance
 - TERC (via video)
 - Strategic Planning
 - Fold3
- Webinars
 - Building Your Tribute Book
 - Instagram for Beginners
- Upcoming/Other
 - Rhonda will attend the Library Marketing and Communications Conference in St. Louis in November
 - International Public Library Fundraising Conference – no new information about the 2020 conference is available.

APPAREL STORE

- We're working with CM Promotions to roll out a new apparel store in early October. As CM Promotion has become a Geiger company in the time since we offered our last apparel store, many of the items being offered have changed.

APPRECIATION DAY GIFTS

- Delivered artwork to CM Promotions for the 2019 Staff Appreciation Day gift. The gifts have arrived.

STAFF NEWSLETTER

- Compiled and distributed the monthly Staff Newsletter using submissions from each Department Manager.

BUSINESS CARDS

- Ordered business cards for Gayle Tucker

Goal: Work effectively through the use of technology.

ELECTRONIC OUTREACH

- During the past month:
 - The Library added 35 Facebook followers for a total of 7,024;
 - The Library added 37 Instagram followers for a total of 1,360;
 - The Library added 5 Twitter followers for a total of 2,026;
- The Library currently has 307 text subscribers
- Combined, the Library's Bookmobile stops have 968 text subscribers.
- The Library's Books on Tap Book Club is present on MeetUp.com
- The Library's Cardholder Perks eBlast list contains 30,872 subscribers.
- The Library's Program Guide eBlast list contains 30,906 subscribers.
- The Library's General eBlast list contains 30,860 subscribers.

Goal: Administer a cost-effective public library.

FREE(ish) PROMOTION

- The library posts a lot of information to Facebook, including but not limited to all the library's programs and library news. Unless a program requires registration and there's a fear that it will reach capacity, each program is also boosted. (Boosting is not free, but it is our best bang for the buck). Each individual event is posted with a piece of art that is designed by the Marketing Department.
 - Marketing also posts a weekly #TBT photo to Facebook and Instagram. These are often tiny research projects. These are never boosted.

- Marketing also posts a weekly #BookFaceFriday photo to Facebook and Instagram. People love these, and they're never boosted.
- The library sends a monthly eBlast promoting one of its online resources to all cardholders who've not opted out of receiving such notifications. The eBlasts are also posted to Facebook and Twitter. The ability to do these things comes with our subscription to Library Aware.
 - On September 3, an eBlast promoting Testing & Education Resource Center was sent to 30,340 cardholders.
 - On October 4, an eBlast promoting our newspaper-related resources was sent to 30,609 cardholders.
- The library's programs are sent to the following for promotion on their paper and/or online calendars
 - Macaroni Kid (kid & teen programs)
 - *Eastside Neighbors Magazine* and *Neighbors of Southwest Bloomington Magazine* (receive all our programs; the publishers pick and choose what to include)
 - *The Pantagraph* has specified that for their print editions, they will only accept non-recurring programs, and that's what we send them. They will not accept story times, movie series, book clubs, etc.
 - The DBA receives all our programs for inclusion on its website and its online calendar.
 - PATH receives specific programs for inclusion in its revived PATH-O-Gram.
- A member of the library's staff is interviewed every other Monday on WJBC. This interview includes one book review and then a conversation about upcoming programs. The interview materials are prepped by the Marketing Department.
- All the library's programs are posted to the library's website and the plasma TV in the lobby.

**Support Services Report
Caprice Prochnow
September 2019**

Goal: Explore and implement strategies to improve access to the library and its resources.

- Support Services staff:
 - Disposed of two, old bookcases from Administration and replaced with a storage unit from the Teen Zone.
 - A total of four compromised chairs with tablets were removed from AS and CS.
 - Four chairs with tablets from the TZ were relocated to Adult Services.
 - Painted column and wall in Holds area, and blanked up abandoned receptacles.
 - Re-lamped New Books area and Teen Zone.
- Repairs/Installs:
 - MIM tightened up bolts on a leaking valve in the boiler room.
 - Alpha Controls replaced the JACE for the HVAC controls.
 - Weber Electric removed receptacles and capped off wires in Holds column.
 - Spencer Construction removed the counter/cabinet unit from the lower lobby for reorganization of the Holds shelves and addition of new shelving for the New Books.
 - McLean Co. Door & Glass adjusted the east emergency exit door and made repairs to the double door sets leading into the Tool Room.

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

- Caprice worked with Tiffany, Jeanne, Carol, Jon and Tom on reorganizing the TZ a bit, ordering some new furniture pieces, and tweaking the TZ rules.
- Caprice and Tom attended a "Sexual Harassment of Library Staff" webinar.
- Caprice worked with Jeanne, Jon, and Colleen to discuss specs of new sorter.
- Safety Committee met to discuss new scenario for Active Shooter Drill on Development Day.

Goal: Administer a cost-effective public library.

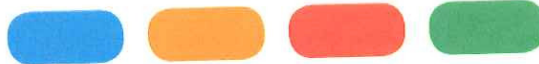
- Automatic Fire Sprinkler Co. replaced two valves to make the Library compliant for the annual inspection.
- Alpha Controls conducted the quarterly PM of the HVAC controls.

Upcoming:

- New tractor for snow removal.
- New, lower profile shelving in New Books area.
- Addition of blinds at south end of Children's.
- New furniture pieces for Teen Zone.
- Annual backflow testing.

Bloomington Public Library

Books are just the beginning.



Technical Services Report

Allison Schmid

September 2019

Goal: Provide relevant and innovative services, collections and programs to meet the emergent needs of our community.

- The language alphabet blocks are now available for checkout in the children's department. There are 12 different languages circulating and they check out just like a STEAM kit for one week.
- Katie Gandhi and Allison met to discuss the biographies and solutions to divert more items into the collection.
- Allison is working hard with Karen to finish cataloging the Illinois Room locked case materials before her retirement in December.
- All the Outreach Beginning Reader and Picture Book Paperbacks now have their own Collection. This is in response to Circulation's request since their paperback Beginning Readers and Picture Books are shelved separately.

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

- The Professional Collection has been weeded and the remaining items will be processed and cataloged for circulation. During this revamping process, more updated titles will be purchased.
- All TS staff attended or viewed the MMS on the Strategic Plan with Jeanne.
- All TS staff attended or viewed the MMS on Fold3 with Rachel.
- Kelly attended a webinar "Sexual Harassment of Library Staff."
- Katie Roberts is now 100% trained in all things adult book cataloging, even graphic novels!
- Katie Roberts trained in how to add and update AY items and records.
- We're very sad to say that Robbin Petersen will be retiring on April 3rd, 2020.
- Training Hours – 9

Goal: Work effectively through the use of technology.

- Allison is looking into the possibility of an OCLC reclamation project so our holdings would be 100% up to date.

Goal: Administer a cost-effective public library.

- Volunteer Hours – 14

Upcoming:

- Jesse is purchasing more STEAM kits and as soon as we purchase the boxes to contain them, we can process and catalog.
- We're looking into the possibility of adding VOX Books "Books that talk!" into our collection.

BLOOMINGTON PUBLIC LIBRARY
FY 2019-2020 FISCAL REPORT

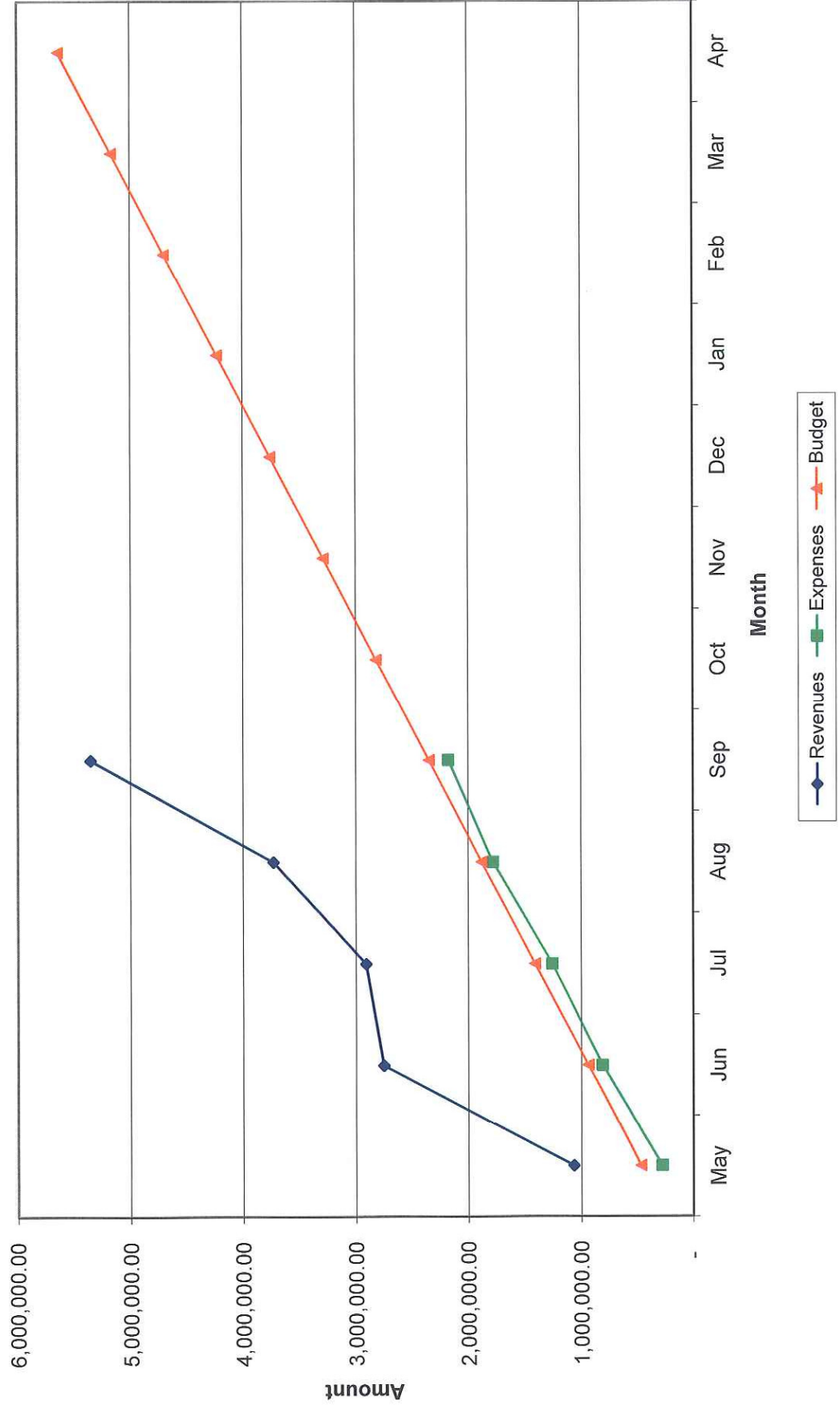
REVENUES:

ACCT NAME	BUDGET	SEPT 2019	YR-TO-DATE	AMOUNT OVER/UNDER	% RECEIVED
Property Tax	4,871,840	3,998,273.73	4,750,587.90	(121,252.10)	97.5
Replacement Tax	130,400	0.00	130,400.00	0.00	100.0
State Grants	59,000	0.00	0.00	(59,000.00)	0.0
GPPLD	400,000	123,753.94	390,743.30	(9,256.70)	97.7
Fines & Fees	75,000	4,160.64	19,596.31	(55,403.69)	26.1
Copies	3,500	248.90	1,341.65	(2,158.35)	38.3
Interest on Investments	30,000	7,126.69	39,591.13	9,591.13	132.0
Interest From Taxes	0	0.00	0.00	-	-----
Donations	25,000	50.00	3,907.79	(21,092.21)	15.6
Cash Over/Short	0	90.66	62.89	62.89	-----
Other	45,000	3,387.78	19,713.54	(25,286.46)	43.8
Total Revenues	5,639,740	4,137,092.34	5,355,944.51	(283,795.49)	95.0

ACCT NAME	BUDGET	SEPT 2019	YR-TO-DATE	AMOUNT OVER/UNDER	% SPENT
Full-Time Salaries	2,313,302	179,226.64	910,800.25	(1,402,501.75)	39.4
Part-Time Salaries	485,577	30,647.93	162,836.83	(322,740.17)	33.5
Seasonal Salaries	57,893	2,028.86	37,021.22	(20,871.78)	63.9
Overtime Salaries	1,100	0.00	0.00	(1,100.00)	0.0
Other Salaries	0	0.00	1,000.00	1,000.00	-----
Total Sals & Wages	2,857,872	211,903.43	1,111,658.30	(1,746,213.70)	38.9
Dental Insurance	13,554	871.32	4,028.07	(9,525.93)	29.7
Vision Insurance	2,802	219.12	1,006.92	(1,795.08)	35.9
Health Insurance, BC/BS PPO	357,285	19,843.06	93,802.49	(263,482.51)	26.3
Health Insurance, OSF HMO	61,134	3,017.38	14,009.26	(47,124.74)	22.9
Life Insurance	3,115	252.00	1,243.20	(1,871.80)	39.9
IMRF	231,330	18,241.02	91,587.90	(139,742.10)	39.6
FICA	177,120	12,693.22	66,159.07	(110,960.93)	37.4
Medicare	41,423	2,968.68	15,473.06	(25,949.94)	37.4
Worker's Comp	10,000	0.00	77.00	(9,923.00)	0.8
Uniforms	800	0.00	355.10	(444.90)	44.4
Tuition Reimbursement	40,000	0.00	5,088.00	(34,912.00)	12.7
Other Benefits	25,000	3,278.26	5,910.06	(19,089.94)	23.6
Total Benefits	963,563	61,384.06	298,740.13	(664,822.87)	31.0
Rentals	23,000	1,448.73	9,067.51	(13,932.49)	39.4
Total Rentals	23,000	1,448.73	9,067.51	(13,932.49)	39.4
Building Mtn	150,000	11,963.80	55,286.70	(94,713.30)	36.9
Vehicle Mtn	10,000	548.88	3,883.84	(6,116.16)	38.8
Office & Computer Mtn	195,000	1,298.81	68,314.79	(126,685.21)	35.0
Total Repair/Mtn	355,000	13,811.49	127,485.33	(227,514.67)	35.9

ACCT NAME	BUDGET	SEPT 2019	YR-TO-DATE	AMOUNT OVER/UNDER	% SPENT
Advertising	50,000	2,659.35	16,237.81	(33,762.19)	32.5
Printing/Binding	20,000	6,452.72	16,791.65	(3,208.35)	84.0
Travel	1,000	0.00	18.42	(981.58)	1.8
Membership Dues	5,000	90.00	700.00	(4,300.00)	14.0
Professional Development	15,000	1,547.00	5,766.83	(9,233.17)	38.4
Other Purchased Services	140,000	1,613.96	34,442.66	(105,557.34)	24.6
Property Insurance	17,000	0.00	0.00	(17,000.00)	0.0
Vehicle Insurance	4,000	0.00	0.00	(4,000.00)	0.0
Other Insurance	6,000	0.00	0.00	(6,000.00)	0.0
Total Purchased Services	258,000	12,363.03	73,957.37	(184,042.63)	28.7
Office Supplies	13,000	900.42	7,371.00	(5,629.00)	56.7
Computer Supplies	90,000	13,229.65	35,768.18	(54,231.82)	39.7
Postage	5,000	0.00	66.04	(4,933.96)	1.3
Library Supplies	82,000	2,544.50	27,407.06	(54,592.94)	33.4
Janitorial Supplies	13,000	1,235.37	5,838.36	(7,161.64)	44.9
Gas & Diesel Fuel	9,000	417.49	1,739.53	(7,260.47)	19.3
Building Mtnc & Repair Supplies	20,000	195.29	1,965.88	(18,034.12)	9.8
Total Supplies	232,000	18,522.72	80,156.05	(151,843.95)	34.6
Natural Gas	22,000	669.64	4,453.84	(17,546.16)	20.2
Electricity	90,000	0.00	31,706.15	(58,293.85)	35.2
Water	7,500	703.48	2,139.46	(5,360.54)	28.5
Telecommunications	35,000	2,891.86	18,730.16	(16,269.84)	53.5
Total Utilities	154,500	4,264.98	57,029.61	(97,470.39)	36.9
Professional Collection	1,500	67.02	67.02	(1,432.98)	4.5
Total Prof Collection	1,500	67.02	67.02	(1,432.98)	4.5
Periodicals	20,000	82.88	15,983.10	(4,016.90)	79.9
Adult Books	143,000	13,824.18	67,680.37	(75,319.63)	47.3
Children's Books	118,000	4,911.00	48,406.12	(69,593.88)	41.0
A/V Materials	134,000	10,852.64	52,253.84	(81,746.16)	39.0
Public Access Software	150,000	20,760.17	100,772.87	(49,227.13)	67.2
Downloadable Materials	145,000	19,933.58	60,040.66	(84,959.34)	41.4
Total Materials	710,000	70,364.45	345,136.96	(364,863.04)	48.6
Employee Relations	5,000	234.66	1,189.19	(3,810.81)	23.8
Miscellaneous Expenses	9,000	847.79	1,802.56	(7,197.44)	20.0
Transfer to Fixed Asset Fund	32,500	0.00	32,500.00	0.00	100.0
Transfer to Capital Fund	37,805	0.00	37,805.00	0.00	100.0
Total Other Expenses	84,305	1,082.45	73,296.75	(11,008.25)	86.9
Total Expenses	5,639,740	395,212.36	2,176,595.03	(3,463,144.97)	38.6

BPL FY 2019-2020



EXPLANATIONS FOR VARIANCES IN EXCESS OF 5%
(Variance of 36.7% to 4637% is acceptable)
September 2019

Property Tax (95.7%): The Library has received six Property Tax distributions so far.

Replacement Tax (100.0%): The distribution was made in July.

State Grants (0.0%): Nothing has been received yet.

Golden Prairie Public Library District (97.7%): Golden Prairie has also received six Property Tax distributions so far; and of that amount, BPL receives 95%.

Fines (26.1%): This is less than projected due to changing to Polaris and allowing customers to "start over" with their fines.

Interest (132.0%): The projection for FY 20 was low.

Donations (15.6%): This is the amount the Library has received so far. Soon, we will be asking the Foundation for funds for Summer Reading Program.

Part-Time Salaries (33.5%): This is less than projected due to a few vacancies that have occurred.

Seasonal Salaries (63.9%): The majority of this line item is spent during the summer with employees hired to help with the Summer Reading Program.

Overtime Salaries (0.0%): Nothing has been paid from this line item.

Dental Insurance (29.7%): This is a little under-spent due to fewer employees choosing this insurance option.

Vision Insurance (35.9%): This is a little under-spent due to fewer employees choosing this insurance option.

Health Insurance, BC/BS PPO (26.3%): This is under-spent due to the amount spent is less than projected.

Health Insurance, OSF, HMO (22.9%): This is under-spent due to the amount spent is less than projected.

Worker's Compensation (0.8%): This reflects a payment that occurred as a result of the 2018 Worker's Comp audit.

Tuition Reimbursement (12.7%): Charges have been minimal.

Other Benefits (23.6%): Accrued vacation was paid to an employee who resigned and for an employee who has announced her retirement and is currently receiving IMRF Sick Leave Buy Back.

Office and Computer Maintenance (35.0%): Charges have been minimal.

Advertising (32.5%): Charges have been minimal.

Printing/Binding (84.0%): This is over-spent due to printing Bookmobile Schedules and the summer Program Guide.

Travel (1.8%): Charges have been minimal.

Membership Dues (14.0%): Charges have been minimal.

Other Purchased Services (24.6%): Charges have been minimal.

Property Insurance (0.0%): Nothing has been spent from this line item.

Vehicle Insurance (0.0%): Nothing has been spent from this line item.

Other Insurance (0.0%): Nothing has been spent from this line item.

Office Supplies (56.7%): This is over-spent due to chairs and a desk that were purchased earlier this fiscal year.
Postage (1.3%): Charges have been minimal.
Library Supplies (33.4%): Charges have been minimal.
Gas & Diesel Fuel (19.3%): Charges have been minimal.
Building Maintenance Supplies (9.8%): Charges have been minimal.
Natural Gas (20.2%): Charges have been minimal.
Electricity (35.2%): Charges have been minimal.
Water (28.5%): Charges have been minimal.
Telecommunications (53.5%): This is over-spent due to the annual payment for the emergency alert notification service.
Professional Collection (4.5%): Charges have been minimal.
Periodicals (79.9%): This is over-spent due to the payment of the annual subscription service.
Adult Books (47.3%): This is over-spent due to some large orders that were placed at the end of September.
Public Access Software (67.2%): This is over-spent due to the renewal of several packages so far this fiscal year.
Employee Relations (23.8%): Charges have been minimal.
Miscellaneous Expenses (20.0%): Charges have been minimal.
Transfer to Fixed Asset Fund (100.0%): The transfer from the Operating Fund to the Fixed Asset Fund occurred in June.
Transfer to Capital Fund (100.0%): The transfer from the Operating Fund to the Capital fund occurred in June.

The Donations line item breaks out as follows:

Community Donations, Summer Reading Program:	\$ 3,385.00
Fresh Thyme, Giving Bag Donation:	110.00
Fountain Receipts:	12.79
Memorial Donations:	400.00

Total Donations:	\$ 3,907.79
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The Other Revenue line item breaks out as follows:

Blankets:	\$ 0.00
Book Pick-Up:	301.93
Book Shoppe:	11,224.75
Drawstring Bags:	66.00
Ear Buds:	204.00
Flashdrives:	97.50
Hot Beverage Service:	259.00
Meeting Room Fees:	200.00
Mugs:	30.00
Print Station:	5,864.70
Reusable Bags:	210.00
Test Proctoring:	25.00
Totebags:	0.00
Umbrellas:	14.00
Miscellaneous:	1,216.66

Total Other Revenue:	\$19,713.54
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During September, 10 batches containing 93 invoices were processed, totaling \$88,242.79 and 142 credit card charges were made totaling \$29,314.57.

As of September 30, the Library's Maintenance & Operating Fund Balance is \$5,342,101.75, which is 94.7% of the budgeted amount; the goal of twenty-five percent of the Library's FY20 budget is \$1,409,935.

Library Fund Balance Information, 9/30/19:

Operating:	\$ 5,342,101.75
Capital:	\$ 3,140,120.45
Fixed Assets:	\$ 1,175,645.32

Bloomington Public Library

Books are just the beginning.



Statistics At-A-Glance

September 2019

Goal: Explore and implement strategies to improve access to the library and its resources.

Circulation	Current	Last Year	Change	FYTD	Last FYTD	Change
Adults	42,214	42,528	-1%	223,273	235,084	-5%
Teens	3,577	2,010	78%	18,637	13,036	43%
Children	38,973	38,869	0%	225,887	226,973	0%
Digital Downloads	11,948	9,283	29%	59,508	48,150	24%
Total	96,712	92,690	4%	527,305	523,243	1%

Active Cardholders	Current	Last Year	Change	FYTD	Last FYTD	Change
Adults	24,291	23,140	5%	122,503	115,770	6%
Teens	4,879	3,622	35%	24,083	16,322	48%
Children	9,022	8,690	4%	45,563	42,112	8%
Total	38,192	35,452	8%	192,149	174,204	10%

New Cardholders	Current	Last Year	Change	FYTD	Last FYTD	Change
Total	457	1,179	-61%	2,696	2,840	-5%

Visits	Current	Last Year	Change	FYTD	Last FYTD	Change
Main	23,466	24,215	-3%	23,466	146,229	-84%
Bookmobile	1,124	983	14%	116,865	5,842	1900%
Total	24,590	25,198	-2%	29,582	152,071	-81%

Room Use	Current	Last Year	Change	FYTD	Last FYTD	Change
Community Room	112	107	5%	112	496	-77%
Digital Preservation Studio	16	10	60%	460	46	900%
Study Room	43	42	2%	134	256	-48%
Total	171	159	8%	401	798	-50%

Community Outreach	Current	Last Year	Change	FYTD	Last FYTD	Change
Staff Outreach Visits	12	16	-25%	96	89	8%
People Reached	703	972	-28%	11,689	10,453	12%
Community Visits to the Library	1	1	0%	48	28	71%
People Reached	86	8	975%	1,174	957	23%
Total Outreach Visits	13	17	-24%	144	117	23%
Total People Reached	789	980	-19%	12,863	11,410	13%

Goal: Provide relevant and innovative services, collections and programs to meet the emergent needs of our community.

Programs	Current	Last Year	Change	FYTD	Last FYTD	Change
Adults	20	12	67%	112	70	60%
Attendance	302	220	37%	2,216	1,083	105%
Teens	0	0	0%	18	16	13%
Attendance	0	0	0%	367	443	-17%
Childrens	31	30	3%	108	101	7%
Attendance	933	804	16%	5,156	5,166	0%
Total Programs	51	42	21%	238	187	27%
Total Attendance	1,235	1,024	21%	7,739	6,692	16%

1-on-1 Appointments	Current	Last Year	Change	FYTD	Last FYTD	Change
Total	7	12	-42%	48	51	-6%

Reference Questions	Current	Last Year	Change	FYTD	Last FYTD	Change
Total	3,361	3,204	5%	19,161	21,001	-9%

Goal: Recruit, train and develop a knowledgeable, collaborative staff.

Training Hours	Current	Last Year	Change	FYTD	Last FYTD	Change
Total	201.00	102.00	97%	312	540	-42%

Goal: Work effectively through the use of technology.

Technology Use	Current	Last Year	Change	FYTD	Last FYTD	Change
Public Computer Use	3,807	3,989	-5%	23,328	24,320	-4%
WiFi Sessions	3,450	2,937	17%	17,535	16,044	9%
Website/Catalog Hits	41,309	37,369	11%	217,310	211,048	3%
Online Resource Use	3,384	9,650	-65%	29,916	50,281	-41%

Goal: Administer a cost-effective public library.

Interlibrary Loan	Current	Last Year	Change	FYTD	Last FYTD	Change
Received	0	457	-100%	1,933	2,591	-25%
Sent	0	255	-100%	1,093	1,232	-11%

Volunteer Hours	Current	Last Year	Change	FYTD	Last FYTD	Change
Total	159.25	128.75	24%	202	430	-53%

Golden Prairie Public Library District
Board of Trustees Meeting

Wednesday, August 21, 2019
5:00 p.m.

At 5:00 p.m., President Jodi Sherman opened the Public Hearing on Ordinance No. 19-01, the Annual Budget and Appropriation Ordinance for the Fiscal Year beginning the first day of July 2019 and ending the 30th day of June 2020. President Sherman called for public comments three times with no responses. The Public Hearing was closed at 5:01 p.m.

William C. Wetzel Reading Room
Bloomington Public Library
205 E. Olive St., Bloomington, IL 61701

MINUTES

- I. Call to Order:
President Sherman called the meeting to order at 5:02 p.m.
- II. Roll Call:
MEMBERS PRESENT: Laura Nippe, Ruth Novosad, Stephen Peterson, Patti Salch, Stephanie Walden, Jodi Sherman

MEMBERS ABSENT: Ary Anderson

OTHERS PRESENT: Amy Dunham, Jeanne Hamilton, Kathy Jeakins, Colleen Shaw
- III. Introductions:
There were no introductions.
- IV. Public Comment:
There was no public comment.
- V. President's Report:
McLean County Regional Planning Commission (MCRPC) invited President Sherman to represent Golden Prairie on the McLean County Complete Count - Census 2020 (Rural Sub-Committee). The first meeting is scheduled in September and President Sherman will keep the Board updated on her work with the MCRPC at future GPPLD Board Meetings.
- VI. Approval of Minutes:
 - A. July 17, 2019
PATTI SALCH MOVED, STEPHEN PETERSON SECONDED, TO APPROVE THE MINUTES FROM THE JULY 17, 2019 MEETING AS PRESENTED. THE MOTION CARRIED UNANIMOUSLY.

VII. Staff Reports:

- A. Director's Report: Jeanne Hamilton, Library Director, reported on the end of Summer Reading 2019. Eighty teens attended the Murder/Mystery End of Summer Reading Party. Director Hamilton reported that for Summer Reading completion, there were 3,389 kids, 625 teens, and 663 adults. The total was 4,677 completions which is more than last year's total. The total value of the prize packs given out this summer was \$155,859.95 and was due to our wonderful sponsors.
- B. Outreach Report: Colleen Shaw, Circulation and Outreach Services Manager, shared that a total 51 of GPPLD postcards were redeemed. Manager Shaw also reported that the July GPPLD total number of cardholders is 1,545. The June total for GPPLD cardholders was 1,506. There was an increase of 39 cardholders from June to July! Also, the total cardholders from July 2018 was 1,385, which is 160 additional cardholders in one year's time. Manager Shaw asked the Board what Circulation should do with the remaining tote bags. Discussion was held and it was decided to have Circulation hand out tote bags to all new cardholders and any renewals. They also decided that instead of one per family, all members of the family can each have a tote bag.
- C. Financial Report: Kathy Jeakins, Business Manager, reported that there was little activity in July. The auditor was here on August 20th and he left happy. The auditor cannot finalize anything until after the end of August because it is possible that property tax distributions will arrive at the end of August.

VIII. Action Items:

- A. Adopt Annual Budget and Appropriation Ordinance 19-01
PATTI SALCH MOVED, STEPHANIE WALDEN SECONDED, TO ADOPT THE ANNUAL BUDGET AND APPROPRIATION ORDINANCE, NO. 19-01, FOR THE FISCAL YEAR BEGINNING THE FIRST DAY OF JULY 2019 AND ENDING THE 30TH DAY OF JUNE 2020, IN THE AMOUNT OF \$455,907.00.

YAYS: LAURIE NIPPE, RUTH NOVOSAD, STEPHEN PETERSON,
PATTI SALCH, STEPHANIE WALDEN, JODI SHERMAN

NAYS: NONE

ABSENT: ARY ANDERSON

THE MOTION CARRIED UNANIMOUSLY.

IX. Discussion Items:

- A. Posting Policies to the Website: Discussion was held regarding posting the GPPLD policies to the BPL Library's website. This topic was last discussed in February 2017. Director Hamilton recommends posting the policies to the website.

STEPHEN PETERSON MOVED, RUTH NOVOSAD SECONDED, TO APPROVE POSTING ALL GOLDEN PRAIRIE PUBLIC LIBRARY DISTRICT BOARD'S POLICIES ON THE PUBLIC PAGES OF THE BLOOMINGTON PUBLIC LIBRARY'S WEBSITE. THE MOTION CARRIED UNANIMOUSLY.

- B. Marketing Project Update: Board Member Stephanie Walden reported that while the return of the postcards was a little disappointing (2% return), the increase of cardholders was successful. There are 600 plus tote bags remaining to distribute. As mentioned in the Staff Report from Circulation and Outreach Services, they will begin giving them out to GPPLD new cardholders and renewals as well as one to each member of a family unit. Board Member Walden recommends that if GPPLD pursues this marketing campaign again, there should not be a one-per-household limit on the tote bags. The more people carrying them around the better advertising for GPPLD. Board Member Stephen Peterson suggested that if there still a surplus of tote bags that they be offered at all GPPLD Bookmobile stops. Director Hamilton suggested that if GPPLD attends a Pork Chop Dinner or other community events again, the tote bags could be offered at the event.

X. Comments from Board Trustees:

Discussion was held about the status of the Tech-Mobile. Director Hamilton reported that at the initial meeting of Tech-Mobile staff committee, there was discussion regarding the specifications needed for the Tech-Mobile. The plan is to go with a utility cargo van style and have a ramp to load lock top and book carts onto it. Patrons would not go onto the van. The van would be unloaded at locations for use during Tech-Mobile events. There would be folding tables in van for set-up at parks, rural community centers, etc. The goal is to have something in place by Census 2020. There would also be times when the Tech-Mobile would bring the 3-D Printer to locations. Tech-Mobile input from GPPLD Board Members included:

- Having events in the GPPLD service area during school registration time so families could use the technology to register their children for school.
- Hosting the Tech-Mobile at a location along with a Tech-related topic, like a class for seniors. Director Hamilton plans to have classes offered with the Tech-Mobile. She explained how BPL staff already provide a similar service at Deposit Sites (like nursing homes, day care centers, etc.)

Discussion was held regarding Spanish-speaking patrons and how the library has staff that speak different languages, including Spanish. Recently, at the Cedar Ridge Elementary School, the Bookmobile participated in the Back-To-School event and a Spanish-speaking staff member attended. They reached approximately 150 families at the event.

The GPPLD asked for an update on the library expansion. Director Hamilton reported that it is still being brought to Council. They are very committed to our current location for any expansion.

The annual report to State of Illinois (IPLAR) is complete and will just need signatures from President Sherman and Secretary Nippe after the meeting.

Board Member Patti Salch asked about when new Program Guides would be available. Director Hamilton reported that they are already available on the website and paper versions should be available on Friday, August 16.

Board Member Ruth Novosad reported that she will not attend the September 18th meeting. Since it is a crucial meeting where a quorum is needed, the Board checked to ensure that a quorum would be present on that date.

XI. Reminder: Next Board Meeting is September 18, 2019.

XII. Adjournment:
 RUTH NOVOSAD MOVED, LAURIE NIPPE SECONDED, TO ADJOURN THE
 MEETING. THE MOTION CARRIED UNANIMOUSLY.

President Sherman adjourned the meeting at 5:48 p.m.

Incident Report Summary for September 2019

2019-09-30 23:59:00
 2019-09-01 01:00:00
 30 days in month

Incident ID	Date/Time Submitted	Violation
4069	2019-09-04 09:47:10	Other
4070	2019-09-04 17:38:50	InappropriateBehavior
4071	2019-09-09 17:38:05	BicycleIncident
4072	2019-09-09 17:38:05	BicycleIncident
4073	2019-09-10 09:58:49	LostFound
4074	2019-09-10 10:00:37	FailuretoMonitorChild
4075	2019-09-10 10:10:06	Other
4076	2019-09-10 17:21:10	Other
4077	2019-09-12 14:08:19	PoliceAmbulanceCall
4078	2019-09-13 17:17:11	AlcoholDrugs
4079	2019-09-14 13:21:01	StolenDamagedLibraryMaterial
4080	2019-09-15 12:45:12	InappropriateBehavior
4081	2019-09-15 15:30:33	InappropriateBehavior

4082	2019-09-16 16:10:08	InappropriateBehavior
4083	2019-09-18 12:14:31	InappropriateBehavior
4084	2019-09-18 17:37:39	Other
4086	2019-09-23 09:37:38	StolenDamagedLibraryMaterial
4087	2019-09-23 09:46:26	InappropriateBehavior
4088	2019-09-25 18:05:48	Other
4089	2019-09-28 15:44:11	PoliceAmbulanceCall
4090	2019-09-29 15:33:53	PoliceAmbulanceCall

Suspension Report Summary for September 2019

2019-09-30 03:36:57pm
 2019-09-01 03:36:57pm
 31 days in month

Suspension ID	Date/Time Submitted	Violation
274	2019-09-04 00:00:00	Other
275	2019-09-04 00:00:00	Inappropriate Behavior
276	2019-09-09 00:00:00	Bicycle Incident
277	2019-09-18 00:00:00	Inappropriate Behavior
279	2019-09-20 00:00:00	Stolen Damaged Library Material
280	2019-09-23 00:00:00	Inappropriate Behavior
281	2019-09-25 00:00:00	Other

LIBRARY
MAINTENANCE & OPERATING BUDGET
FISCAL YEAR 2019-2021

Account Number	Account Title	FY 19 Budget	FY 19 Actual	FY 20 Budget	FY 21 Proposed	\$ Diff From FY 20 to FY 21	% Diff From FY 20 to FY 21
50110	Property Taxes	4,823,604	4,822,567	4,871,840	4,935,359	63,519	1.3
53020	Replacement Tax	130,400	130,400	130,400	130,400	-	-
53120	State Grants	59,000	95,763	59,000	95,700	36,700	62.2
53370	From Golden Prairie PL Dist	405,000	394,490	400,000	400,000	-	-
54490	Library Fees & Rentals	87,000	53,293	75,000	50,000	(25,000)	(28.7)
54720	Copies	3,000	3,477	3,500	3,500	-	-
56010	Interest from Investments	15,000	85,701	30,000	75,000	45,000	300.0
56020	Interest From Taxes	-	25	-	-	-	#DIV/0!
57110	Sale of Property	1,000	-	-	-	-	-
57310	Donations	25,000	24,607	25,000	24,000	(1,000)	(4.0)
57350	Other Private Grants	-	500	-	-	-	#DIV/0!
57610	Cash Over/Short	-	41	-	-	-	#DIV/0!
57990	Other Misc Income	45,000	48,269	45,000	45,000	-	-
	Total Revenues	5,594,004	5,659,133	5,639,740	5,758,959	119,219	2.1
61100	Full Time Salaries	2,221,893	2,219,714	2,313,302	2,399,185	85,883	3.9
61110	Part Time Salaries	453,622	408,376	485,577	483,694	(1,883)	(0.4)
61130	Seasonal Salaries	61,224	40,975	57,893	67,667	9,774	16.0
61150	Overtime Salaries	1,100	6	1,100	1,100	-	-
61190	Other Salaries	-	13,406	-	-	-	#DIV/0!
62101	Dental Insurance	14,952	12,077	13,554	11,000	(2,554)	(17.1)
62102	Vision Insurance	2,651	2,342	2,802	3,000	198	7.5
62104	Health Insurance PPO BC/BS	326,236	299,995	357,285	366,827	9,542	2.9
62106	Health Insurance HAMP HMO	61,134	41,684	61,134	16,000	(45,134)	(73.8)
62110	Life Insurance	3,081	3,055	3,115	3,200	85	2.8
62120	IMRF	336,259	267,987	231,330	239,918	8,588	2.6
62130	FICA	177,143	158,183	177,120	182,933	5,813	3.3
62140	Medicare	36,805	36,994	41,423	42,783	1,360	3.7
62160	Worker's Comp	17,411	8,236	10,000	18,385	8,385	48.2
62190	Staff Uniforms	700	30	800	800	-	-
62210	Tuition Reimbursement	25,000	22,152	40,000	15,500	(24,500)	(98.0)
62990	Other Benefits	20,000	11,597	25,000	25,000	-	-
70420	Equipment Rental	22,000	21,173	23,000	25,000	2,000	9.1
70510	Building Maintenance	139,400	149,972	150,000	150,000	-	-
70520	Vehicle Maintenance	9,000	10,978	10,000	12,000	2,000	22.2
70530	Office/Equipment Maintenance	175,000	143,981	195,000	195,000	-	-
70610	Advertising	45,000	39,780	50,000	50,000	-	-
70611	Printing/Binding	20,000	17,588	20,000	18,000	(2,000)	(10.0)
70630	Travel	1,000	127	1,000	1,000	-	-
70631	Membership Dues	6,000	2,579	5,000	4,000	(1,000)	(16.7)
70632	Professional Development	14,500	8,819	15,000	10,000	(5,000)	(34.5)
70690	Other Purchased Services	140,000	90,784	140,000	150,000	10,000	7.1
70714	Property Insurance	25,000	14,625	17,000	17,000	-	-
70715	Vehicle Insurance	6,000	3,043	4,000	5,000	1,000	16.7
70790	Other Insurance	6,000	5,072	6,000	6,500	500	8.3
71010	Office Supplies	19,100	12,038	13,000	20,000	7,000	36.6
71013	Computer Supplies	87,000	83,113	90,000	90,000	-	-
71017	Postage	12,000	374	5,000	2,500	(2,500)	(20.8)
71020	Library Supplies	80,000	90,426	82,000	85,000	3,000	3.8
71024	Janitorial Supplies	17,000	12,531	13,000	18,000	5,000	29.4
71070	Fuel	4,500	4,348	9,000	5,500	(3,500)	(77.8)
71080	Bldg & Maint Supplies	10,600	18,531	20,000	20,000	-	-
71310	Natural Gas	22,000	25,348	22,000	31,000	9,000	40.9
71320	Electricity	95,000	80,363	90,000	90,000	-	-
71330	Water	10,000	7,830	7,500	9,000	1,500	15.0
71340	Telecommunications	35,500	35,092	35,000	38,000	3,000	8.5

Account Number	Account Title	FY 19 Budget	FY 19 Actual	FY 20 Budget	FY 21 Proposed	\$ Diff From FY 20 to FY 21	% Diff From FY 20 to FY 21
71410	Professional Collection	2,000	1,209	1,500	1,500	-	-
71420	Periodicals	41,000	32,493	20,000	40,000	20,000	48.8
71430	Adult Books	154,000	141,821	143,000	143,000	-	-
71440	Children's Books	124,000	117,724	118,000	118,500	500	0.4
71470	A/V Materials	139,000	134,432	134,000	131,000	(3,000)	(2.2)
71480	Public Access Software	140,000	123,301	150,000	188,880	38,880	27.8
71490	Downloadables	76,700	151,135	145,000	154,700	9,700	12.6
79120	Employee Relations	6,400	5,049	5,000	5,000	-	-
79990	Other Misc. Expenses	9,600	6,209	9,000	10,000	1,000	10.4
89237	To Library Equip Replacement	-	-	32,500	-	(32,500)	#DIV/0!
	To Capital Fund	140,493	140,493	37,805	36,887	(918)	(0.7)
	Total Expenses	5,594,004	5,279,190	5,639,740	5,758,959	119,219	2.1
	Total Revenues	5,594,004	5,659,133	5,639,740	5,758,959	119,219	2.1
	Rev Over Exp (Surplus)	-	379,943	-	-	-	-

LIBRARY
FIXED ASSET BUDGET
FISCAL YEAR 2018-2021

Account Number	Account Title	FY 19 Budget	FY 19 Actual	FY 20 Budget	FY 21 Proposed	\$ Diff From FY 20 to FY 21 Budget	% Diff From FY 20 to FY 21 Budget
56010	Interest from Investments	5,000	24,688	5,000	10,600	5,600	112.0%
57114	Sale of Equipment	-	-	-	-	-	#DIV/0!
57310	Donations	-	-	-	-	-	#DIV/0!
57350	Other Private Grants	-	-	-	-	-	#DIV/0!
85231	From M & O	-	-	32,500	-	(32,500)	-100.0%
	From Fund Balance	164,117	172,108	184,418	-	(184,418)	-100.0%
	Total Revenues	169,117	196,796	221,918	10,600	(211,318)	-95.2%
72110	Office Furniture	20,000	-	-	-	-	#DIV/0!
72120	Office & Computer Equipment	149,117	153,490	117,818	10,600	(107,218)	-91.0%
72130	Licensed Vehicles	-	-	70,000	-	(70,000)	-100.0%
72140	Equip Other Than Office	-	43,306	34,100	-	(34,100)	-100.0%
72520	Buildings	-	-	-	-	-	#DIV/0!
72620	Other Cap Improvements	-	-	-	-	-	#DIV/0!
	Total Expenses	169,117	196,796	221,918	10,600	(211,318)	-95.2%
	Total Revenues	169,117	196,796	221,918	10,600	(211,318)	-95.2%
	Rev Over Exp (Surplus)	-	-	-	-	-	

LIBRARY
FIXED ASSET BUDGET
FISCAL YEAR 2019-2020
Budget Amendment 20-01

Account Number	Account Title	Original Budget	Proposed Budget Changes	Amended Budget Amount
56010	Interest from Investments	5,000		5,000
85231	From M & O	32,500		32,500
40000	From Fixed Asset Fund Balance	86,100	98,318	184,418
	Total Revenues	123,600	98,318	221,918
72120	Office & Computer Equipment	25,000	92,818	117,818
72130	Licensed Vehicles	70,000		70,000
72140	Equip Other Than Office	28,600	5,500	34,100
	Total Expenses	123,600	98,318	221,918
	Total Revenues	123,600	98,318	221,918
	Rev Over Exp (Surplus)	-	-	-

Approved on the 15th day of October 2019

Julian Westerhout, President
Bloomington Public Library Board of Trustees

Chapter 11

FUNDRAISING



The bulk of funding for public libraries in our communities comes from local property tax revenue. This is as it should be; public libraries are truly people's institutions, administered for the benefit of the local community and its residents.

Today, many local and state governments face mounting financial pressures, to which they often respond by curtailing the annual growth of public funding. Now more than ever, it is important for libraries to seek additional sources of funding through grants and fundraising campaigns.

For libraries experiencing financial limitations, library administrators should pursue relevant grant opportunities aggressively. For information about accessing federal and state grant money, see Chapter 10, "Budgeting and Financial Management."

Library trustees and staff should also consider fundraising options when the need to supplement standard appropriations looms large.

To Incorporate or Not?

In Chapter 10, "Budgeting and Financial Management," you read that a public library can receive charitable donations in its role as a sovereign political entity or part thereof. Donations vest in the library board of trustees, and the board becomes the special trustee of the donated property. No special legal steps or fees are required to raise funds on this basis.

Many libraries, however, find that they have strong incentives to set up a tax-exempt charitable foundation under Internal Revenue Service (IRS) Code §501(c)(3). Many donors, especially corporations and foundations, give only to IRS-qualified foundations to ensure the tax-deductible status of their contributions. Moreover, corporations offer employee matching-gift programs only to 501(c)(3) or similar incorporations. Because a foundation is permanent, its existence may encourage planned, annual giving as well as memorial or other bequests.

The downsides of the 501(c)(3) foundation are that the library must:

- allocate startup funds for fees related to setting up a foundation, including attorney fees, incorporation fees, and other costs.
- budget annual costs related to the foundation, such as attorney fees and preparation fees for tax returns and annual reports.
- provide staff to administer foundation activities as well as space dedicated to foundation operations.

An Alternative: The Fund for Illinois Libraries

For small libraries, the costs related to foundation incorporation may be too large to justify the foundation approach to fundraising. Similarly, libraries whose fundraising needs are largely focused on a one-time project such as a building program may not wish to incur the overhead of incorporating. Such libraries may be able to take an alternative approach by using the Fund for Illinois Libraries.

The Fund for Illinois Libraries, a 501(c)(3) foundation, was created by the Illinois Library System Director's Organization (ILSDO) to serve as a clearinghouse for corporations or individuals wishing to make donations only to tax-exempt foundations. ILSDO will process the original donation and issue a check to the library that the donor wishes to have the money. For more information, go online to http://www.illinoislibrarysystems.info/on_fund.html.

The Charitable Foundation

When the library board concludes that setting up a charitable foundation is in its best interests, the board is well advised to consult an attorney or CPA who has experience with tax-exempt foundations.

Additionally, a detailed description of the incorporation process is available online at the Illinois State Library Administrative Ready Reference Menu, http://www.cyberdriveillinois.com/departments/library/what_we_have/read_yref/index.htm; select **Charitable Giving**. Then select **Steps for Organizing a Not-for-Profit Corporation**.

A Board of Directors

A tax-exempt foundation is administered by its own board of directors. Choosing the individuals to serve on this board is critically important to the ultimate success of fundraising activities. This selection task typically falls to the library board of trustees.

Each candidate for membership on the foundation board of directors should be a responsible community member who is familiar with the role of the public library in the community and is willing to devote time to his or her foundation involvement. Foundation board members control investment of donated funds, so at least some of the members should have solid financial experience. Members should also have strong connections in the community so they bring a base of contacts for potential donors.

Fundraising Campaigns

As a trustee of a public library, one of your primary responsibilities is to advocate for resources that the library needs to carry out its mission. In other chapters of this

book, you have considered how to go about negotiating budgets with municipal officials or how to request state or federal grants. Your fiduciary role as trustee may also require you to go among your neighbors in the community to ask for money.

The library director shares fundraising responsibilities with members of the library board. Obviously board members and the director will want to coordinate their fundraising activities.

Small or mid-sized libraries will probably do best to dispense with the services of professional fundraisers. Donors may prove more generous if they feel that all their giving goes directly to support the library. On the other hand, a large library may need to rely on professional services.

As with other endeavors, fundraising requires careful, thoughtful planning. The way in which you and other library official approach the community "with hat in hand" could make a big difference in the ultimate results of a fundraising campaign. The following list summarizes points for conducting a successful fundraising campaign.

Tips for Successful Fundraising...

- Identify a specific monetary need. Develop a convincing justification for the need, and state it clearly and succinctly.
- Set and publicize a monetary goal for the campaign; the figure chosen should be feasible within the community's means.
- Budget costs for the fundraising campaign; these are likely to include publicity materials, media time for publicity, and perhaps personnel.
- Set up a campaign timetable with specific monetary goals aligned to specific "mileposts."
- Work to identify potential donors within the community. If possible, elicit commitments for significant contributions before publicizing the campaign. The campaign can then kick off with the announcement of "leading donors."
- Seek endorsements from community leaders.
- Carefully assign responsibilities for all aspects of the campaign; solicit volunteer support to as full an extent as possible.
- Develop attractive, interesting brochures, posters, gift cards, mailings, and other materials to publicize and implement the campaign.
- Plan exhibits in prominent public places.
- Implement an effective public relations campaign in community media before and during the campaign.
- Don't extend fundraising beyond the stated end date; it is more effective to start up a new campaign later than to break faith with the public by extending the end date.

From the Donors' Point of View

People's motivations for giving to charitable causes vary widely, but nearly all donors expect a few modest benefits in return. Most donors expect to receive some kind of acknowledgment of their gift. They want to feel assured that the money will be used for designated purposes and not be used up by incidental costs such as fundraisers' fees. They want to have confidence in the competence and propriety of the charitable organization's managers. And donors want to receive the maximum tax advantages allowed by law for their donations.

By considering fundraising activities from the donors' point of view, you and your fellow fundraisers on the board of trustees and the staff can maximize the appeal of a fund drive to potential donors. Put simply, you want your donors to feel great about the act of giving—so they will give and give again.

The following list identifies positive ways to communicate with your potential donor base in the community during a fundraising campaign.

Fundraising with Donors in Mind...

- Provide a clear statement of the goals of the campaign and what the library intends to use the money for.
- Publicize a positive, appealing message, rather than a negative message accompanied by scare tactics or prophecies of doom.
- Accept "no" as an answer; many people dislike being harassed by fundraisers and some will turn against even a worthy organization if it uses overly aggressive solicitation tactics.
- Be prepared to provide up-to-date financial reports of the library upon request.
- Be prepared to identify the board of trustees and library director upon request.
- Assure donors that their contribution will be treated confidentially and that data about them will not be given or sold to other organizations.
- Give donors the opportunity to use the widest possible variety of payment methods; accept pledges to pay within a specific period of time. Allocate staff to follow up on unpaid pledges, and build a 10-percent nonpayment rate into your financial calculations.
- Acknowledge every gift with a personalized "thank-you" letter, clearly stating the tax deductibility status of the gift.

Friends of the Library and Fundraising

Many public libraries are fortunate to have the support of a Friends of the Library organization. The range of activities of most Friends' groups can vary, but they are often focused on fundraising activities such as book sales, bake sales, or membership dues. To encourage donations, some Friends groups have established themselves as tax-exempt charitable foundations and have become very successful fundraising auxiliaries for the library. For best results, Friends, trustees, and the library director should carefully coordinate fundraising activities.

Resources

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Chapter 12

ADVOCACY



Get your crystal ball out of storage and dust it off. Which vision of the future do you see for your library?

The Bright Future	The Bleak Future
The library facility looks ample, well lit, and attractive. No signs of aging or wear are apparent.	The library facility is cramped and drab; obviously, no updating or renovation has been undertaken for a long time.
A number of staff members are in evidence, and they look relaxed and focused.	The one staff member on the scene looks harried and overwhelmed.
A random scan in the stacks turns up many titles published in the last 5 years, with few older than 20 years; items are neatly and properly arranged.	A random scan in the stacks reveals many distressed books with worn bindings and few books published in the last 5 years. Also, many items appear to be misshelved.
Plenty of computer workstations are visible in the patron area; most, but not all, are occupied.	The two computers available for patrons look outdated, and one appears to be out of order; at the other is a long line of irritated patrons.
The line at checkout is short and moves quickly; several checkout stations are staffed, and the entire circulation operation seems to be humming with efficiency.	Patrons lined up at the checkout desk are subject to a heated exchange between a library staff member and a patron who claims that a recently returned book was not checked-in properly.

As a library trustee, you have a special opportunity to help usher in a bright future for your library. Conversely, if you and your fellow trustees coast along, doing as little as possible, your negligence, if not checked, could bring about a bleaker future.

Trustees and Advocacy

You and your fellow trustees have an important, special role to play: that of being an advocate for the library within the community and, especially, in interactions with government officials, business leaders, and other decision-makers. In general, we refer to this aspect of trustee responsibilities as *advocacy*.

You and the individuals with whom you share trustee responsibilities are in a unique position to advocate for the library. Because you are not paid employees of the library, you have no vested interests in any particular policies. Moreover, as library users yourselves, you view library services pretty much from the viewpoint of patrons—as opposed to the point of view of library professionals, for example. You are also taxpayers and voters in the local political entity (or in any one of the constituent political entities) and thus stakeholders in the public library.

One aspect of advocacy is public relations, which embraces all the ways the library administration publicizes its services in the community. The topic of public relations is considered in Chapter 13, which follows.

The focus in this chapter is advocacy among government officials who directly affect the library by their decision-making capabilities: municipal officials, state legislators, and state constitutional officers, as well as members of the U.S. Congress and other federal officials.

Identify Decision-Makers

The first step of effective advocacy is identifying the people in a position to affect the fate of the library's plans for providing service to the community. Local officials most directly hold the purse strings for public libraries, since libraries' primary funding comes from local property taxes. State officials may also have a major impact on Illinois libraries. They fund and oversee the Illinois State Library and allocate money for state library grants.

Federal lawmakers and officials make an impact on our Illinois libraries, too. As you have seen in Chapter 10, "Budgeting and Financial Management," the U.S. Congress funds grants to libraries through the LSTA program. Federal e-rate funding helps public libraries in Illinois pay for technologies such as Internet connections and phones, as outlined in Chapter 6, "Intellectual Freedom."

While advocacy issues frequently center on money or power, it is important to remember that library advocates must also articulately advocate for our basic principles, such as access to information and intellectual freedom. The following chart lists government officials at various levels of government who may be decision-makers for public libraries.

Governmental Level	Officials
Local	Mayor(s), city council members, township supervisors, county commissioners
State	Legislative representatives, including local members of the Illinois House and Senate; the governor; the secretary of state
Federal	U.S. representative of the congressional district in which the library resides and the state's two U.S. senators; the President

You and the other trustees, collectively, can obtain an up-to-date roster of local, state, and federal officials of concern to your library. The ILA Web site (www.ila.org) includes contact information such as mailing address, office phone and fax numbers, and e-mail addresses.

Advocacy Among Governmental Officials

A library board of trustees can make an important investment in the library's future by cultivating close, cordial working relationships with key government officials. This advocacy work requires time, commitment, careful coordination among board members, continual effort, and at least a little finesse. The board will probably want to designate specific trustees to stay in touch with specific officials. Following are some guidelines for the board and its representatives.

Cultivating Relationships with Government Officials...

- Stay current: know who the key players are and how to contact them.
- Identify officials' key staff members and cultivate relationships with them.
- Add officials to the library and Friends of the Library mailing lists.
- Make personal contacts with officials by phone or personal letter.
- Invite officials to library functions, especially those that highlight or showcase programs and services.

- Become familiar with the political process; learn about
 - ♦ the functioning of the town or city council or the county board of commissioners.
 - ♦ the legislative process at the state level.
- Know the timing of an issue, such as when the Illinois General Assembly is in session, or a local official or body is likely to act.
- Reinforce relationships by attending advocacy days in Springfield and Washington, D.C., and personally lobbying officials.

When a Particular Political Issue Looms Large

Suppose the time comes when the library board identifies a pending proposal for legislative action that could have a significant impact on the local library and public libraries in the state or region. The board may opt to swing into political action; if the trustees have worked carefully to develop a network of relationships with key government officials, the board will already have "a leg up" in its lobbying campaign.

Lobbying for a Particular Proposal...

- Contact the local state representative and state senator. If feasible, request a personal appointment for the board's designated representative.
- At the beginning of the appointment or phone conversation, identify yourself, your library, and the community in which you live.
- Identify the issue with which the library board is concerned; provide the following information:
 - ♦ official number of the bill in question
 - ♦ a very brief description of the bill
 - ♦ why the library board supports or opposes the measure
 - ♦ a very brief analysis of what the effects of the bill's passage or rejection might be on the library and other local public libraries
- Sum up the library board's position, listen attentively to the official's response, and then respectfully request his or her support.
- Submit a one-page summary—for example, a bullet list—of your presentation in writing. If the contact is a phone conversation, include the summary as an attachment to your follow-up thank-you letter.
- Follow up the visit or phone conversation with a personal thank-you letter, regardless of outcome.

There are definite "do's" and "don'ts" of governmental advocacy. Avoid these actions and behaviors:

Advocacy No-No's...

- Communicating by form letters or any other "canned" format
- Deluging officials with programmed e-mails, phone calls, letters, or other communications (A spontaneous outpouring from the public, on the other hand, is a hallowed democratic tradition, and often proves quite effective.)
- Being wordy and unfocused
- Making negative generalizations or insinuations about politicians
- Attempting to disguise costs of proposed legislation
- Characterizing the official's record or previous votes in a negative way
- Demanding, rather than requesting, the official's support
- Threatening to mobilize opposition at the next election
- Failing to send a written letter of thanks in response to a favorable gesture, such as making time available for a meeting

No matter the outcome on a particular issue, seek always to maintain cordial relations with key governmental officials.

Ways to Stay "In the Loop"

In addition to establishing contact and cultivating relationships with key government officials, you can make use of opportunities for advocacy that are provided by library organizations and associations.

Legislative Days

The American Library Association (ALA) and the Illinois Library Association (ILA) annually sponsor "legislative days" in Washington, D.C., and Springfield, to provide a forum for library advocates to meet with various lawmakers. The events include oral briefings and written materials. Visit the ALA Web site, <http://www.ala.org>, and the ILA Web site, <http://www.ila.org> for more information.

Calls for Action

The ALA and the ILA occasionally call on members to contact their legislators about a given issue. The library board of trustees should consider making a concerted response to each such call for action.

Resources

Your library system should be your first stop in obtaining legislative information on both the state and the federal levels. The library system can also coordinate local issues affecting more than just your library.

The ILA, through its Public Policy Committee, issues pertinent information via direct e-mail announcements to ILA members. Another advocacy resource is available on the ILA Web site; go online to <http://www.ila.org> and select **Advocacy**.

The ALA continually monitors legislative action in the U.S. Congress. To keep current, consult the "Issues and Advocacy" page of the ALA Web site. The ALA Washington Office is a particularly useful source of federal legislative information relevant to libraries. Publications that can be obtained from the Washington Office Web site at <http://www.ala.org/ala/washoff/washingtonoffice.htm> include

- ALAWON, the ALA Washington Office Electronic Newslane.
- The *Legislative Scorecard*, an annual publication with a state-by-state breakdown of cosponsors of federal library legislation.
- The *ALA Federal Legislative Policy Handbook*.

Specific Titles

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Legislative Terms

In order to be an effective advocate, you need to know the language of government. The following is a list of basic terms used to describe the people, places, and processes of government. Review these terms to better understand the legislative process, and use these terms to better communicate with your public officials.

Act: A bill that has been made law by passing both houses of the legislature, and that has been signed by the governor, filed without the governor's signature, or passed by both houses of the legislature over the governor's veto.

Administrative Rule: Any agency directive, standard, regulation, or statement of general applicability that implements, interprets, or prescribes law or policy, or describes the procedure or practice requirements of any agency.

Amendment: Any alteration made, or proposed to be made, in a bill or motion by adding, changing, substituting, or omitting.

Appropriation: A law which details how the government's money will be spent.

Back Door Referendum: A limitation on the power of government to take certain actions that a political subdivision has already initiated. The Illinois Compiled Statutes (10 Ill. Comp. Stat. Ann. 5/28-2) define this as the submission of a public question to the voters of a political subdivision, initiated by a petition of the voters, to determine whether an action by the government shall be adopted or rejected. If a majority of the voters oppose the action in the referendum, the government is precluded from taking that action. The law specifies which actions may be subject to back door referendums.

Bicameral: A legislature consisting of two houses, typically the senate and the house of representatives.

Bill: A measure that creates new law, amends or repeals existing law, appropriates money, prescribes fees, transfers functions from one agency to another, provides penalties, or takes other action. The proposed law is introduced during a session for consideration by the legislature, and is identified numerically in order of its presentation.

Budget: Legislation which details both the receipt and allocation of state funds. The governor annually presents a proposed budget for consideration by the legislature. The legislature may accept or alter any portion of the governor's proposed budget, and must pass the budget as one or more individual bills. The governor may then accept the budget as passed by the legislature, or make changes to all or some of the individual line items contained in the budget. Finally, the legisla-

ture may accept any changes by the governor on a simple majority vote, or restore funding to the levels originally passed by overriding the governor's changes on a supermajority vote.

Calendar: A listing of the bills (and other proposed legislative matters) pending in the chamber. The calendar also lists meetings of committees scheduled for that day or for the next several days. Calendars are available to the public each day the legislature is in regular session.

Capitol: The state house, or capitol building. Its address is: 207 State House, Springfield, IL 62706.

Caucus: "Caucus" is used as both a noun and a verb. A caucus, *n.*, is a group of people who share something in common (e.g. they are members of the same political party, such as the "Senate Republican Caucus" or the "House Democratic Caucus," or come from the same area of the state, such as the "Downstate Caucus," or share something else in common, such as the "Sportsman Caucus"). When these people caucus, *v.*, they meet to discuss policy questions, to select caucus leaders, and to take positions as a group on legislative proposals.

Chairman: The legislator appointed by the chamber's presiding officer to serve as the presiding officer of a particular committee.

Chamber: The room where legislators gather as a body to formally conduct state business; the House or Senate floor. It may also be used to refer collectively to all legislators in a particular house of the legislature.

Commissions: Often composed of both legislators and public members, they are primarily created to study and propose legislation on specific and usually more complex issues. Commissions can be either temporary or permanent.

Committee of the Whole: The entire membership of the house or senate, which may be convened to hear testimony on bills of particular importance.

Companion Bill: One of two identical bills introduced in both houses.

Conference Committee: A committee set up for the sole purpose of reconciling disagreements between the House and Senate on amendments to a bill. Conference committees do not typically meet as a group, but rather a majority of the members are required to sign any agreement which then may be presented for a final vote in each chamber.

Conflict of Interest: Any interest, financial or otherwise, any business or professional activity, or any obligation which is incompatible with the proper discharge of a person's public duties.

Constitutional Officers: Officials who serve state-wide in positions created by the Illinois constitution including the governor, lieutenant governor, attorney general, secretary of state, comptroller, treasurer, and auditor general. All except the auditor general are elected positions.

Constituent: A person residing within an elected official's district or area of representation.

Convene: To assemble or call together.

Cosponsor: Two or more legislators proposing a bill or resolution.

District: That division of the state represented by a legislator which is distinguished numerically and determined on the basis of population. The area of a district is supposed to be geographically both compact and contiguous.

Executive Branch: The branch of state government led by the governor and comprised of state departments, agencies, boards and commissions which are responsible for the execution, implementation and enforcement of state laws.

First Reading: The recitation on the chamber floor of a bill or resolution's number, title, and brief description as read by the clerk of the chamber upon introduction in either house. After the first reading, the measure is referred to the chamber's rules committee by the chamber's presiding officer. The bill or resolution may then be referred to a relevant substantive committee. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

Fiscal Note: Statement as to the estimated cost of legislation having a fiscal impact. The fiscal impact note is prepared and filed with the clerk of the chamber by the appropriate state agency or department. If a fiscal note has been requested by a legislator, the legislation cannot be considered until the fiscal note has been properly filed.

Floor: A colloquialism describing the interior of either chamber, sometimes distinguishing the membership from the presiding officer; matters before the full chamber may be referred to as "on the floor."

Gallery: Areas of both chambers where public visitors may observe the legislature in session.

HB: House Bill.

Hearing: A public meeting of a legislative committee held for the purpose of taking testimony concerning proposed legislation. Typically following testimony and an opportunity for questions, committee members will vote on the matter.

House of Representatives: The legislative body of 118 members, called representatives, each of whom represents a district of approximately 107,000 Illinois citizens.

Joint Session: Joint sessions are meetings of the House and Senate together that are primarily ceremonial; for example, to hear the governor's state of the state and budget addresses, or to hear a distinguished guest. Bills are never passed in a joint session.

Journal: The printed daily proceedings of each chamber.

Judicial Branch: The branch of State government made up of the Illinois Supreme Court, five districts of the appellate courts with fifty-three judges, and twenty-two judicial circuits that have 852 circuit and associate judges. The Illinois Supreme Court interprets the Illinois Constitution and laws, and hears final arguments in certain civil and criminal cases.

Leadership: The presiding elected officers of each house; the president of the Senate and the speaker of the House. They are elected by a majority of the members of their respective chambers when the body organizes for a legislative session following a general election. "Leadership" also refers to the minority leaders in each chamber, who are elected by a majority vote of their respective caucuses. On occasion, "leadership" is also meant to refer to assistant majority and minority leaders who are appointed by the presiding officers and minority leaders.

Legislative Branch: The branch of state government comprised of the Illinois General Assembly and various support agencies responsible for the passage of laws.

Legislative Liaison: A person designated by a state agency to act as its "lobbyist." The liaisons are not registered as lobbyists and on occasion have access to the floors of both chambers.

Legislative Reference Bureau: The Legislative Reference Bureau, often simply referred to as "LRB," is comprised of attorneys paid by the state who assist legislators in drafting proposed bills and resolutions. Between sessions, this bill-drafting agency studies Illinois statutes for inconsistencies and mistakes, and suggests ways to simplify statutes.

Line Item Veto: The governor may veto an item in an appropriation bill without vetoing the entire bill, and may also increase or decrease a particular appropriation. These actions are subject to acceptance or override by the legislature.

Local Government: Under the Illinois Constitution, local governments include general purpose units such as counties (102 in the state), townships (85 counties have them), and municipalities (1,291), and special purpose units including school, park, fire, library, and sewage special districts. There are a total of 6903 units of local government in Illinois.

Lobbyist: A person who is employed by an individual, organization, association or business to represent its interests before the legislature. The term derives from the fact that lobbyists usually frequent the areas (lobbies) adjacent to the chambers of the senate and the house, either seeking to buttonhole legislators as they walk to and from the chambers or await legislative action which might affect their clients' interests. Individual citizens may also "lobby" their legislators on matters of concern to them. Illinois law requires persons (excluding public employees, officials and staff) who seek to encourage the passage, defeat, or modification of legislation to register as lobbyists.

Majority Leader: A legislator selected by the speaker of the House. Sometimes this person is responsible for the development and implementation of the caucus agenda, the debate on bills which the party supports or documentation, decisions on floor tactics, and assisting in the selection of committee members of the party.

Minority Leader: A legislator elected by his or her peers to lead the party in the minority in his or her house and having similar duties as the majority leader.

Minority Spokesperson: Designated by the minority leader, this person serves as the chief spokesperson for the minority members of a standing committee.

Motion: A formal procedural proposal offered by a legislator requesting that the body take a particular action.

Passage: Favorable action on a measure before either house.

Penalty Clauses: Sections of bills which lay out criminal or civil penalties for violation of the law.

Per diem: Literally meaning "For the day." It is a set payment to legislators for travel, food and lodging expenses when the Legislature is in regular session.

Perfunctory Session: An abbreviated but official meeting of either chamber in order to conduct procedural business and other "Housekeeping chores." An example would be introduction of bills and filing of motions. No roll call votes are permitted in perfunctory sessions and typically legislators do not come to the Capitol in Springfield.

Point of Inquiry: A request from a legislator on the floor, or from a committee member in committee, asking a question regarding the status of a legislative matter or applicable rule. Typically, such questions are about issues such as parliamentary procedure.

Point of Order: A request from a legislator on the floor, or from a committee member in committee, requesting a ruling from the presiding officer regarding the application of the rules or calling attention to a breach of order or the rules.

Point of Personal Privilege: A way in which a legislator can get the immediate attention of the presiding officer on the floor of either chamber. It is typically used to introduce guests or recognize a particular person or issue.

Postponed Consideration: Legislation that has not received the required number of votes for passage may, at the request of the sponsor, be placed on the order of "postponed consideration," where it can be given a second opportunity for passage at a later time. In order to be placed on postponed consideration the matter must have received a minimum number of votes as established by rule.

President of the Senate: The presiding officer of the Senate, elected by a majority of the members of the Senate when that body organizes at the beginning of its two year general assembly term.

Presiding Officer: Specifically meaning the speaker of the House and president of the Senate, but also meaning any legislator asked by the speaker or president to preside over a particular session or committee.

Primary Election: A preliminary election in which only registered voters who self-identify as belonging to an established political party vote to nominate that party's candidates for office.

Quorum: The minimum number of members required to be present before business can be transacted. The presence of a majority of the elected members in the chamber constitutes a quorum; 60 members in the House and 30 members in the Senate.

Reapportionment: Periodic redrawing of the geographic areas within the state into districts for election purposes from which legislators are elected.

Recess: Recess is the period of time when the Illinois General Assembly or either of its houses is not in session after once being convened. Recesses include stated periods, such as those for lunch, and informal periods, when the members await the presiding officer's call to return. An informal recess may be necessitated by a caucus, or while the House awaits the arrival of the Senate for a joint session.

Reconsideration: Motion which, when approved, gives rise to another vote annulling or reaffirming an action previously taken.

Referendum: The submission of a proposed public measure or law to the vote of the people for ratification or rejection. The manner in which this is done by library boards is prescribed by Illinois law.

Regular Session: A session day in which legislators are expected to be at the Capitol for the conduct of legislative business. Contrasted with a perfunctory session day.

Roll Calls: A roll call electronically records "for the record" each individual legislator's vote on third readings, as well as on contested amendments or motions. A "verified" roll call is when each legislator is specifically called by name and asked to orally confirm their vote as recorded.

Rules: Rules are procedures adopted by each chamber governing its organization, conduct, order of business, bill procedure, and so forth.

Rules Committee: Comprised of legislators in leadership from both parties but controlled by the majority party. Its most powerful function is to assign, or refuse to assign, bills and resolutions to substantive committees for a hearing or for consideration on the floor.

SB: Senate Bill.

Second Reading: Like First Reading, a recitation of the bill or resolution's number, title, and brief description by the clerk of the chamber. Second Reading occurs after the measure has been referred to committee, worked on, and reported back to the floor for a vote. It is also the stage at which bills may be amended on the floor. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

Senate: The legislative body consisting of fifty-nine members, called senators, each representing districts of approximately 215,000 Illinois citizens.

Session: The period of time in which the Illinois General Assembly officially convenes. The regular session begins in January and typically ends around June 1st. The Veto session is typically six days in November. Special sessions may be convened at the call of the governor or the legislative leaders.

Shell Bill: A bill with no substantive language, but used as a "placeholder," if needed, to introduce new legislative initiatives at a later date.

Sine Die: Final adjournment. No date is set for reconvening. A two year general assembly term ends when the Legislature adjourns sine die.

Speaker of the House: The presiding officer of the Illinois House of Representatives, elected by a majority of the members of the house when the house organizes at the beginning of its two year general assembly term.

Special Session: Called by either the governor or the joint leadership of both houses. Special sessions address specific issues such as emergency budget matters.

Sponsor: The legislator(s) who introduces a measure. The name of this person is printed at the top of the measure. In very rare occasions, a committee may also act as sponsor of a legislative measure.

Statute: A codified law. "Codify" means "to arrange laws systematically." A codified law is one that has been

incorporated into that section of the Illinois Compiled Statutes that it amends, modifies, or accompanies.

Sunset: The provision of a legislative matter which calls for the automatic repeal of the measure at a certain date or upon the happening of some event.

Sunshine Laws: Meant to refer to a variety of laws which call for openness in government including the Illinois Open Meetings Act and the Freedom of Information Act, but also many other acts which detail how public business is to be conducted.

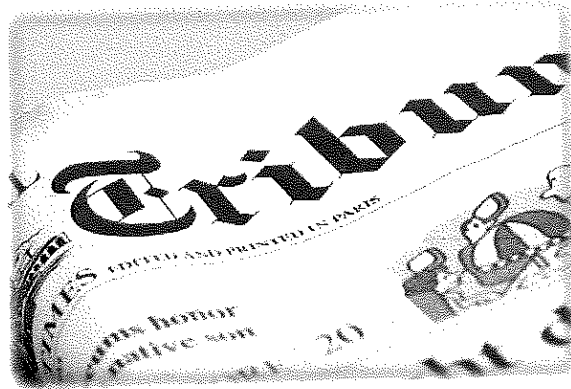
Table: To table is a procedural motion to prevent a bill, resolution or other motion from being considered. There are also methods for a tabled bill to be reactivated.

Third Reading: As in First or Second Readings, a recitation of a measure's number, title, and brief description by the clerk of the chamber on the floor before final consideration by either house. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

Veto: Action by the governor in disapproval of a measure. On substantive (non-appropriation) bills, the governor may "total veto" a bill, which means that he/she disapproves of it in its entirety, or "amendatorily veto" a bill, which means that he/she would accept the legislation if the amendatory changes were made. The legislature can override a total veto or amendatory veto by a three-fifths supermajority vote, or may accept the changes of an amendatory veto by a simple majority vote. On appropriation bills, the governor may totally veto the bill, or make line item changes to delete a particular line item appropriation, or increase or decrease a line item. Again the legislature may override the governor's veto of any line item appropriation by a supermajority vote, or accept the veto by a simple majority.

Chapter 13

PUBLIC RELATIONS



Public relations (PR) embraces all the ways a library publicizes its programs and services in the community. The main goal of public relations is to raise people's awareness about the role (or potential role) of the library in their lives and in the community. A good public relations program will mobilize support among civic organizations, business leaders, taxpayers and voters generally.

A Formal Public Relations Policy

Expressing sincere intent to foster good public relations isn't enough; the library board of trustees needs to plan, budget, and implement a carefully thought-out PR policy on an annual basis. To make an effective plan, the board needs to maintain various contacts in the community and look for good PR opportunities, as well as work closely with library staff who plan and present regular library programming.

Based on a number of inputs, especially including events suggested by community contacts, the board must budget adequate funds. Part of the budget might detail specific events and campaigns, but a significant portion of funds should be reserved for "ad-hoc" PR activities of which the board may not be aware until later in the fiscal year.

To target successful PR outreach, the board should develop contacts widely in the community, as suggested in the following list.

Cultivate Contacts among Groups in the Community...

- Business groups, such as the Chamber of Commerce, and individual business leaders
There is nothing wrong with focusing public relations or fundraising efforts on larger companies in the library service area. They may be in a position to contribute generously to the library and may have a large captive audience in their employee base.
- Associations for ethnic groups with strong representation in the library service area
- Civic organizations, such as the League of Women Voters
- Service organizations, such as the Rotary Club
- Literacy advocacy groups
- Churches, synagogues, and mosques
- Professionals in the news media

- Administrators and faculty of schools
- School PTA's
- Youth service organizations, such as Boy Scouts and Girl Scouts
- Book clubs
- Senior citizen centers

Media

Obviously, there are many ways to communicate with the public. Most have associated costs. A good public relations program should use a wide variety of media, but choices may be limited somewhat by budget constraints.

The costs of having trustees or staff make presentations to local civic or other groups are minimal, and a good public relations program will make use of these opportunities to the fullest extent.

A few communications media that may be useful in a PR campaign are suggested here.

Types of Media To Use in PR Campaigns...

- Bookmarks—"freebies" to give out in the library and in local bookstores
- Brochures
- Posters
- Displays and exhibits in public places
- Photographs
- Local newspapers, magazines
- Dedicated Web site for the library
- Radio
- Television (network or cable)

Making Public Presentations

Suppose you are the designated representative to make a presentation on behalf of the public library to a local civic group. A few helpful tips follow.

Tips for Effective Presentations...

- At the start, acknowledge the group and express appreciation for the invitation to speak.
- Explain your role as a trustee of the library.
- Make use of graphics; for example, a short slide show highlighting library facilities, holdings, programs, and staff would be a good audience warm-up.
- Incorporate anecdotes and stories to enliven content.
- Present the library in a positive light; highlight plans for expansion of services and programs or improvements in facilities.
- Illustrate ways in which the library is making good use of the public funding on which it depends.
- Highlight the library's technological services, if appropriate.
- Emphasize the commitment of public libraries to freedom of information and equality of access to information.

- Give audience members an opportunity to ask questions; answer as honestly as possible.
- Distribute copies of the library's latest newsletter or a brochure that summarizes the library's programs and services.
- Be sure to cite the URL (universal resource locator—the online address) of the library Web site, if one exists.
- Always maintain a cordial, friendly demeanor.

Learning from the Public

In contacts and communications with various sectors of the public, library administrators hope to receive glowing reports about community members' library experiences. If the response is otherwise—for example, facilities or services are perceived as inadequate, staff as unfriendly and unresponsive, the collection as poorly maintained—then you and the other trustees and library staff should seize the opportunity to put things right.

Public dissatisfaction might cloak ultimate support for expanded funding for library programs and services. The board of trustees might reorient the library's public relations program to convincing community members that their concerns can be addressed by an expanded program and to developing a fundraising campaign.

If staff relations with the community appear to be a problem, discuss this issue with the library director. It may be advisable to launch a staff training program. To plan and carry out such a program, seek assistance from your library system, the state library, and associations such as the ILA and ALA.

Friends of the Library

The Friends of the Libraries, U.S.A., is a membership organization whose mission is to help preserve and strengthen libraries. For more information, go online to the group's Web site at <http://www.folusa.org>.

Local Friends of the Libraries chapters work closely with library staff and trustees to publicize the library's programs and services and to advocate for library support. For these reasons, the board of trustees should codify a policy on using services of Friends of the Libraries and other volunteers. The board should maintain close ties and communications with the local Friends chapter.

Help from Associations

The ALA and ILA occasionally sponsor campaigns to showcase services of public libraries. Visit the Web sites of these organizations to check for such resources.

For example, ALA sponsors the Campaign for America's Libraries, known as "@ your library," an ongoing public education campaign to communicate the value

of public libraries and librarians to the public. To find out more, go to the ALA Web site (www.ala.org), click the **Libraries and You** tab, and select **About @ your library**.

Resources

- Buschman, John E. *Dismantling the Public Sphere: Situating and Sustaining Librarianship in the Age of the New Public Philosophy*. Westport, Conn.: Libraries Unlimited, 2003.
- Jones, Patrick. *Running a Successful Library Card Campaign: A How-to-Do-It Manual*, second ed. New York: Neal-Schuman Publishers, 2002.
- Matthews, Joseph R. *Measuring for Results: The Dimensions of Public Library Effectiveness*. Westport, Conn.: Libraries Unlimited, 2003.
- Walters, Suzanne. *Library Marketing That Works!* New York: Neal-Schuman Publishers, 2004.
- Wolfe, Lisa A. *Library Public Relations, Promotions, and Communications: A How-to-Do-It Manual*, second ed. New York: Neal-Schuman Publishers, 2003.

TRUSTEE CONTINUING EDUCATION



If you have read the preceding chapters in this book, you are well aware of the need to hone knowledge and skills in a number of diverse areas to function effectively as a library trustee. During your tenure on the board, you will likely be confronted by changes in the community, technological innovations, and shifting political and cultural currents; keeping yourself up-to-date will pose a considerable challenge. To answer this challenge, you should plan to take advantage of opportunities for continuing education.

Here are a few basic ideas for trustee continuing education.

- Use the chapters of this book to conduct trustee education "classes" on a regular basis.
- Ask the library director to conduct seminars for trustees (and others, as appropriate) on topics such as Intellectual Freedom, Patron Privacy, Collection Maintenance, Library Resources, or Internet Use Policy.
- Visit other libraries in the library system or state and request meetings with the library director and trustees of those libraries; attend board meetings of other libraries.
- Ask an attorney to give a presentation on legal issues related to libraries and library trusteeship.
- Join the American Library Association (ALA) and the Illinois Library Association (ILA). The cost for these memberships are appropriate to pay from the library's budget.
- Attend one or more library workshops or conferences annually.

Budget

Don't overlook trustee continuing education when developing the annual budget. Include funds for trustee memberships in associations, attendance at workshops and conferences, book purchases, and other relevant expenses.

Develop guidelines for trustee and staff continuing education expenses so participants are clear about what expenses will be reimbursed and what documentation is required for accounting purposes.

The remainder of this chapter is a list of resources that may be useful in planning trustee continuing education.

Resources

- Information Resources for Public Library Trustees
An independently maintained list of useful links at <http://web.syr.edu/~jryan/infopro/trustee.html#Guides>
- Illinois State Library/Trustee Information Page (TIP)
Go online to http://www.cyberdriveillinois.com/departments/library/what_we_do/trustee.html
- Various topics offered at the Illinois State Library
Administrative Ready Reference Web page
Go online to http://www.cyberdriveillinois.com/departments/library/what_we_have/readyref/index.htm
- *Illinois Library Laws & Regulations* (copyright 2004).
Available for purchase, <http://www.ila.org/pub/order.htm>
- *Serving Our Public: Standards for Illinois Public Libraries*, revised edition
At the Administrative Ready Reference Web page, select **Serving Our Public**.
- The American Library Trustee Association (ALTA), an excellent resource for conferences and workshops
Go online to <http://www.ala.org/ala/alta/alta.htm>
- The Illinois Library Association Web site
Go online to <http://www.ila.org/>
- The Illinois Library Systems Web site
Go online to <http://www.illinoislibrarysystems.info/>
- Wright, George B. *Beyond Nominating: A Guide to Gaining and Sustaining Successful Not-For-Profit-Boards*. Portland, Ore.: C3 Publications, 1996.
- Appendix G, "Selected Resources"
- For **Advocacy** topics, see the Resources section at the end of Chapter 12, "Advocacy."

APPENDICES



Appendix A

Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

1. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.
2. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
3. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
4. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
5. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.
6. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted by the ALA Council, June 18, 1948. Amended February 2, 1961, June 27, 1967, and January 23, 1980; inclusion of "age" reaffirmed January 23, 1996, by the ALA Council. Reprinted with permission from the American Library Association.

Interpretations to the Library Bill of Rights and policy guidance regarding intellectual freedom concerns

Over the years, questions have arisen concerning the application of the *Library Bill of Rights* principles to specific library practices. For example, a 1951 Peoria, Illinois, case involving films in the public library required the association to clarify the application of the *Library Bill of Rights* to non-print materials. A recommendation by the Intellectual Freedom and the Audio-Visual Board resulted in the ALA Council's adding an interpretive footnote explaining that the *Library Bill of Rights* applies to all materials and media of communication used or collected by libraries.

To date, the following interpretations have been adopted by the ALA Council and are available at the ALA Web site, www.ala.org/oif:

- Access for Children and Young People to Videotapes and Other Nonprint Formats
- Access to Electronic Information, Services, and Networks
- Access to Library Resources and Services regardless of Gender or Sexual Orientation
- Access to Resources and Services in the School Library Media Program
- Challenged Materials
- Diversity in Collection Development
- Economic Barriers to Information Access
- Evaluating Library Collections
- Exhibit Spaces and Bulletin Boards
- Expurgation of Library Materials
- Free Access to Libraries for Minors
- Intellectual Freedom Principles for Academic Libraries
- Library-Initiated Programs as a Resource
- Meeting Rooms
- Privacy
- Restricted Access to Library Materials
- Statement on Labeling
- The Universal Right to Free Expression

In addition, the ALA provides the following policy guidance regarding intellectual freedom concerns:

- Dealing with Concerns about Library Resources
- Developing a Confidentiality Policy
- Guidelines and Consideration for Developing a Public Library Internet Use Policy
- Guidelines for the Development of Policies and Procedures regarding User Behavior and Library Usage
- Guidelines for the Development and Implementation of Policies, Regulations and Procedures Affecting Access to Library Materials, Services and Facilities
- Policy on Confidentiality of Library Records
- Policy concerning the Confidentiality of Personally Identifiable Information about Library Users
- Policy on Government Intimidation

Appendix B

The Freedom to Read

The freedom to read is essential to our democracy. It is continuously under attack. Private groups and public authorities in various parts of the country are working to remove books from sale, to censor textbooks, to label "controversial" books, to distribute lists of "objectionable" books or authors, and to purge libraries. These actions apparently rise from a view that our national tradition of free expression is no longer valid; that censorship and suppression are needed to avoid the subversion of politics and the corruption of morals. We, as citizens devoted to the use of books and as librarians and publishers responsible for disseminating them, wish to assert the public interest in the preservation of the freedom to read.

We are deeply concerned about these attempts at suppression. Most such attempts rest on a denial of the fundamental premise of democracy: that the ordinary citizen, by exercising critical judgment, will accept the good and reject the bad. The censors, public and private, assume that they should determine what is good and what is bad for their fellow-citizens.

We trust Americans to recognize propaganda, and to reject it. We do not believe they need the help of censors to assist them in this task. We do not believe they are prepared to sacrifice their heritage of a free press in order to be "protected" against what others think may be bad for them. We believe they still favor free enterprise in ideas and expression.

We are aware, of course, that books are not alone in being subjected to efforts at suppression. We are aware that these efforts are related to a larger pattern of pressures being brought against education, the press, films, radio and television. The problem is not only one of actual censorship. The shadow of fear cast by these pressures leads, we suspect, to an even larger voluntary curtailment of expression by those who seek to avoid controversy.

Such pressure toward conformity is perhaps natural to a time of uneasy change and pervading fear. Especially when so many of our apprehensions are directed against an ideology, the expression of a dissident idea becomes a thing feared in itself, and we tend to move against it as against a hostile deed, with suppression.

And yet suppression is never more dangerous than in such a time of social tension. Freedom has given the United States the elasticity to endure strain. Freedom keeps open the path of novel and creative solutions, and enables change to come by choice. Every silencing of a heresy, every enforcement of an orthodoxy, diminishes the toughness and resilience of our society and leaves it the less able to deal with stress.

Now as always in our history, books are among our greatest instruments of freedom. They are almost the only means for making generally available ideas or manners of expression that can initially command only a small audience. They are the natural medium for the new idea and the untried voice from which come the original contributions to social growth. They are essential to the extended discussion which serious thought requires, and to the accumulation of knowledge and ideas into organized collections.

We believe that free communication is essential to the preservation of a free society and a creative culture. We believe that these pressures towards conformity present the danger of limiting the range and variety of inquiry and expression on which our democracy and our culture depend. We believe that every American community must jealously guard the freedom to publish and to circulate, in order to preserve its own freedom to read. We believe that publishers and librarians have a profound responsibility to give validity to that freedom to read by making it possible for the readers to choose freely from a variety of offerings.

The freedom to read is guaranteed by the Constitution. Those with faith in free people will stand firm on these constitutional guarantees of essential rights and will exercise the responsibilities that accompany these rights. We therefore affirm these propositions:

1. It is in the public interest for publishers and librarians to make available the widest diversity of views and expressions, including those which are unorthodox or unpopular with the majority.

Creative thought is by definition new, and what is new is different. The bearer of every new thought is a rebel until that idea is refined and tested. Totalitarian systems attempt to maintain themselves in power by the ruthless suppression of any concept which challenges the established orthodoxy. The power of a democratic system to adapt to change is vastly strengthened by the freedom of its citizens to choose widely from among conflicting opinions offered freely to them.

To stifle every nonconformist idea at birth would mark the end of the democratic process. Furthermore, only through the constant activity of weighing and selecting can the democratic mind attain the strength demanded by times like these. We need to know not only what we believe but why we believe it.

2. Publishers, librarians and booksellers do not need to endorse every idea or presentation contained in the books they make available. It would conflict with the public interest for them to establish their own political, moral or aesthetic views as a standard for determining what books should be published or circulated.

Publishers and librarians serve the educational process by helping to make available knowledge and ideas required for the growth of the mind and the increase of learning. They do not foster education by imposing as mentors the patterns of their own thought. The people should have the freedom to read and consider a broader range of ideas than those that may be held by any single librarian or publisher or government or church. It is wrong that what one can read should be confined to what another thinks proper.

3. It is contrary to the public interest for publishers or librarians to determine the acceptability of a book on the basis of the personal history or political affiliations of the author.

A book should be judged as a book. No art or literature can flourish if it is to be measured by the political views or private lives of its creators. No society of free people can flourish which draws up lists of writers to whom it will not listen, whatever they may have to say.

4. There is no place in our society for efforts to coerce the taste of others, to confine adults to the reading matter deemed suitable for adolescents, or to inhibit the efforts of writers to achieve artistic expression.

To some, much of modern literature is shocking. But is not much of life itself shocking? We cut off literature at the source if we prevent writers from dealing with the stuff of life. Parents and teachers have a responsibility to prepare the young to meet the diversity of experiences in life to which they will be exposed, as they have a responsibility to help them learn to think critically for themselves. These are affirmative responsibilities, not to be discharged simply by preventing them from reading works for which they are not yet prepared. In these matters taste differs, and taste cannot be legislated; nor can machinery be devised which will suit the demands of one group without limiting the freedom of others.

5. It is not in the public interest to force a reader to accept with any book the prejudgment of a label characterizing the book or author as subversive or dangerous.

The ideal of labeling presupposes the existence of individuals or groups with wisdom to determine by authority what is good or bad for the citizen. It presupposes that individuals must be directed in making up their minds about the ideas they examine. But Americans do not need others to do their thinking for them.

6. It is the responsibility of publishers and librarians, as guardians of the people's freedom to read, to contest encroachments upon that freedom by individuals or groups seeking to impose their own standards or tastes upon the community at large.

It is inevitable in the give and take of the democratic process that the political, the moral, or the aesthetic concepts of an individual or group will occasionally collide with those of another individual or group. In a free society individuals are free to determine for themselves what they wish to read, and each group is free to determine what it will recommend to its freely associated members. But no group has the right to take the law into its own hands, and to impose its own concept of politics or morality upon other members of a democratic society. Freedom is no freedom if it is accorded only to the accepted and the inoffensive.

7. It is the responsibility of publishers and librarians to give full meaning to the freedom to read by providing books that enrich the quality and diversity of thought and expression. By the exercise of this affirmative responsibility, they can demonstrate that the answer to a bad book is a good one, the answer to a bad idea is a good one.

The freedom to read is of little consequence when expended on the trivial; it is frustrated when the reader cannot obtain matter fit for that reader's purpose. What is needed is not only the absence of restraint, but the positive provision of opportunity for the people to read the best that has been thought and said. Books are the major channel by which the intellectual inheritance is handed down, and the principal means of its testing and growth. The defense of their freedom and integrity, and the enlargement of their service to society, requires of all publishers and librarians the utmost of their faculties, and deserves of all citizens the fullest of their support.

We state these propositions neither lightly nor as easy generalizations. We here stake out a lofty claim for the value of books. We do so because we believe that they are good, possessed of enormous variety and usefulness, worthy of cherishing and keeping free. We realize that the application of these propositions may mean the dissemination of ideas and manners of expression that are repugnant to many persons. We do not state these propositions in the comfortable belief that what people read is unimportant. We believe rather that what people read is deeply important; that ideas can be dangerous; but that the suppression of ideas is fatal to a democratic society. Freedom itself is a dangerous way of life, but it is ours.

This statement was originally issued in May of 1953 by the Westchester Conference of the American Library Association and the American Book Publishers Council, which in 1970 consolidated with the American Educational Publishers Institute to become the Association of American Publishers.

Adopted June 25, 1953; revised January 28, 1972, January 16, 1991, by the ALA Council and the AAP Freedom to Read Committee.

A Joint Statement by: American Library Association & Association of American Publishers.

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Appendix C

Freedom to View Statement

The freedom to view, along with the freedom to speak, to hear, and to read, is protected by the First Amendment to the Constitution of the United States. In a free society, there is no place for censorship of any medium of expression. Therefore these principles are affirmed:

1. To provide the broadest access to film, video, and other audiovisual materials because they are a means for the communication of ideas. Liberty of circulation is essential to insure the constitutional guarantees of freedom of expression.
2. To protect the confidentiality of all individuals and institutions using film, video, and other audiovisual materials.
3. To provide film, video, and other audiovisual materials which represent a diversity of views and expression. Selection of a work does not constitute or imply agreement with or approval of the content.
4. To provide a diversity of viewpoints without the constraint of labeling or prejudging film, video, or other audiovisual materials on the basis of the moral, religious, or political beliefs of the producer or filmmaker or on the basis of controversial content.
5. To contest vigorously, by all lawful means, every encroachment upon the public's freedom to view.

This statement was originally drafted by the Freedom to View Committee of the American Film and Video Association (formerly the Educational Film Library Association) and was adopted by the AFVA Board of Directors in February 1979. This statement was updated and approved by the AFVA Board of Directors in 1989.

Endorsed by the ALA Council January 10, 1990.

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Appendix D

Libraries: An American Value

Libraries in America are cornerstones of the communities they serve. Free access to the books, ideas, resources, and information in America's libraries is imperative for education, employment, enjoyment, and self-government.

Libraries are a legacy to each generation, offering the heritage of the past and the promise of the future. To ensure that libraries flourish and have the freedom to promote and protect the public good in the 21st century, we believe certain principles must be guaranteed.

To that end, we affirm this contract with the people we serve:

- We defend the constitutional rights of all individuals, including children and teenagers, to use the library's resources and services;
- We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve;
- We affirm the responsibility and the right of all parents and guardians to guide their own children's use of the library and its resources and services;
- We connect people and ideas by helping each person select from and effectively use the library's resources;
- We protect each individual's privacy and confidentiality in the use of library resources and services;
- We protect the rights of individuals to express their opinions about library resources and services;
- We celebrate and preserve our democratic society by making available the widest possible range of viewpoints, opinions and ideas, so that all individuals have the opportunity to become lifelong learners — informed, literate, educated, and culturally enriched.

Change is constant, but these principles transcend change and endure in a dynamic technological, social, and political environment.

By embracing these principles, libraries in the United States can contribute to a future that values and protects freedom of speech in a world that celebrates both our similarities and our differences, respects individuals and their beliefs, and holds all persons truly equal and free.

Adopted by the ALA Council, February 3, 1999.

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Appendix E

Code of Ethics

As members of the American Library Association, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of librarians, other professionals providing information services, library trustees and library staffs.

Ethical dilemmas occur when values are in conflict. The American Library Association Code of Ethics states the values to which we are committed, and embodies the ethical responsibilities of the profession in this changing information environment.

We significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, we are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.

The principles of this Code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

- I. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.
- II. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.
- III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.
- IV. We recognize and respect intellectual property rights.
- V. We treat co-workers and other colleagues with respect, fairness and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.
- VI. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.
- VII. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.

VIII. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

Adopted by the ALA Council, June 28, 1995.

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Appendix F

Ethics Statement for Public Library Trustees

- Trustees in the capacity of trust upon them, shall observe ethical standards with absolute truth, integrity and honor.
- Trustees must avoid situations in which personal interests might be served or financial benefits gained at the expense of library users, colleagues, or the situation.
- It is incumbent upon any trustee to disqualify himself/herself immediately whenever the appearance or a conflict of interest exists.
- Trustees must distinguish clearly in their actions and statements between their personal philosophies and attitudes and those of the institution, acknowledging the formal position of the board even if they personally disagree.
- A trustee must respect the confidential nature of library business while being aware of and in compliance with applicable laws governing freedom of information.
- Trustees must be prepared to support to the fullest the efforts of librarians in resisting censorship of library materials by groups or individuals.
- Trustees who accept library board responsibilities are expected to perform all of the functions of library trustees.

Adopted by the Board of Directors of the American Library Trustee Association and the Public Library Association, July 1985.

Amended by the Board of Directors of the American Library Trustee Association, July 1988, and approval of the amendment by the Board of Directors of the Public Library Association, January 1989.

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Appendix G

Selected Resources

Library Periodicals

- ALTA Newsletter*. Chicago: Association for Library Trustees and Advocates, free as an ALTA member.
- American Libraries*. Chicago: American Library Association, free monthly as an ALA member.
- Doyle, Robert P. *Illinois Library Today: Libraries Build Community*. Chicago: Illinois Library Association, 2000. (Published in the *ILA Reporter* and available at <http://www.ila.org/advocacy/today.htm>.)
- _____. *The Internet and Our Children: A Community Partnership*. Chicago: Illinois Library Association, 2000. (Published in the *ILA Reporter* and available at <http://www.ila.org/advocacy/inter-net.htm>.)
- _____. *Library Advocacy: Influencing Decision Makers*. Chicago: Illinois Library Association and the American Library Association, 1999. (Published in the *ILA Reporter* and available at <http://www.ila.org/advocacy/advocacy.htm>.)
- _____. *Privacy & Confidentiality in Libraries*. Chicago: Illinois Library Association and the American Library Association, 2002. (Published in the *ILA Reporter* and available at <http://www.ila.org/advocacy/privacy.htm>.)
- ILA Reporter*. Chicago: Illinois Library Association, free bimonthly as an ILA member.
- Library Journal*. New York: Bowker, semimonthly.
- Miller, Ellen G. "Advocacy ABCs for trustees," *American Libraries*, September 2001, pp. 56-59.
- _____. "Getting the Most from Your Boards and Advisory Councils," *Library Administration & Management*, Vol. 15 No. 4, Fall 2001, pp. 204-13.
- Public Libraries*. Chicago: American Library Association, free quarterly as a PLA member.

Non-print materials

- Advocacy Now!* Videocassette. 16 min. Chicago: American Library Association, 1996.
- Building a Successful Team: A Guide to Nonprofit Board Development*. 30 min. Washington, D.C.: Board Source, 2001.
- Campbell, Sharon and Phillip B. Lenzini, eds. *Administrative Ready Reference: CD-Rom*. Springfield, Ill.: Illinois State Library, 1999.
- Illinois Public Library Statistics: CD-Rom*. Springfield, Ill.: Illinois State Library, annual.
- Meeting the Challenge: An Orientation to Nonprofit Board Service*. 35 min. Washington, D.C.: Board Source, 1998.

Organizations

NATIONAL

American Library Association (ALA)

American Library Association, the oldest and largest library association in the world, which includes the Association for Library Trustees and Advocates (supports, encourages, and provides information for trustees of libraries) and the Public Library Association (strengthens public libraries and their contribution to the communities they serve).

American Library Association

50 E. Huron St.

Chicago, IL 60611-2795

phone: (312) 944-6780 or 800-545-2433

fax: (312) 944-3897

<http://www.ala.org>

American Library Association Washington Office

The ALA Washington Office is charged with tracking and influencing policy issues, legislation, and regulations of importance to the library field and the public.

ALA Washington Office

1301 Pennsylvania Ave., NW, Ste. 403

Washington, DC 20004-1701

phone: (202) 628-8410 or 800-941-8478

fax: (202) 628-8419

e-mail: alawash@alawash.org

<http://www.ala.org/washoff/>

Friends of Libraries USA (FOLUSA)

Friends of Libraries USA, a national group which supports and encourages the activities of Friends of Libraries around the nation.

Friends of Libraries USA

1420 Walnut St., #450

Philadelphia, PA 19102

phone: (215) 790-1674 or 800-936-5872

fax: (215) 545-3821

e-mail: folusa@folusa.org

<http://www.folusa.org>

Urban Libraries Council (ULC)

Urban Libraries Council is an association of public libraries in metropolitan areas and the corporations that serve them.

Urban Libraries Council

1603 Orrington Ave., Ste. 1080

Evanston, IL 60201

phone: (847) 866-9999

fax: (847) 866-9989

e-mail: info@urbanlibraries.org

<http://www.urbanlibraries.org>

STATE

Illinois Library Association

Illinois Library Association (ILA) is an independent not-for-profit professional organization dedicated to the advocacy of libraries and the furthering of the library profession through continuing education, relevant publications, marketing activities, and networking opportunities. Established in 1896, ILA encompasses membership ranging from students to trustees to library assistants as well as librarians. It is the third largest state library association in the nation, with members in academic, public, school, government, corporate, and special libraries.

Illinois Library Association

33 West Grand Avenue, Suite 301

Chicago, IL 60610-4306

phone: (312) 644-1896

fax: (312) 644-1899

e-mail: ila@ila.org

<http://www.ila.org>

Illinois State Library

Established in 1839, the Illinois State Library fulfills a twofold mission: to serve as the library for state government officials and employees and to coordinate library services throughout the state.

As the library for state government, the Illinois State Library maintains a collection of more than five million items, with strengths in the areas of government, public policy, transportation, education and other topics of interest to state government. The state library collection includes:

- an extensive maps collection, one of the largest in the country.
- Illinois State government publications. In its Illinois Documents Program, the library catalogs and retains three copies of every Illinois state government publication; one of these copies is archival, non-circulating. Additionally, the library distributes thirty+ copies to other Illinois depository libraries in the state and selected libraries beyond the state's boundaries.
- access to all federal documents, tangible and electronic, that are distributed by the U.S. Government Printing Office. The state library is one of fifty-three regional depository libraries in the country.
- information on patents and trademarks. The Illinois State Library is one of eighty-six Patent and Trademark libraries in the country.
- works by Illinois authors.
- the Talking Book and Braille Service, a division of the Illinois State Library, is a network that consists of the regional in Springfield and five talking book centers that provide a full range of library services specializing in braille and talking books.

State library staff members respond to all types of reference inquiries relating to activities of state government and provide research facilities for on-site use by state employees. All resources of the Illinois State Library are accessible to the citizens of Illinois either through their local library or by visiting the state library in Springfield. The state library participates in the ILLINET Online shared online catalog and OCLC to make its collection available in Illinois and beyond.

Through the Illinois State Library, the Secretary of State/State Librarian awards grants to local and regional library institutions to enhance, improve, and supplement local initiatives. These programs include:

- formula based grants to public libraries, school libraries and library systems;
- competitive grant programs for public library construction and local literacy projects;
- funding for library technology initiatives including computers and related equipment for use in all types of libraries, access to electronic information resources, and support for advanced telecommunications networks and digitization of special library collections; and
- grants of federal funds to local libraries under the Library Services and Technology Act.

Illinois State Library (ISL)

300 S. Second St.

Springfield, IL 62701-1796

phone: (217) 782-2994

phone: 800-665-5576

fax: (217) 785-4326

e-mail: jwilkins@ilsos.net

<http://www.cyberdriveillinois.com/departments/library/home.html>

REGIONAL

Illinois library systems

In August 1965, the Illinois General Assembly established library systems "to encourage the improvement of free public libraries and to encourage cooperation among all types of libraries promoting the sharing of library resources." Today, ten Illinois library systems cover all of Illinois and have built neighborhoods of library cooperation for resource sharing and mutual assistance to carry out this policy. Locally elected boards that represent the diversity of their membership govern library systems and tailor programs to reflect local needs and improve library service. Library systems help save taxpayers money and improve library service to the citizens of the state through numerous cooperative programs. In 2003, the Illinois library systems

- operated shared computer catalogs for more than 1,200 libraries containing information on more than 43 million books, videos, compact discs, etc.;
- traveled more than 2,000,000 miles to deliver materials to library users; and
- offered more than 2,400 continuing education and training events to more than 27,000 participants.

Alliance Library System (ALS)

600 High Point Ln.

East Peoria, IL 61611

phone: (309) 694-9200 or 800-700-4857

fax: (309) 694-9230

Kitty M. Pope, Executive Director, x 2101

e-mail: kpope@alliancelibrarysystem.com

<http://www.alliancelibrarysystem.com>

Chicago Public Library System (CPLS)

400 S. State St.

Chicago, IL 60605-1203

phone: (312) 747-4090

fax: (312) 747-4968

Mary Dempsey, Executive Director

e-mail: mdempsey@chipublib.org

<http://www.chipublib.org>

DuPage Library System (DLS)

127 S. First St.

Geneva, IL 60134-2771

phone: (630) 232-8457

fax: (630) 232-0699

Shirley May Byrnes, Executive Director, x201

e-mail: smbyrnes@dupagels.lib.il.us

<http://www.dupagels.lib.il.us>

Lewis & Clark Library System (LCLS)

425 Goshen Rd.

Edwardsville, IL 62025-3045

phone: (618) 656-3216 or 800-642-9545

fax: (618) 656-9401

Susan Lucco, Executive Director

e-mail: susanl@lcls.org

<http://www.lcls.lib.il.us>

Lincoln Trail Libraries System (LTLS)

1704 W. Interstate Dr.

Champaign, IL 61822-1068

phone: (217) 352-0047

fax: (217) 352-7153

Jan Ison, Executive Director, x221

e-mail: jison@lincolntrail.info

<http://www.lincolntrail.info>

Metropolitan Library System (MLS)

125 Tower Dr.
Burr Ridge, IL 60527-5783
phone: (630) 734-5000 or 800-310-5509
fax: (630) 734-5050
Alice M. Calabrese, Executive Director
e-mail: calabrese@mls.lib.il.us
<http://www.mls.lib.il.us>

Chicago office

224 S. Michigan Ave., Ste. 400
Chicago, IL 60604-2501
phone: (312) 341-8500
fax: (312) 341-1985
Alice M. Calabrese, Executive Director
e-mail: calabrese@mls.lib.il.us
<http://www.mls.lib.il.us>

North Suburban Library System (NSLS)

200 W. Dundee Rd.
Wheeling, IL 60090-2799
phone: (847) 459-1300
fax: (847) 459-0380
Sarah Ann Long, Executive Director, x7125
e-mail: slong@nsls.info
<http://www.nsls.info>

Prairie Area Library System (PALS)

Robert McKay, Director

Coal Valley Service Center

220 W. 23rd Ave.
Coal Valley, IL 61240
phone: (877) 542-7257
fax: (309) 799-7916
e-mail: pals@palsnet.info
<http://www.palsnet.info>

Rockford Service Center

4021 Morsay Dr
Rockford, IL 61107
phone: (877) 542-7257
fax: (815) 229-6843
e-mail: pals@palsnet.info
<http://www.palsnet.info>

Shorewood Service Center

405 Earl Road
Shorewood, IL 60431
phone: (877) 542-7257
fax: (815) 725-0930
e-mail: pals@palsnet.info
<http://www.palsnet.info>

Rolling Prairie Library System (RPLS)

345 W. Eldorado St.
Decatur, IL 62522-2114
phone: (217) 429-2586
fax: (217) 428-1852
Robert Plotzke, Executive Director
e-mail: bobp@rpls.ws
<http://www.rpls.ws>

Shawnee Library System (ShLS)

607 S. Greenbriar Rd.
Carterville, IL 62918-1600
phone: (618) 985-3711 or 800-455-4374
fax: (618) 985-4211
Thomas Joe Harris, Executive Director
e-mail: joe@shawls.lib.il.us
<http://www.shawls.lib.il.us>

Web sites

American Library Association

<http://www.ala.org>

Association for Library Trustees and Advocates

<http://www.ala.org/alta>

Benton Foundation

<http://www.benton.org>

Board Source

<http://www.boardsource.org>

Electronic Frontier Foundation

<http://www.eff.org/>

Every Library in Illinois

<http://eliillinois.org>

Friends of Libraries USA

<http://www.folusa.com>

Illinois Library Association

<http://www.ila.org>

Illinois Library Systems

<http://www.illinoislibrarysystems.info>

Illinois School Library Media Association

<http://www.islma.org/>

Illinois State Library

<http://www.cyberdriveillinois.com/departments/library/home.html>

Illinois State Library/Administrative Ready Reference
Menu

http://www.cyberdriveillinois.com/departments/library/what_we_have/readyref/index.htm

Institute for Museum and Library Services

<http://www.ims.gov/>

Public Library Association

<http://www.pla.org/>

Urban Libraries Council

<http://www.urbanlibraries.org/>

Internet dictionaries, encyclopedias, and other resources

ACQWEB:

<http://acqweb.library.vanderbilt.edu/>

Information Resources for Information Professionals:

<http://web.syr.edu/~jryan/infopro>

ODLIS (Online Dictionary of Library and Information Science):

<http://vax.wcsu.edu/library/odlis.html>

Webopedia: (Computer and Internet Technology site)

<http://webopedia.internet.com>

NOTE

Many issues involving libraries pass through the U.S. Congress and the Illinois General Assembly each year. For current information including an overview of the legislative session and specific legislation, please go the ILA Web site, <http://www.ila.org/advocacy/index.htm>.