



Strategy & Inclusivity

Dear ILA Members and Friends,

Thank you for an incredible year! It truly was a privilege and an honor to be the ILA President this past year. I am so proud of the work that has been done thanks to the amazing ILA staff and to you—the phenomenally talented volunteers. This is your association. You showed up to conference, maybe presented a program, served on a committee, attended a legislative meet-up, or perhaps gave feedback on the draft of our strategic plan. We are all in this together. Your involvement makes ILA a stronger, better, and a more inclusive organization.

One of the first tasks tackled by a newly elected Vice President/President-Elect each year is to convene a Conference Program Committee and to begin thinking about a conference theme. When I was first elected in 2017, I wanted my conference theme to reflect something that I am passionate about, and to set the tone for the year. The 2018 ILA Annual Conference, themed Libraries: All Inclusive featured an intentional focus. Programs such as “Creative Services for Patrons with Different-abilities,” “The Librarian’s Guide to Homelessness,” “Helping the Unseen: How Do We Recognize and Serve Members of Invisible and Marginalized Groups,” “Life Through a Transgender Lens,” and many more complemented the message from keynote speaker Gene Luen Yang, 2016-17 National Ambassador for Young People’s Literature: that reading can spread appreciation and understanding of others. Fostering true inclusivity is not a “one and done” concept; I know we are not done, but I hope we are further down the road than when we began.

Speaking of roads, ILA has a new road map to take us where we are going: Our newly revised strategic plan for 2019–22! This past year the ILA Executive Board truly did yeoman’s work, with additional meetings, a challenge to think creatively and strategically about what we wanted the Association to do and to be, and a mandate to do our very best to craft an inclusive, representative process. Our new mission statement refocuses the Association on our most important component, our membership: “Leadership, advocacy, partnership, and learning for the benefit of Illinois libraries.” Top strategic priorities include investing in advocacy, fostering a culture of diversity and inclusion in the association as well as in the profession, and leading collaborative efforts with the myriad of other state organizations to make sure Illinois libraries receive the greatest possible benefit from our work.

Libraries truly are all inclusive, and we can’t take that for granted. I am so very proud of the ILA Executive Board, all of our members who serve the association in so many vital ways, and our small but mighty staff. I can’t wait to see where the road takes us together, toward advancing our new vision statement: “Collaboratively shaping a new future for libraries in Illinois.”

Happy Reading,



Cynthia Fuerst
Vernon Area Public Library District
ILA President, 2018–2019



Strategy and Inclusivity

On April 18, 2019, the ILA Executive Board voted to approve the association's strategic plan for 2019-2022. The plan development process had begun the prior year in spring 2018 with Executive Board working sessions followed by a broad survey of members and non-members, a strategic planning workshop with ILA committees and forum managers during ILA Orientation in July, a series of focus groups held online and in locations around the state in the fall, and additional Executive Board review and discussion, and eventual vote.

Highlights of the new plan include a continued focus on library advocacy both legislatively and in our communities; an increased focus on diversity and inclusion, both in the profession and in the association; a commitment to delivering member value; and a commitment to leading librarianship in the state of Illinois toward a new future. In fact, our new vision statement is "Collaboratively shaping a new future for libraries in Illinois," with our mission to deliver "Leadership, advocacy, partnership, and learning for the benefit of Illinois libraries." Please visit www.ila.org/about/strategic-plan to view the full plan.

In addition to the strategic plan, the ILA Executive Board also began a process to comprehensively review the association's policies. First on the docket, the Finance Committee, with input from the Executive Director and the auditor, reviewed ILA's fiscal policies and made recommendations to the full Board, which were accepted. A Policy Review Task Force was formed to look at non-fiscal policies; this group's first project was to develop a code of conduct for ILA Annual Conference and other events, which is expected to be in place beginning with the 2019 Annual Conference in Tinley Park.

Operationally, the ILA office staff grew from three and a half to five full-time staff members! Communication and Engagement Manager Tamara Jenkins and Administrative Coordinator Kendall Harvey joined 33 W. Grand this year and quickly became indispensable; complementing the ongoing work of Membership and Product Services Manager Tina Koleva, Deputy Director Cynthia Robinson, and Executive Director Diane Foote.

ILA's Advocacy Efforts

As noted above and in the strategic plan, advocacy continues to be a major focus for—and a major member benefit of—the association. We conduct advocacy efforts through the work of the Public Policy Committee and Advocacy Committee; through direct communication with legislators in Springfield via our legislative consultant, Derek Blaida; and in a series of events including ILA's Legislative Meet-ups, ALA's National Library Legislative Day and Fly-In Day and additional opportunities to meet with our elected officials on the state and federal level. Content of our advocacy efforts focuses narrowly on specific pieces of library legislation and library funding, and more broadly on issues of the value and worth of libraries of all types. Please visit www.ila.org/advocacy/legislative-issues for a summary of ILA's legislative agenda.

In the State

State budget news is always big news, and the fiscal year 2020 state budget contains appropriations and re-appropriations of \$66,141,234 for libraries, including \$875 from the Capital Development Fund and \$2,892,634 from the Build Illinois Bond Fund. In addition to the approved budget for 2020, during the final days of the session the Illinois General Assembly passed, and the Governor signed on July 5, a \$45 billion capital bill, which relies on new revenue sources to be funded, primarily an expansion of gaming, legalized recreational cannabis, and increased motor fuel taxes and vehicle registration fees. Some libraries and library districts are designated capital fund recipients. However, this is a six-year capital bill and there is not as of this writing an articulated timeline against which dollars must be awarded to intended recipients, nor a process in place for accessing such dollars, and ILA will continue to keep libraries informed as developments occur.

ILA's Legislative Meet-ups in 2019 saw an increase in both attendee and legislator participation, from 476 to 518 attendees, and from 65 to 72 legislators or legislative staff in 2018. For the second year, we hosted eight around the state, ensuring full state coverage. For the first time, an enhanced speaker lineup was piloted at the North Suburban event in Buffalo Grove, featuring library patrons with success stories and a series of poster displays rather than the traditional focus on the legislative agenda, although that was shared in print for legislators, librarians, and library supporters in attendance. Other locations, including Southern Illinois in Effingham, West Suburban in Oak Brook, and Chicago also highlighted success stories and initiatives, along with the legislative agenda presentation. The ILA Advocacy Committee continues to evaluate these events and work on designing them for the strongest possible impact.

The results of our legislative advocacy were mixed: Some bills passed that ILA supported, and some did not. Many bills that ILA opposed did not pass, although some did. ILA introduced legislation to make municipal library trustee qualifications consistent with the newly enhanced qualifications put into law last year for district library trustees, and that legislation is expected to pass this fall. ILA supported a law that passed that keeps the responsibility for federal immigration status enforcement under its appropriate jurisdiction and out of libraries, schools, and institutes of higher education. ILA also supported legislation that did not pass, that would have sought to protect net neutrality by requiring service providers doing business with the state of Illinois to disclose any throttling or other activity that abridges the principle of net neutrality.

ILA opposed a number of bills that did not advance that would have negatively affected libraries, including legislation that would have capped property taxes, prevented the use of public funds for attending continuing education opportunities, the ability to dissolve units of local government, set limits on how much in reserve funding a library may maintain, prohibit units of government from opposing unit consolidation and elimination bills, and impose ever-more onerous reporting requirements, among others.

ILA opposed legislation that would require a front-door referendum for annexing currently un-served areas into a library district, on the grounds that library service is a public good and the burden should be on those who seek to limit it, rather than on those who seek to expand it. It did pass; however, a provision to enable disconnecting annexed territory, which had appeared in previous versions of the bill, was eliminated by amendment.

ILA worked with our partner organization, the Association of Illinois School Library Educators (AISLE) to support two pieces of legislation: one creating a Media Literacy Task Force; the other enabling schools to include media literacy in their curricula. The former is expected to be adopted and we will submit a nomination for a school librarian to serve; the former did not advance.

The "Lifting Up Illinois Working Families Act" passed, raising the minimum wage from its current \$8.25 per hour to \$15 per hour by 2025. We know that a wage increase will benefit lower-paid library workers, and we also recognize that this will place a burden on already-stretched library budgets that could result in service cuts. Credits are available for businesses with fewer than 50 employees, and for all employers, including libraries, there is a phase-in period along with exemptions for part-time teen workers.

ILA took action on censorship in prison libraries following the spring 2019 removal of nearly 200 books from a library maintained in the Danville Correctional Center by an external group whose mission it is to educate incarcerated people, the Education Justice Project. Subsequently, the Freedom to Learn Campaign was created, and ILA joined the campaign and filed a written statement and a witness slip for a public hearing convened by three committees (Higher Education, Appropriations—Higher Education, and Appropriations—Public Safety) of the Illinois House of Representatives on July 8, which ILA staff, board members, and members at large attended. As of July 9, all of the books had been reinstated to the EJP library, a major victory; and Illinois Department of Corrections Acting Director Jeffreys acknowledged the need for updated policies and transparent procedures, as well as a viable, independent appeals process and body.

On the Federal Level

ALA's traditional National Library Legislative Day was replaced this year by Fly-In Day, since the ALA Annual Conference was taking place in Washington, D.C. Fly-In Day took place earlier in the legislative session (February versus May) and focused strategically on federal library funding, in particular full appropriations for LSTA, administered by IMLS, and the Innovative Approaches to Literacy (IAL) program administered by the Department of Education. Librarians' collective advocacy about federal funding this year resulted in a resounding success, first with the passage of the Museum and Library Services Act of 2018; second with a \$25 million increase in the House appropriations budget for IMLS (including a \$17 million increase for LSTA) for a total of \$267 million, and a \$2 million increase for IAL for a total of \$29 million.

Unique among state chapters of ALA, ILA organized legislative visits for members attending the ALA Annual Conference in Washington, D.C. in June. Fifteen Illinois librarians met with nine Congressional offices to talk about library funding and the importance of the library to their communities and constituents. Advocacy efforts are a continuum, not "one and done," so every opportunity we have to forge relationships is valuable.



Conferences and Events

Nearly 1,100 people attended the ILA Annual Conference in Peoria on October 9-11, 2018. Three full days of programs, exhibits, and awards provided an opportunity for attendees to focus on the conference's theme of Libraries: All Inclusive. Conference Co-Chairs Jeanne Hamilton and Lindsay Harmon led a Conference Program Committee that assembled a strong array of speakers on a wide variety of topics, including the Opening General Session featuring 2016-17 National Ambassador for Young People's Literature Gene Luen Yang, the President's Program featuring Director of ALA's Center for the Future of Libraries Miguel Figueroa, a full day focused on trustee programs, and the ILA Advocacy Committee's popular program "Learn Effective Advocacy to Legislators from Legislators," among many others.

ILA partnered again with the Illinois State Library, the Illinois Heartland Library System, and the Reaching Across Illinois Library System to put on Directors University, a one-week intensive training course held in early June for new public library directors, and Elevate, a one-day leadership development conference in late April for library leaders at any level. The biennial (every two years) Illinois Youth Services Institute was held in March, with nearly 300 youth services librarians convening in Bloomington for sessions on the iREAD summer reading program, a luncheon keynote featuring Dr. Nicole Cooke, a plenary session featuring educator Michelle King, STEM programs for preschoolers, how to implement a teen job fair, and more. Each July, ILA committees, forums, staff, and Executive Board members convene for an orientation session; this year focused on the new strategic plan in East Peoria. ILA added a "Trustee Forum Workshop Springfield" to the annual Trustee Forum Workshop in Oak Brook; and hosted a second annual Marketing Forum Workshop.

Reaching Forward in Rosemont saw a record attendance of approximately 1,100, and ILA staff attended Reaching Forward South in Carbondale, both in May.

Reading and Revenue

ILA enjoys a diverse array of revenue sources, making the association unique among state chapters of ALA. Membership, continuing education, and publications are all traditional sources of revenue; and the LIRA insurance pool, the CallOne affinity program, and especially the iREAD summer reading program enable ILA to survive and thrive as traditional revenue sources face pressure from tight budgets and changing environments. The Fund for Illinois Libraries continues to offer ILA institutional members who do not have their own associated foundations or friends groups a way to accept donations and apply for grants.

iREAD marked its 38th year in 2019 with the theme, It's Showtime at Your Library! Committee chair Brandi Smits led an effort that included art by a fantastic array of illustrators including Kevan Atteberry, Gregg Schigiel, Dennis Pryber, Janet K. Lee, and Alexander Hage. The U.S. Department of Defense continues to purchase iREAD resources and incentives for military libraries worldwide and states including California, Minnesota, and Virginia have adopted the program as well. This year we are delighted to welcome Alaska as our most recent statewide adoption, beginning with summer 2020!

Contributed income to the association also continues to increase, most notably through the Illinois Library Luminaries program, which supports the ILA Endowment and saw four new inductees in 2018-19:

- Kathleen "Kate" Boyle
- Lou Flavio
- G. Victor "Vic" Johnson
- Linda C. Smith

Such income also supports ILA's array of restricted funds, which primarily support awards and scholarships. This past year saw the first award of the Valerie Wilford Scholarship Grant for Library Education, presented by the ILA Awards Committee in honor of Valerie Wilford (1939-2016). As a teacher and mentor to hundreds of librarians, Wilford made enormous contributions to school librarianship, multi-type cooperation and resource sharing in Illinois. The Valerie J. Wilford Memorial Fund, created by donations from Wilford's friends, family, and colleagues, supports this award. Additional restricted funds include the Hugh C. Atkinson Memorial Fund, the Diversity Scholarship Fund, the Intellectual Freedom Fund, the Legal Defense Fund, and the Robert R. McClarren Fund.



Fiscal Report (Year Ended June 30, 2019)

Revenue

General Operations	\$ 32,572
Membership	\$ 263,106
Conference	\$ 353,751
iRead	\$ 2,156,001
Publications	\$ 14,882
Public Policy	\$ 2,000
Awards	\$ 5,130
Endowment Contributions	\$ 16,269
Workshops	\$ 142,053
Reaching Forward	\$ 132,345
Donor Restricted Funds Contributions	\$ 2,715
Total Revenue	\$ 3,121,605

Expenses (reflecting allocation of staff salaries, taxes, and benefits to functional areas)

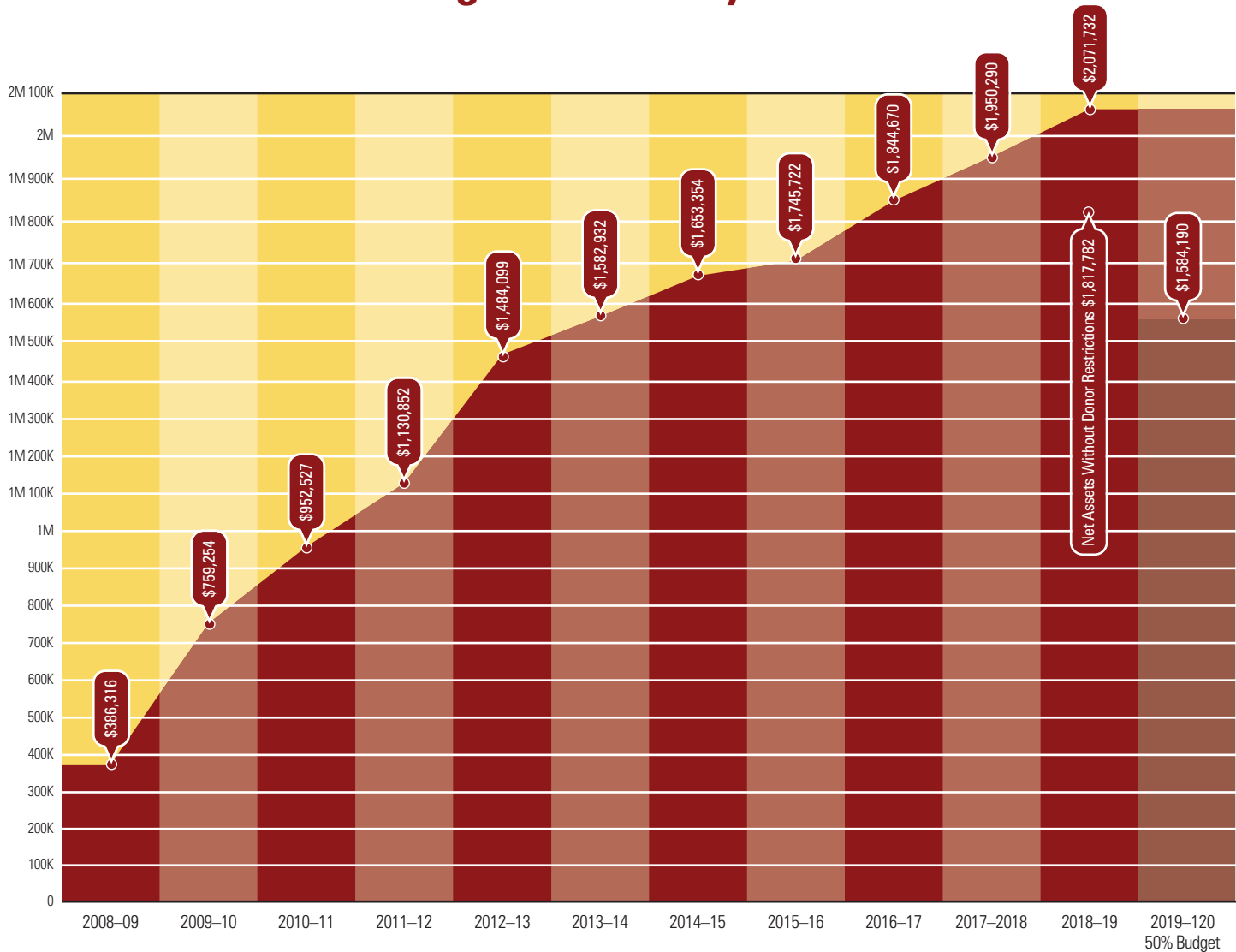
General Operations	\$ 310,831
Membership	\$ 160,487
Conference	\$ 288,743
iRead	\$ 1,825,470
Publications	\$ 16,895
Public Policy	\$ 100,661
Awards	\$ 17,128
Workshops/Projects	\$ 180,645
Forums & Committees	\$ 5,360
Reaching Forward	\$ 126,148
Total Operating Expenses	\$ 3,032,368

Operating Net	\$ 89,237
Other Revenue: Gain on Long-term Investments	\$ 54,387
Other Expenses: Amortization, Depreciation	\$ 22,182
Net Income	\$ 121,442
Net Assets at end of FY 2018	\$ 1,950,290
Net Assets at end of FY 2019	\$ 2,071,732

Net Assets Comprise:

Net Assets Without Donor Restrictions	\$ 1,817,782
Net Assets With Donor Restrictions	\$ 253,950
<ul style="list-style-type: none"> • Atkinson Memorial Award: \$2,783 • Robert R. McClarren Award Fund for Legislative Development: \$8,966 • Legal Defense Fund: \$875 • Preiser Award: \$116 • OCLC Users Group: \$25,741.9 • Valerie Wilford Fund: \$18,806 • Diversity Scholarship: \$4,595 • Intellectual Freedom Fund: \$2,530 • Endowment Fund: \$186,299 • Unappropriated Endowment Fund Earnings: \$3,239 	
Total Net Assets at end of FY 2019	\$ 2,071,732

Net Assets Ensure Long-Term Stability



Cumulative Surplus

The growth in ILA’s net assets, particularly net assets without donor restrictions has been a conscious strategy over the past twenty-two years, with the goal of producing an annual budget surplus that will build up a reserve fund of unrestricted net assets equal to at least 50% of the subsequent year’s budgeted expenses, according to ILA fiscal policy.

This goal has been achieved since 2013; this year, of the net assets listed in the chart above, \$1,817,782 are without donor restrictions. The expense budget for 2019-20 totals \$3,176,039; 50% is \$1,588,020. As ILA makes investments in programs and services, increases its programmatic portfolio, and seeks to keep costs to members as low as possible, the size of the net asset balance we seek to maintain to be in compliance with policy—and association best practice—increases each year. We do that by keeping an eye on the revenue side of the budget, not just the expense side: The strategies that have contributed to realizing these goals include a focus on earned income projects, such as summer reading and our group insurance program.

During this same period, other professional associations have faced declines in their traditional sources of revenue—membership, conference, and publications. The need for innovation and entrepreneurial efforts, while maintaining our traditional areas of support within ILA is as strong as ever.

2018–2019	\$	121,442
2017–2018	\$	105,620
2016–2017	\$	98,948
2015–2016	\$	92,368
2014–2015	\$	70,422
2013–2014	\$	98,833
2012–2013	\$	353,247
2011–2012	\$	178,331
2010–2011	\$	193,267
2009–2010	\$	372,938
1896–2009	\$	386,316
Grand Total	\$	2,071,732

2019–2022 ILA Strategic Plan

Vision

Collaboratively shaping a new future for libraries in Illinois

Mission

Leadership, advocacy, partnership, and learning for the benefit of Illinois libraries

Core Strategic Values

- Energizing, visionary leadership
- Adaptation to change
- Long term strategic perspective/direction
- Member service focus
- Partnerships and alliances
- Diversity and equity of opportunity

Core Values of the Profession

Information access, equity, intellectual freedom, and objective truth

Strategies, Goals, and Desired Outcomes

Strategy: Advocacy

Goal: Legislative Advocacy

- Invest in advocacy. Educate and mobilize activist groups and other professional associations to understand and support the cause and critical nature of libraries.
- *Desired outcomes:* Activated strategic alliances and informed advocacy at all levels achieve adequate funding for libraries. Governmental decision-makers increase support for libraries.

Goal: Community Advocacy

- Develop education and tools for library leaders and staff to establish clear understanding of libraries' worth among the people served, resulting in community and stakeholder ambassadorship and engagement.
- *Desired outcomes:* The communities and people served value the presence and vitality of libraries. The communities and people served are vocal advocates for libraries.

Strategy: A Culture of Diversity and Inclusion

Goal: In the Profession

- Develop education for library leaders and staff about increasing diversity in collections and programs and creating an inclusive environment in libraries and librarianship.
- *Desired outcome:* Library leadership and staff are cultivated and engaged in advancing equity, diversity, and inclusion in the communities they serve.

Goal: In the Association

- Review and revamp the committee and volunteer system for functionality, diversity, inclusivity, and recognition. Increase awareness, understanding, and commitment to creating an inclusive environment in ILA.
- *Desired outcomes:* Members recognize their ownership in and have equitable access to participate and be heard in ILA's volunteer structure. Members connect collaboratively for sharing and creation of knowledge.

Strategy: Delivery of Member Value

- *Goal:* Assess and refresh programs and services, integrating new approaches and technologies to deliver member value in programming, communication, and involvement.
- *Desired outcome:* Members in every segment find relevant value from ILA programs and services.

Strategy: Leadership

- *Goal:* Convene critical conversations with partners in the library ecosystem including the Illinois State Library, the three systems, AISLE, and other related consortia and organizations.
- *Desired outcomes:* Access to library service continually expands to increasing numbers of Illinois residents. Librarians, library staff, and trustees are supported effectively and efficiently by the library ecosystem in the state.

2018–2019 Executive Board

President

Cynthia Fuerst, Vernon Area Public Library District

Vice President/President-Elect

Molly Beestrum, Northwestern University Galter Health Sciences Library

Immediate Past President

Melissa Gardner, Palatine Public Library District

Treasurer

Brian Shepard, Indian Trails Public Library District

Directors

Sarah Keister Armstrong, Sarah Keister Armstrong & Associates, Libertyville

Janine Asmus, Leyden High Schools District #212

Nanette Donohue, Champaign Public Library

Jennifer Jackson, University of Illinois Chicago

Tim Jarzemsky, Bloomington Public Library

Kate Kite, Six Mile Regional Library District, Granite City

Megan Millen, Joliet Public Library

Anne Slaughter, Reaching Across Illinois Library System

Leander Spearman, Belleville Public Library

Diana Brawley Sussman, Carbondale Public Library

Reina Williams, Rush University, Chicago

ALA Councilor

Jeannie Dilger, Palatine Public Library District

Ex Officio

Diane Foote, Illinois Library Association, Chicago

Greg McCormick, Illinois State Library, Springfield

2017–2018 ILA Staff

Diane Foote, Executive Director

Kendall Harvey, Administrative Coordinator

Tamara Jenkins, Communication and Engagement Manager

Tina Koleva, Membership and Product Services Manager

Cynthia M. Robinson, Deputy Director





Illinois Library Association

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