

REPORTER

ILLINOIS LIBRARY ASSOCIATION

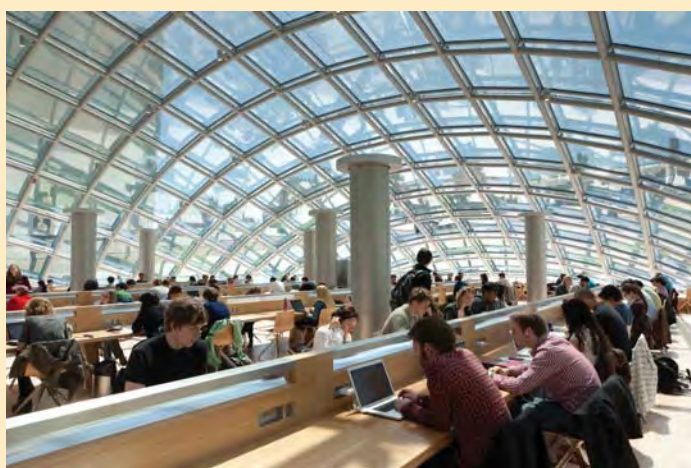
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The Illinois Library Association Reporter

is a forum for those who are improving and reinventing Illinois libraries, with articles that seek to: explore new ideas and practices from all types of libraries and library systems; examine the challenges facing the profession; and inform the library community and its supporters with news and comment about important issues. The *ILA Reporter* is produced and circulated with the purpose of enhancing and supporting the value of libraries, which provide free and equal access to information. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people.



ON THE COVER

Students study in the Grand Reading Room of the Joe and Rika Mansueto Library at the University of Chicago. Our fifteenth architectural review highlighting new Illinois library buildings or additions; see article beginning on page 4. Photo by Jason Smith courtesy of the University of Chicago.

The Illinois Library Association is the voice for Illinois libraries and the millions who depend on them. It provides leadership for the development, promotion, and improvement of library services in Illinois and for the library community in order to enhance learning and ensure access to information for all. It is the eighth oldest library association in the world and the third largest state association in the United States, with members in academic, public, school, government, and special libraries. Its 3,700 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The Illinois Library Association has four full-time staff members. It is governed by a sixteen-member executive board, made up of elected officers. The association employs the services of Kolkmeier Consulting for legislative advocacy. ILA is a 501(c)(3) charitable and educational organization.

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See ILA calendar for submission deadlines for the *ILA Reporter*. Copy should be submitted by e-mail to ila@ila.org. You are encouraged to include digital or film photos (black/white or color) and graphics (on disk or camera-ready) with your articles, which will be included on a space-available basis.

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FEBRUARY 4, 2012 AND MARCH 24, 2012
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This is the fifteenth in a series of articles highlighting new library buildings or additions. Each year we feature noteworthy academic, school, special, or public libraries whose innovative architectural concepts merit attention.

Please send suggestions for future library features to ILA, 33 W. Grand Ave., Suite 401, Chicago, IL 60654-6799; phone: (312) 644-1896; fax: (312) 644-1899; e-mail: doyle@ila.org.

Cook Memorial Public Library District



When Libertyville politician and contractor Ansel B. Cook died in 1898, his will specified that a library be built on his land. Cook's house and property were donated to the Village of Libertyville in 1920 after his wife died, and the library took Cook's name when it opened in 1921 leaving a legacy and a monument for generations to enjoy.

By 1961 the library was outgrowing the Cook House and in 1966, voters in Libertyville approved a \$450,000 referendum to fund a new library building. The building was estimated to be large enough for twenty more years of service and 40,000 patrons. In 1968 the entire collection was moved to its new home and celebrated its grand opening.

By 1991 the library regularly had seventy people lined up waiting for it to open on Sunday mornings. Patrons would be sitting on the floor due to lack of chairs, and checkout lines were reaching out the front door. Desperately looking for a solution and a way to expand, the library board proposed a construction referendum, which was unanimously voted down.

In 2005, as talk of expansion began again, Vernon Hills Mayor Roger Byrne promised land to the library if and when a new facility opened in his town. When Dan Armstrong replaced retiring Library Director Fred Byergo and proposed to the board that \$910,000 in the Corporate Fund could be used for debt

service over the next twenty years, he'd found a winning idea that would allow the library district to issue approximately \$14 million in debt certificates.

That provided enough money to finance two projects without raising taxes. One would be a 20,000-square-foot branch in Vernon Hills and the other would be a renovation and expansion of the Cook Memorial Public Library in Libertyville, adding about 10,000 square feet there. In May 2007 the library board voted 5-1 to go ahead and the Aspen Drive Library in Vernon Hills and Cook Park Library in Libertyville were born. Construction began on the Vernon Hills site in March 2009 with a proposed cost of \$7 million; the building officially opened in July 2010. Construction began on the Libertyville site months later with a proposed cost of \$7 million; the building, including a 10,000-square-foot addition, officially opened in January 2011.

The long awaited Aspen Drive Library, located within walking distance of six elementary, middle, and secondary schools, is Vernon Hills' first dedicated library and has proved itself very popular with 662,000 items being checked out in its first year. The building optimizes natural light through its wall of floor-to-ceiling windows on the west side, and includes a meeting room, computer lab, adult quiet reading room, teen area equipped with booth-style seating, study rooms, self-checkout machines, and a drive-up window for returning materials.



The reopening of the Cook Park Library was equally successful, with patrons checking out an estimated 150,489 items the first three weeks it was open. Patrons couldn't believe it was the same building — with large, new windows replacing a brick wall on the west side, ample natural light fills the space. A new children's wing on the main floor is bright and inviting with an early literacy center, ample seating, computers, study rooms, and an aquarium. Other amenities include a teen area, adult study rooms, reading room with fireplace, meeting room, computer lab, self-checkout machines, and a drive-up pickup window.

Fast Facts Aspen Drive Library

Building:	20,215 square feet
Project Costs:	\$7,359,762
Seating:	125
Collections:	85,000
Computers:	29
Hours:	69 per week
Staff:	Full-time: 8; Part-time: 22
Architect:	Studio GC
Construction:	A.J. Maggio Construction
Web site:	www.cooklib.org

Fast Facts Cook Park Library

Building:	46,120 square feet, renovation plus addition
Project Costs:	\$6,658,058
Seating:	172
Collections:	188,000
Computers:	39
Hours:	69 per week
Staff:	Full-time: 36; Part-time: 65
Architect:	Studio GC
Construction:	EVS Construction Co.
Web site:	www.cooklib.org



Fountaindale Public Library District



The new three-story Fountaindale Public Library District is 98,200 square feet plus a 12,700 square-foot basement. Set in an open area near the post office and village hall, surrounded by park district sports' fields and a walking track, it has been referred to as "the library in the park."

The park theme is reflected in the Children's Services Department array of interior parks — World Park, Creativity Park, Play Park, Quiet Park, and Computer Park, organized around interactive, tectonic trees. The teen area is a world unto itself with contemporary and youthful furnishings, including a wall of decorative skateboards and origami-like light fixtures. Both areas foster group activities and collaborative work.

Numerous design features throughout the library lead visitors to discover new areas. One of the most dramatic is the span of custom-patterned glass that casts forest-like shadows on building interiors. The central staircase leading from the main lobby to the second and third floors is wrapped in a color-changing, LED-lit glass tube. On the third floor, the glass windows, wood ceiling, and globe lighting combine with views across landscaped terraces to form an environment that changes by the hour. Original artwork provides visitors with an opportunity to view art in a variety of mediums.

The design incorporates needs that were shared by residents in public meetings leading to a successful referendum in 2008. Residents wanted more study rooms, more computers, more space to work, a specialized area for businesses, and expanded meeting space. All of these needs are addressed in the new library, a gathering spot for many with space that allows for quiet study as well as group meetings in open or closed settings. The cafe area on the first floor is a popular stopping point.

Technology needs are being met by expansive areas of computers for public use, wireless access throughout the library, separate areas for computer use by children and by teens, and fully equipped training labs and meeting rooms. Self-checks are located in the main lobby as well as in both adult and children's departments.

The building, designed for LEED Gold Certification, features green roofs, recycled and regionally-sourced building materials, low VOC-emitting paints and carpets, water efficient plumbing fixtures, energy-efficient mechanical systems, and controlled lighting. To keep the public informed about the green features of the new library, descriptions of the LEED building features are displayed at intervals on flat-screen monitors located at key areas in the library.



Fast Facts

Building:	98,200 square feet plus 12,700 square-foot basement area to be developed
Project Costs:	\$39.5 million
Seating:	Total: 663
Collections:	305,957
Computers:	101 (public)
Hours:	72 per week
Staff:	Full-time: 48; Part-time: 43
Architect:	Nagle Hartray Architecture
Specialized Areas:	ArchitectureIsFun
Engineers:	KJWW
Interiors:	Nagle Hartray Architecture (includes Agati, Knoll, Steelcase)
Construction:	Power Construction
Owners Representative:	Owners Services Group
Web site:	www.fountaindale.org



Hayner Public Library District



The seeds of today's Hayner Public Library District began with the Alton Library Association, which originated in 1852 and was supported through private funding. The association was bought at auction in 1866 by a group of "concerned ladies" of Alton, and a corner room of the Alton City Hall was secured for library use. In the winter of 1888, it became apparent that the library was outgrowing its quarters and needed its own building. That same year saw the death of Jennie D. Hayner, a major director of the library association. Her husband, entrepreneur and community leader John E. Hayner, purchased the lot in downtown Alton and funded and built the present library as a memorial to his wife.

By the 1960s, the original library had outgrown its space. A nearby 10,600-square-foot facility was opened as the Hayner Downtown Library, providing reference and adult services. The original library building kept custodianship of the children's collections and became the Hayner Youth Library. By the year 2000, the collections and services had, once again, surpassed facility space and in March 2009, a new Hayner Library at Alton Square Mall was opened, making it possible to move the youth materials previously held in the original building to the expanded library at the mall.

Now, the original Hayner Library building could be renovated for its exciting rebirth as the Hayner Library of Genealogy & Local History. When the library was built, John Hayner advised architect Theodore Link to spare no expense in the quality of building materials and labor. The 2009 redesign showcases the beauty and quality of the original building's exterior of dark brick and Alton limestone with trimmings of Alton and Bedford stone, its soaring timbered vaulted roof embellished with dogtooth trimmings.

Local architectural and design firm Lefferson and Associates, Inc., was chosen to design the refurbishment of the interior, maintaining the original style while incorporating modern design concepts, technology, and functionality.

The patron entry to the library is an anteroom of tile and brick with a large Tiffany-style chandelier and local artwork welcoming visitors. Behind the Main Hall is an annex built onto the original building in 1907, which now holds the "Illinois Room" historical collections. Twin door portals open into the annex from the Main Hall with two beautiful stained glass windows, relocated from an external wall in the annex attracting visitors' attention. The copper, aqua, gold, and green colors of the windows were used to develop the color palette for the entire building.

The grand opening of the Hayner Library of Genealogy & Local History was held on a beautiful spring day in May 2011 to a large crowd of local dignitaries and community members. The response to the renovation has been overwhelmingly positive and enthusiastic. The daily visitor count has far exceeded expectations, and tour requests from schools, community groups, and the local Convention and Visitors Bureau have grown dramatically each month. Viewed as an anchor to the viability of the downtown business district, the Hayner Library of Genealogy & Local History provides an invaluable resource to both the community and state, preserving and promoting the great history of the people of southern Illinois.

Fast Facts — Genealogy and Local History

Building:	6,896 square feet
Project Costs:	\$1.1 million
Seating:	Upper level: 22 public, 5 staff
Computers:	Upper Level: 6 public, 2 dedicated research
Collections:	5,747 non-circulating Genealogy & Local History titles
Hours:	50.5 per week
Staff:	2 full time, 3 part time
Architect:	Lefferson & Associates
Engineers:	BRIC Partnership
Web site:	www.haynerlibrary.org



University of Chicago's Joe and Rika Mansueto Library



The Joe and Rika Mansueto Library at sunset. Photo by Tom Rossiter courtesy of the University of Chicago.

While many academic research libraries have moved collections off-site, the University of Chicago built the new Joe and Rika Mansueto Library to keep collections at the heart of campus, thereby emphasizing the centrality of libraries. Named for University of Chicago alumni Joe and Rika Mansueto in recognition of their gift of \$25 million to the university, the new library is an elliptical glass structure that rises up from the lawn west of the Joseph Regenstein Library, to which it is linked by a glass bridge.

Designed by Helmut Jahn, the Joe and Rika Mansueto Library places the bulk of the structure and its reason for being — a 3.5-million-volume automated storage and retrieval system — fifty-five feet below grade. The underground storage system shelves books by size, not library classification, and uses robotic cranes to retrieve and shelve material. Users are able to access any holding within minutes of finding it online.

Mansueto Library was built to house collections from all disciplines that do not benefit from open-shelf browsing, such as serials that have been digitized, serials indexed electronically, elephant folios, and archival materials. Over the summer, nearly a million volumes were loaded into the

automated storage and retrieval system. Over the next twenty years, 120,000 equivalent volumes will be moved annually each summer into Mansueto Library, freeing space in the open stacks of other libraries on campus for future print acquisitions that benefit from browsing.

Rising above the massive underground storage space is a steel and glass elliptical dome composed of 691 glazed panels and reaching thirty-five feet high at its highest point. The spectacular 8,000-square-foot, 180-seat Grand Reading Room, which occupies the south half of the space under the dome, has been described by Chicago Public Media architecture critic Lee Bey as “one of the most breathtaking interior spaces in the city: a soaring, airy space that ennobles the disciplines of study and research.”

Under the center of the dome is the Circulation Service Center, where staff members retrieve and reshelve material from the automated storage and retrieval system and where users check out material they have requested online. At the north end of the dome is the 6,000-square-foot Preservation Department, with state-of-the-art conservation and digitization laboratories that preserve materials in their original form and through digitization.

Head of Conservation Ann Lindsey uses a new suction table in the Joe and Rika Mansueto Library. Photo by Jason Smith courtesy of the University of Chicago Library.



Head of Digitization Kathleen Arthur (left) and Digitization Specialist Karen Dirr use a new Zeutschel scanner in the Joe and Rika Mansueto Library. Photo by Jason Smith courtesy of the University of Chicago Library.



The underground automated storage and retrieval system in the Joe and Rika Mansueto Library. Photo by John Pitcher courtesy of the University of Chicago Library.

When Mansueto’s Grand Reading Room opened in May, it wasn’t just the university community that embraced the new library. Writers from *Wired* to *Inside Higher Education* viewed the library with great interest. “It just might be the library of the future,” wrote Angela Watercutter in *Wired*.

Others focused on Helmut Jahn’s bold and distinctive design. Writing in the *Chicago Tribune*, Pulitzer Prize-winning critic Blair Kamin described the library as a “convention-busting marvel” and named it among the best architecture of 2011. The American Institute of Architects’ Chicago chapter awarded the Mansueto Library a Distinguished Building Citation of Merit, and the Chicago Architecture Foundation gave the University of Chicago a Patron of the Year award for its role in the library’s construction.

Reflecting on the enormous enthusiasm that critics and library users have expressed for the building, library leaders are pleased with the reception, but well aware of the continuing work that lies ahead. As Director and University Librarian Judith Nadler has remarked, “The genius of Mansueto is in its beauty and functionality; its power is in its enabling features. It is imperative that we take full advantage of Mansueto’s enormous potential to enable scholarship and teaching at the University of Chicago.”

Fast Facts

Building:	61,719 gross square feet
Project Costs:	\$81 million
Seating:	180
Collections:	Storage capacity: equivalent of 3.5 million volumes
Hours:	106 per week in academic session
Architect:	Helmut Jahn, Murphy/Jahn Architects
Dome Structure:	Werner Sobek
Foundation Structure:	Halvorson and Partners
M/E/P Engineers:	Environmental Systems Design
Civil and Landscape:	Terra Engineering
Lighting Designer:	L-Plan Lighting Design
Interiors:	Lykouria
Construction:	Barton Malow
Web site:	http://mansueto.lib.uchicago.edu/

Politics as Usual: Cartoonists Poke Fun at Presidential Candidates

Abraham Lincoln was a lunatic, coward, warmonger, nightmare, political hack, Satan, ape, tyrant, joker, vampire, and Yankee Nero — that is, if you believe the political cartoons drawn during his lifetime. The rich collections of the Abraham Lincoln Presidential Library in Springfield contain many of these portrayals, and a number of the cartoons are reproduced in The Whispering Gallery at the adjacent Abraham Lincoln Presidential Museum. American presidents have always been subject to public scrutiny and ridicule. Andrew Jackson, with his forceful use of presidential power, was portrayed as “King Andrew,” dressed in royal splendor with a crown and scepter. Political adversaries pictured Zachary Taylor, hero of the Mexican War, in formal military dress uniform atop a pile of human skulls. Lincoln was no exception.

Technological advances in printing in the mid-nineteenth century increased the use of illustrations in newspapers and magazines. In 1855, the aptly named *Frank Leslie's Illustrated Newspaper* circulated more than 100,000 copies in New York City. People were no longer content to simply read the news, they wanted to see images of it as well. Readers were eager to see politicians and powerful figures parodied and made the brunt of public jokes. Political cartoons were the perfect recipe for this public appetite. The cartoons of Lincoln that appeared in both northern and southern newspapers, national magazines, and even foreign publications reflected the prevailing sentiments of a divided nation, most of whose voters wanted someone else to be their president.

The cartoons were humorous, degrading, and often overtly racist, but together they constitute a sampler of comment and criticism that both reflected public opinion and helped to shape it. With the exception of the cartoons in *Harper's Weekly* and *Frank Leslie's*, which were general circulation, non-partisan publications, most of the cartoons were inspired by political party competition. In the case of *Southern Punch*, it was competition of another sort — to form a new nation separate from the North. Humor was not necessarily the intent of the cartoons, but was often a by-product.

Abraham Lincoln was elected president in 1860 from a field of four candidates, receiving only 40 percent of the total votes cast. His name was not even on the ballot in most southern states. As the divisive campaign drew toward election day, an August 25, 1860, *Harper's Weekly* cartoon showed Lincoln perched on a tightrope with a black man on his shoulders, using a balancing rod labeled “Constitution.” The message was that Lincoln was flirting with disaster by shouldering the burden of emancipation. Another pre-election cartoon published by Currier and Ives in October 1860 was titled “The Republican Party going to the right house.” It showed Lincoln being carried into a lunatic asylum by abolitionist newspaper editor Horace Greeley while a crowd of people representing unpopular causes followed closely behind. The message was simple: The Republicans, and Lincoln as their candidate, were crazy for championing the cause of abolition. Never mind that Lincoln was not an abolitionist until at least late 1862 — lumping him with other Republicans who were was a fair way for the cartoonist to attack.

[continued on page 16]



ONE GOOD TURN DESERVES ANOTHER.

OLD ABE. "WHY I DU DECLARE IT'S MY DEAR OLD FRIEND SAMBO! COURSE YOU 'LL FIGHT FOR US, SAMBO. LEND US A HAND, OLD HOSS, DU!"

Abe Lincoln's Last Card," *London Punch*, October 18, 1862. Lincoln plays the Ace of Spades, or the use of black troops by the Union, as a last desperate measure to save the Union from losing the war.



[continued from page 14]

The political cartoon attacks only got worse after Lincoln's election. His surreptitious nighttime arrival in Washington, D.C., due to threats on his life had numerous newspapers lampooning the president-elect for "sneaking" into the nation's capital. The March 9, 1861, *Vanity Fair* featured two cartoons, one with Lincoln disguised as a dancing Scotsman, complete with kilt; and the other with Lincoln completely covered by a cape with only his feet showing. *Harper's Weekly* of March 9, 1861, printed "The Flight of Abraham" with a frightened Lincoln arriving in Washington at a run. *Frank Leslie's Illustrated Newspaper* on March 2, 1861, printed "A President-Elect's Uncomfortable Seat" with Lincoln trying to sit on a group of upturned bayonets, meaning the threat of war would make the new president's seat uncomfortable. *Vanity Fair* on March 23, 1861, depicted Lincoln as a circus clown trying to balance peace and war (in the form of Fort Sumter) on his forehead.

Lincoln's conduct of the Civil War drew harsh criticism from every region of the country. The *Southern Illustrated News* on February 28, 1863, showed Lincoln as a goofy child holding up a puppet of his latest general, "Fighting Joe" Hooker, while the discarded puppets of Generals McClellan, Burnside, Fremont, and Scott lay nearby. The December 3, 1864, *London Fun* showed Lincoln as a bloodthirsty killer with a woman representing the United States telling him, "You have swollen the earth with the blood of my children." A Union soldier carried the entire weight of government on his shoulders, including Lincoln, Secretary of War Edwin Stanton, and a slave, in the August 1863 *Merryman's Monthly*.

War wasn't the only subject cartoonists chose in skewering Lincoln. He was drawn as "Gulliver Abe," besieged by tiny office seekers looking for political appointments in a March 15, 1861, *Frank Leslie's Budget of Fun* cartoon. The same publication on April 1, 1861, printed "Grand Distribution of Government Pap" with "Old Auntie Abe" doling out political payoffs into

"Overdue Bill," *London Punch*, September 27, 1862. Lincoln's hope of defeating the South in 90 days has proven to be woefully optimistic.



the hungry mouths of patronage seekers, like a boarding house mistress doling out soup. Again, *Frank Leslie's Budget of Fun* poked at Lincoln in an April 15, 1861, cartoon showing Lincoln riding into the room on an eagle (symbolizing the nation) to give political payback to a series of objectionable ethnic types who helped elect him.

Modern readers are often struck by the overt racism depicted in period political cartoons. Lincoln lived in a racist culture where people both North and South thought blacks were intellectually and morally inferior to whites. Opposition to emancipation throughout the country was based upon racial fears. "A Black Republican Damsel" drawn in the April 1861 *Phunny Phellow* showed Lincoln being embraced and kissed by a black woman. After learning about his intention to issue the Emancipation Proclamation, the *Southern Illustrated News* on November 8, 1862, showed Lincoln as a devil hiding behind the mask of a man and the Washington Monument as a gallows.

On the reverse side of the coin, Lincoln was criticized by the abolitionists for not going far enough in his efforts to end slavery. *Frank Leslie's Illustrated Newspaper* on October 12, 1861, showed

Lincoln in a life preserver in heavy seas, abandoning a black slave in order to preserve his own political life; the cartoon was in response to Lincoln overturning General Fremont's proclamation freeing slaves in Missouri. *Frank Leslie's Budget of Fun* in February 1862 showed Lincoln as a surprised shepherd coddling his small, white sheep while a large black sheep labeled "slavery" wakes him from slumber.

The British upper classes looked down their collective noses at the widespread extension of suffrage among the lower classes in the United States, and it is not surprising that Lincoln, having risen from those lower classes, was portrayed in an unfavorable light by English publications. *London Punch* in August 1862 printed "One Good Turn Deserves Another," depicting Lincoln as a rube asking a black man to fight for the Union cause. The same publication in September 1862 showed Lincoln being presented with an "overdue bill" — his promise that the South would be subdued in ninety days. Once again, *London Punch* featured a cartoon in October 1862 in which a devilish looking Lincoln plays his last card in a poker game — the Ace of Spades, symbolizing the use of black troops. *London Fun* on November 15, 1862, depicted Lincoln as a circus performer reaching for a rung titled "utter ruin," and on December 27, 1862, as the captain of the ship of state lost at sea with his passenger, America.


Unflattering comparisons of Lincoln abounded in the political cartoons. He was "Old Mother Lincoln" in the January 10, 1863, *New York Illustrated News*; a seedy theater manager in the January 31, 1863, *Harper's Weekly*; a frightened dog in the May

"The Flight of Abraham," *Harper's Weekly*, March 9, 1861. The president-elect sneaks in disguise into Washington, D.C. after threats are made on his life.

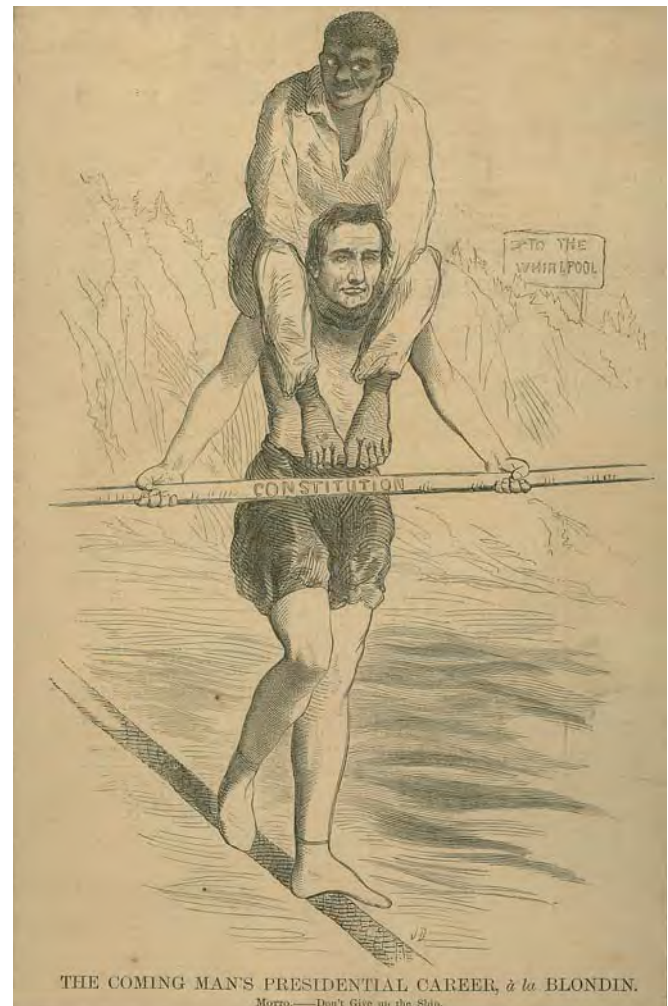


9, 1863, *London Fun*; the devil carrying Lady Liberty down to hell in the November 14, 1863, *Southern Punch*; "The Herod of the Nineteenth Century" and "The National Joker" in the September 1864 *Funniest of Phun*; "The Vampire" sucking the lifeblood out of America in the November 16, 1864, *Comic News*; and "The Yankee Nero" who played the bones while the Union burned in the December 27, 1864, *Comic News*.

This treasure trove of political cartoons from period newspapers at the Abraham Lincoln Presidential Library is a fun-house window through which we can view the attitudes and prejudices of the nineteenth century. Together with the 50,000-plus other items in the library's Lincoln collection, they provide a valuable tool for exploring the lasting legacy of the Civil War and our sixteenth President.

The Abraham Lincoln Presidential Library is open Monday to Friday, 9:00 A.M. to 5:00 P.M., and located at 112 North Sixth Street, Springfield, IL 62701; <http://www.alplm.org>. 

"The Coming Man's Presidential Career, a la Blondin," *Harper's Weekly*, August 25, 1860. Presidential candidate performs a dangerous balancing act with the Constitution and slavery.



Expanding Their Vocabulary: Public Libraries Embrace New Language-Learning Programs

For centuries, free libraries have brought the world to isolated villages, planted the seeds of learning in generations of students and made knowledge accessible to anyone. With the brisk pace of technological change, how can local libraries compete for patrons with the bustle, free WiFi, and smooth jazz of the corner Starbucks? Libraries in Illinois and across the country are using language-learning programs as a way to continue their mission as a hub of international awareness and connectivity, adding value and broadening both their scope of resources and popular appeal within the communities they serve.

Fundamentally, the story of how language learning has established a foothold in public libraries — and the degree to which language-learning programs have gained traction in recent years — is one of supply and demand. In an increasingly multicultural society, there is a growing need for more accessible, affordable, and effective language-learning options. Libraries are discovering that helping patrons to overcome the language barrier can be a meaningful and compelling addition to their traditional slate of services.

Advances in language-learning software have made possible much of this growth. The relationship has been mutually beneficial, with libraries expanding in scope and impact, and language programs reaching out to new audiences in new places and in exciting new ways. The libraries highlighted below take advantage of Mango Languages' software and are part of a broader trend in the industry that empowers both libraries and language learners.

Beyond the cost savings and practical benefits of bringing in more patrons, there is an appealing and perhaps even more important synergy: language learning dovetails perfectly with the traditional mission of the public library. As a public venue specifically designed to educate, inspire, and offer new opportunities for learning, the community library and community librarians are an invaluable and unique resource. Reading, learning, and exploring are fundamentally about connection and communication — about the stories we tell and the knowledge we share. Language is the key that unlocks the door to that experience.

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NAPERVILLE PUBLIC LIBRARY

Monica Minnick, a school liaison librarian for the Naperville Public Library (NPL), has worked with language-learning programs for the past year, and has seen some impressive and encouraging results. The program, which operates largely on an online platform, presents languages in a way that is user-friendly, effective, and engaging, even for the youngest of learners.

“We’ve seen everyone from schoolchildren and younger kids coming in to use the special kids’ programs, to older kids, adults, and families,” explains Minnick. “We’ve even worked with some families who are being transferred overseas — it’s wonderful to be able to introduce them to a new language and culture.”

Perhaps the most rewarding application has been the initiative that Minnick and her coworkers coordinated with a group of at-risk youth from the local school district, including a number of families where English is not their first language. The program has made it possible for NPL to help both younger students and their parents improve their English, and for local teachers to learn Spanish. The result has been better communication that ultimately benefits not just the library and its patrons, but the whole community.

“On the adult level, we have non-native English speakers coming into the children’s department looking for material that’s easier for them to get started. Being able to offer them something like this is a real asset for us and a great benefit for them,” Minnick said.

On a practical level, programs like the one used at NPL provide another important advantage: built-in marketing and promotional power through a wide variety of supplementary free and low-cost materials to help get the word out. T-shirts, tote bags, mugs, and umbrellas can make a significant impact when resources are scarce; collateral support helps librarians encourage patrons to take advantage of the resource and frees up library professionals to do what they do best.

At NPL, as in many other public library systems around the country, user feedback has been extraordinarily positive. As Minnick explains, “We get asked all the time about foreign languages. Unfortunately, it isn’t feasible for us to maintain a large foreign-language print collection, but when we introduce patrons to our language-learning programs, they are often surprised and delighted that we have this resource available.”

High-quality language-learning programs also reinforce and complement existing community outreach initiatives that libraries may already have in place. For example, NPL partners with a local organization to offer a foreign language storytime, and the library works closely with area schools to provide new materials and resources both inside and outside of the classroom.

MOUNT PROSPECT PUBLIC LIBRARY

Steve Browne, an adult librarian at Mount Prospect Public Library, has witnessed the benefits of library language learning firsthand. The library added Mango Languages to its resources several years ago under his watch. “I thought bringing in language-learning software would be a great way to add something to our offerings that would be of value to patrons,” Browne said.

What Browne — and librarians and administrators around the country — are starting to appreciate is that technology-based language learning helps users become not just multilingual, but multicultural. Browne specifically cites the new program’s cultural references as a selling point.

“What appealed to me was the way in which the program helped our patrons understand the place, not just the language. It’s critical to knowing how to use certain words and phrases, and I’ve seen firsthand that it makes a world of difference for travelers,” Browne explains.

With thirty-seven different language courses and fifteen different English courses for native speakers in other languages available to Mount Prospect patrons, and with all materials available virtually anywhere — online, offline, at home, at the library and through mobile apps — participation has spiked.

The library has actively promoted the program, and results have been both impressive and inspiring. The gratifying sight of different generations coming in to use the program is a highlight: grandparents from Eastern Europe who want to improve their English, as well as their children and grandchildren who want to learn their ancestral tongue and communicate more clearly to forge a stronger connection with their older relatives. The Russian language component of the program has seen particularly active use.

“Most people are casual learners and it’s very welcoming to beginners,” Browne said. “It excels at getting people started and excited about a language.”

Naperville and Mount Prospect aren’t unique. Around the country, libraries are embracing language learning as a new tool they can use to further their mission and strengthen their community connection — continuing their vitality in a changing world. As a unique public resource, libraries and language learning are literally and figuratively expanding the vocabulary of education and public service. ■



Stay Competitive IN AN EVOLVING FIELD

It's an exciting time to be an information professional. New opportunities abound at every turn in the rapidly changing field of library and information science. In the midst of these changes, professionals may find they need to update their skills in order to stay current with emerging trends, compete for promotions, and use exemplary practices to serve their communities.

There are numerous options for professional development and continuing education. For those who want to reap the rewards of a more in-depth learning experience, a post-master's certificate program is a good choice.

"A certificate can help information professionals gain relevant, tactical knowledge about emerging trends, while showcasing their mastery in a way many employers value when making hiring and promotion decisions," advised Jill Klees, San José State University career center liaison to the School of Library and Information Science.

Professionals who want to earn a Post-Master's Certificate in Library and Information Science now have a new option. The nationally-ranked San José State University School of Library and Information Science (SLIS) recently unveiled its new, fully online Post-Master's Certificate Program.

From the convenience of their homes, SLIS certificate program students engage in a collaborative, fully online learning environment with students and faculty in the School's ALA-accredited Master of Library and Information Science (MLIS) program.

SLIS certificate program students complete six courses, including a one-unit course that introduces them to the School's sophisticated online learning environment and five courses from one of the following career pathways:

- Digital Archives and Records Management
- Digital Services and Emerging Technologies
- Information Intermediation and Instruction
- Web Programming and Information Architecture
- Youth Services

Prospective students can choose to start the Post Master's Certificate Program at San José State University in Fall 2012 and Spring 2013. For more information, please visit: slisweb.sjsu.edu/certificate

The San José State University School of Library and Information Science offers two fully online master's degrees, a fully online certificate program, and a doctoral program: Master of Library and Information Science (MLIS), Master of Archives and Records Administration (MARA), Post-Master's Certificate in Library and Information Science, and the San José Gateway PhD Program.



Let the learning begin:
slisweb.sjsu.edu/ila



SCHOOL OF LIBRARY
AND INFORMATION SCIENCE

Reality Check, Please!

You may not think about it every day, but intellectual freedom is an integral part of the services your library provides. Protection of information regardless of viewpoint, free and unfettered access to information, and protection of confidential access to information are three components of intellectual freedom that are well established. As library services, policies, and internal procedures evolve with the goal of satisfying patron needs efficiently, intellectual freedom must not take the back burner. When updating library services, policies; and procedures, I challenge you to ask yourself, “How does this change affect intellectual freedom? Will it create an obstacle to intellectual freedom or support it?”

Take a look at just one of the current practices in libraries and consider how it can be used to either limit or foster intellectual freedom. Done right, many library services create a “win-win-win” situation ... for your patrons, your library, and intellectual freedom.

OPEN HOLDS

One of the newest services that many libraries are utilizing is making item holds available to customers on an open shelf. These are commonly known as self-service or open holds. A recent online Illinois Library Association (ILA) Intellectual Freedom Committee Open Holds Survey, with thirty-five libraries participating, found that this practice is mostly used by public libraries, with the goal of patron self-service and/or reducing staff time spent on holds processing. Almost half of the libraries that do not provide self-service/open holds noted that privacy concerns are the reason they do not.

At the 2011 American Library Association (ALA) Annual Conference in New Orleans, the ALA Council passed a resolution regarding self-service holds practices, “urging 1) all libraries that implement self-service holds to protect patron identity by adopting practices and procedures that conceal the library user’s personally identifiable information in connection with the materials being borrowed, and 2) libraries, librarians, and the responsible bodies of ALA to work with vendors to incorporate applications into integrated library systems that enable libraries to conceal a library user’s identity in a cost-effective manner.” Working with vendors to accomplish this task is an opportunity to educate them about patron privacy and how software design can impact intellectual freedom.

So how can a library provide this service while maintaining patron privacy? In reality, it may be determined in part by your integrated library system (ILS). If your ILS supports customizable holds printing slips, utilize this feature since your library can decide what information and how much or how little is used when printed. If your ILS vendor doesn’t currently offer the ability to produce self-service hold slips that are privacy-friendly, making the vendor aware of this issue is the first step. Beyond that, libraries utilize a variety of methods, such as third-party software that works with the ILS to produce privacy-friendly slips or handwriting slips that provide a portion of the patron’s name, library card number, or phone number such that the information is incomplete yet meaningful to the intended patron. Many libraries place the item spine down on the self-service hold shelf. Having the space for self-service holds close to the circulation desk helps staff monitor patron behavior. For those patrons who express concern regarding their hold items, libraries offer the “opt out” option and permit holds being kept at the circulation desk. **ILA**



| Gail Bush, ILA Immediate Past President |

ILA Collective Voice

Initiative: We're on a Mission



The entire Illinois library community is living through a time of transition and challenge. Yes, we are all in this together and no, it does not seem to be safe anywhere we look. Perhaps because we pride ourselves on our historic and renowned collaborative approach to serving our residents, we are struggling to stay focused on our shared vision. It is in this spirit that our association is moving forward by ensuring that our rich tapestry represents all library types and intentionally weaves together every aspect of a broad definition of diversity within our community.

The Illinois Library Association mission states that the association “is the voice for Illinois libraries and the millions who depend on them.” The 2010–2011 ILA Executive Board took action based on this mission to be intentionally inclusive in our representation of Illinois libraries. While we accept customs already in practice, it was time to do a little etching in both the directory and the bylaws. The Collective Voice Initiative is a three-pronged approach to embrace the Illinois library community writ large.

The first two required no change to the association’s bylaws, as they are simply procedural changes, consistent with our mission. The first ensures that the executive board will always have at least one member representing academic librarianship, one representing special librarianship, one representing school librarianship, and one representing public librarianship. This will be addressed by the ILA Nominating Committee through the current system of “pairings,” requiring two candidates from the same “category” — i.e., type of library, geography, etc. — for each of the designated seats up for election. Our newly established Leadership Forum will explore ways to welcome and engage emerging leaders from every corner of library service in Illinois.

The second prong is currently our custom and now officially noted in the committee procedures — it states that the presidency of the association will be rotated, with public librarians limited to serving two out of any three years. This appropriate rotation of leadership allows for representation from academic, school, special, system, and/or a library type or variation yet to be defined.

The third prong created a new membership category — Co-member of ILA — which is being made available to current Illinois School Library Media Association (ISLMA) and Special Libraries Association-Illinois Chapter (SLA-IL) members. The membership dues are \$25 annually, and this personal member rate will be available for a five-year period for an individual, after which time they may choose to join ILA at the full personal rate.

This final proposal required a bylaw change (Article XI-Membership Dues) to be approved by two-thirds of the personal members present and voting at the annual meeting, with written notice at least three weeks but no more than sixty days prior to the meeting. This notice was provided in the *ILA E-Newsletter*, and when we called for the vote on this change at the membership meeting at the 2011 ILA Annual Conference, it passed unanimously and with warm enthusiasm. **ILA**

THE COLLECTIVE VOICE INITIATIVE: A STRONGER VOICE FOR ALL ILLINOIS LIBRARIES

Who? The 2010–2011 Executive Board of the Illinois Library Association (ILA) approved a number of changes including a board position designated for school and special library representation and a new category of co-membership passed by the ILA membership.

What? Any ISLMA or SLA-IL Chapter member is invited to join ILA for a new “co-member” annual rate of \$25 for a maximum of five consecutive years. This membership category has full benefits and includes invitations to participate in our forum and committee membership; eligibility for all association leadership positions; member rates for all publications; and all professional development opportunities.

Why? In Illinois we have a shared vision of library service to best serve our residents. Now we are reawakening after years of outstanding multitype library support from our regional systems and a severe reduction of federal funding for competitive grant opportunities. Additionally, we are finding that we have more school and special librarians who are also working in public libraries and others who are elected as trustees. To say that we are all in this together has never been more apt. One noteworthy demonstration is the role of the ILA legislative consultant who keeps his ear to the ground and eye on any and all action in Springfield that may affect libraries — any kind of library, special, public, academic, school, all Illinois libraries. Last year alone, 160 legislative initiatives that could impact libraries were tracked by ILA and subsequently discussed in the ILA Public Policy Committee.

Where? Go to www.ila.org “Membership” to take advantage of this ISLMA and SLA-IL Chapter member benefit and Illinois library community-building initiative. E-mail ila@ila.org with questions.

When? How about today?

Note to Self
Share this article
with ISLMA and
SLA-IL members

Sally in Libraryland

PERSPECTIVE, I HAVE BEEN REMINDED, IS EVERYTHING.

If we've met, you know I am short — 5'1" is not open to interpretation, and I have reluctantly accepted the fact that I won't be getting any taller. And being this height has had a profound effect on how I view the world. I often choose social and/or entertainment activities based on how crowded they are likely to be, which surprises my very tall husband. But in a crowd, he generally sees over the top of heads, and I see armpits and sticky eight-year-olds face-to-face.

When my job included supervising shelvers, we had many conversations about the need to keep the kickstools in the aisles where patrons could see them, because maintenance's perspective was that it was easier to vacuum the aisles if the stools were all out of the way in a corner. Every night they moved them out of the aisles, and every morning we moved them back.

Height is far from the only thing that affects one's perspective. A very pregnant patron once asked me why all the books on pregnancy were on the bottom shelf — which reminded me that long ago and far away I experienced exactly the same annoyance. (What are we to do about that? Our numbering systems are what they are, after all. This is a perfect reason, if you have the space, to create a boutique sort of situation, perhaps pulling together fertility, pregnancy, and what-to-name-the-baby books in one accessible area. The pregnant patrons will love you for it.)

Whether people love or hate the furniture in your library — or your house — depends not just on how comfortable people find it, but how comfortable they are getting in or out of it.

I have encountered a startling number of chairs wherein my feet don't touch the floor, but it's not just a height issue. When lower body strength is compromised by age, injury, or any number of reasons, getting out of a cushy, soft chair is hard. So when we are making sure we have those cushy chairs so that people can sink in and read, we also need to be sure we have some firmer chairs — with arms. Every chair doesn't need to suit every need, if such a chair even exists, but everyone who scans a room looking for a place to sit should be able to find one.

It shouldn't come as a surprise to anyone reading this that patron perspective can be so different from staff perspective that sometimes it's as though they were speaking another language entirely, and I'm not even talking about all the subtle nuances of cultural differences. We often use jargon that means nothing to the people we serve — starting with terms as basic to us as circulation and reference. It's hard to poke our heads above the library soup we're swimming in, all day every day, to rejoin the general population we're talking to, but we have to make the effort.

Beyond jargon, staff and patrons often have different perspectives on what constitutes appropriate library behavior. And complicating THAT are the expectations staff might bring from previous jobs somewhere other than a library. I once was called to the first floor to quell a potential minor riot. A young patron brought his visiting grandparents to see "his" library. The grandparents were video recording him as he excitedly showed them all the things he loved.

A fairly new staff member — no longer there — informed the grandparents that they could NOT record, and that they had to hand over the camera so she could erase it. They were understandably reluctant to do so, and also embarrassed and disappointed. And the truly unfortunate thing is that the staff member was aggressively enforcing a rule that had been in effect in her previous place of employment, a school. The library didn't have — never had — such a rule.

Finally there are differing perspectives from every department in any library — we are often very much like the blind man and the elephant, convinced that our one piece of the whole is THE most important piece, and frustration frequently follows when other departments don't see it the same way. Depending on your perspective, if you walk past a reference desk where no patron is standing, and see a reference staff member not on the phone, but staring into a monitor, you could think, "She's not doing anything. They never do anything. WE (whatever your department) work much harder than they do." Or you go into tech services, at 4:00 P.M., looking for a cataloguer, and they've left for the day. You could think, "Gone again. WE have to work a full day." Or you need to get some information to whoever arranges programs at your library, and whenever you go to her desk, she's on the phone. "Must be nice," you think, "getting paid to chat all day." And of course the reality usually is that the reference staff member has snatched the opportunity afforded by a momentary lull to work frantically on a complex question before a new patron appears or a phone rings. And the cataloguers' day began at 7:00 A.M., because when the computers are being used less, and fewer people are in the building, they can get a lot more done. And the programming person has to call a dozen people, some of whom are longer-winded than others, to get one to perform at the price she can pay on the date she needs them.

The enormous amount of energy that's wasted in a library where the culture is "us vs. them" could be put to better use doing ... almost anything. My new mission is to urge people to trade their silo mentality for an understanding of their library that is based on these truths: first, that everyone's job is important to the success of the library's mission; second, that everyone is working hard until there's direct, irrefutable evidence to the contrary; and third, that if we all take a larger view of ... well, everything, our libraries will be better for it.

You can't change your height — but other perspectives can be broadened if we care enough to do so. I hope you do.

Agree? Disagree? Scariet/better examples? Tell me! You can reach me at sallyinlibraryland@yahoo.com, once I fight my way out of the crowd currently surrounding me. **■**



ANNOUNCEMENTS

ILA CANDIDATES FOR 2012

The ILA Nominating Committee has announced the candidates for election in the spring of 2012.

For vice president/president-elect (three-year term beginning July 1, 2012 — June 30, 2015):

President-Elect candidates

Su Erickson, Robert Morris University, Aurora

Jocelyn Tipton, Eastern Illinois University, Charleston

Board of Directors (three-year term beginning July 1, 2012 — June 30, 2015). A candidate from each pairing will be elected in accordance with the ILA bylaws as amended at the 1998 ILA Annual Conference; a total of four directors will be elected to serve three-year terms on the ILA Executive Board.

Director-at-Large:

Anthony Glass, Eureka College

Carol Reid, Heartland Community College, Normal

Director-at-Large:

Amber Creger, Chicago Public Library

Susan Westgate, Bartlett Public Library District

Director-at-Large:

Jeremy Dunn, Chicago Public Schools

Becky Robinson, Galesburg Senior High School

Director-at-Large:

Ann Lee, Dow Jones and Company, Chicago

Leora Siegel, Chicago Botanic Garden, Glencoe

ALA Councilor

Allen Lanham, Eastern Illinois University, Charleston

Denise Zielinski, Joliet Public Library

Any ILA member wishing to be added to the ballot by petition may call the ILA office for information. Nominations by petition for an elective office shall be proposed in writing by at least one hundred (100) personal members of the association and delivered to the executive office by March 1, 2012.

Candidates for director nominated by petition shall be added to the slate and placed in the paired candidate group that most clearly matches the affiliations of the petitioner as determined by the nominating committee. Petition candidates for vice president/president-elect will be added to the presidential slate as requested. The polls will open electronically April 1, 2012. In addition, paper ballots will be sent to persons requesting one. The return deadline is thirty (30) days after the ballot is postmarked. The electronic polls will close April 30.

Serving on the nominating committee are Deirdre Brennan, Halle Cox, Karen Egan, Joyce L. Fedeczko, Tina Hubert, Theodore C. Schwitzner, and Gail Bush, chair.

The image shows a logo for BTC Building Technology Consultants, PC. The logo features the letters 'BTC' in a large, blue, serif font. To the right of 'BTC' is the full name 'Building Technology Consultants, PC' in a smaller, blue, sans-serif font. Below the logo is a circular graphic divided into several segments, each containing a small image and a label. The labels include: 'Roofs', 'Construction Oversight', 'Evaluation', 'Forensic Investigation', 'Building Facades', 'Historic Preservation', 'Structural Distress', 'Capital Review Plans', 'Parking Garages', 'Plaza Decks', and 'Repair Design'. At the bottom of the circular graphic is a larger image of a building with the word 'LIBRARY' on it. Below the circular graphic is the tagline 'Expert Evaluations Innovative Solutions Better Buildings'. At the bottom right of the page is the website 'www.btcpc.com', the phone number '(847) 788-8880', and the names of the principals: 'Kamli Farahmandipour, Principal' and 'Joshua Summers, Principal'.

ILA Welcomes New Members

We would love to welcome your friends and colleagues, too. By sponsoring a new member, you share the benefits of membership with others ... and help create a stronger and more effective voice to promote the highest quality library services for all people in Illinois.

ASSOCIATE MEMBER

The AT Group, Inc., Park Ridge

HIGHER EDUCATION MEMBER

Americare Technical School, Park Ridge

INSTITUTIONAL MEMBERS

Melrose Park Public Library
Sandwich District Library

ISLMA CO-MEMBERS

Jeremy Dunn, Chicago Public Schools
Ann Lee, Dow Jones Company, Chicago
Becky Robinson, Galesburg High School
Erin Wyatt, Highland Middle School, Waukegan

PERSONAL MEMBERS

Sally Baylaender, Glenview Public Library
Elena Feiza, Sandwich District Library
Julia Gregory, Melrose Park Public Library
Howard Griffin, Orland Park Public Library
Lisa Guidarini, Algonquin Area Public Library District
Kyrie Kenny, Sandwich District Library
John Mitchell, Poplar Creek Public Library District, Streamwood
Robert Moffett, Gail Borden Public Library District, Elgin
Donna Powers, Melrose Park Public Library
Vernette R. Richmond, Westchester Public Library
Alexander J. Svec, Fox Lake Public Library District
Mary E. Woolsey, Homewood
Michael Zellner, Sanford-Brown College, Hillside

STUDENT MEMBERS

Daylily Alvarez, Chicago
Diana Bacigalupo, Wheaton
Patricia M. Cosgrove, Naperville
Kelly R. Duewel, Naperville
Rachel K. Fischer, Oak Park
Stephanie Mantz, La Grange Park
Christopher Schmit, Oak Park
Emma K. Sepke, Wheaton

SUPPORT STAFF MEMBERS

Colleen Dixon, Geneva Public Library
Sue M. Garlisch, Geneva Public Library
Keith M. Rogers, Franklin Park Public Library

TRUSTEE MEMBERS

B. J. Cryer, Sandwich District Library
Cathy Foster, LaGrange Park Public Library
Christine Hogan, Lemont Public Library District
Tony Andre Howard, Champaign Public Library
Fran Karanovich, Maryville Community Library
Richard McCarthy, Gail Borden Public Library District, Elgin
Catherine Peters, Morton Grove Public Library
Susam Peuler, Sandwich District Library
Rob Thomas, Indian Prairie Public Library, Darien



Be Proud!
Be Loud!

**Shout out a nomination for an Illinois Library Association Award.
Celebrate our Accomplishments.**

Nominating someone for an ILA Award has never been easier!
Visit <http://www.ila.org> to learn about all of the awards, then submit
your nomination form and all supporting documentation via the ILA
Web site. No service should go unrecognized, so toot your own horn or
tell us who you think is the best! If you have any questions about the ILA
Awards, please contact the ILA office at (312) 644-1896, or ila@ila.org.



Illinois Library Association

NOMINATIONS FOR ALL ILA AWARDS ARE DUE MAY 15, 2012.

Trustees

Academics

2012 Spring Continuing Education Opportunities

Support Staff

Library Advocates



Illinois Library Trustees: Charting a New Course in Times of Change

ILA Library Trustee Forum 2012 Workshops

North: Saturday, February 4, 2012
Chicago Marriott Oak Brook
1401 W. 22 St.
Oak Brook, IL 60523

South: Saturday, March 24, 2012
President Abraham Lincoln Hotel and Conference Center
701 E. Adams St.
Springfield, IL 62701-1616

Join the ILA Library Trustee Forum for our annual workshop, designed specifically for library trustees. This year we will be offering the program twice, in Oak Brook and Springfield.

For more information on the program, and to register online, please visit www.ila.org/trustee-workshop.

For those requiring an overnight stay, a block of hotel rooms has been reserved for each location.

Chicago Oak Brook Marriott:

The single/double room rate is \$74, plus tax, per night. Please call (800) 228-9290 or (630) 573-8555 to make your reservation. Reservations must be made by Friday, January 13.

President Abraham Lincoln Hotel and Conference Center:

The single/double room rate is \$89.99. Please call (217) 544-8800 to make your reservation. Reservations must be made by Friday, March 2.

Registration Form

Remember to contact the hotel directly for room reservations!

ILA Member Registration: \$125*

Non-Member Registration: \$150*

Registration includes breakfast and lunch, two snack breaks, and the workshop.

** Register multiple trustees and save! Register one trustee at the full price and each additional trustee from your institution will receive a \$10 registration discount. Please send a separate form to register each trustee.*

Name: _____

Institution: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Please select your session:

North/Oak Brook, February 4:

South/Springfield, March 24:

Payment Information:

Registration Amount: \$ _____

Method of Payment:

Check MasterCard VISA Discover AmEx

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Deadline for registration is January 27, 2012 for Oak Brook and March 16, 2012 for Springfield.

Cancellations must be received in writing before January 27 or March 16, respectively. Cancellations received after January 27/March 16 and before February 4/March 24, will receive a 50% refund. No refunds will be given for cancellations received after February 4/March 24. All cancellations are subject to a \$15 processing fee. Confirmations and additional information will be sent prior to the workshops. Send conference registration and payment to Illinois Library Association, 33 W. Grand Ave., Suite 401, Chicago, IL 60654-6799; phone: (312) 644-1896, fax: (312) 644-1899.



adopt, adapt, accelerate

IACRL 2012 Conference ■ March 16, 2012 ■ DoubleTree Hotel, Oak Brook

Join IACRL, a forum of the Illinois Library Association and a chapter of ACRL, for a statewide conference for academic librarians in Illinois. The conference will offer inspiration as well as practical tips for academic librarians in all types of institutions.

Keynote: Steven Bell, ACRL 2011–2012 Vice-President
Associate University Librarian for Research and Instructional Services, Temple University

CONFERENCE SCHEDULE

Thursday, March 15:

Pre-Conference Dessert Reception 8:00 – 9:00 P.M.

Friday, March 16:

8:00 – 9:00 A.M.	Breakfast
9:15 – 10:15 A.M.	Breakout Sessions
10:30 – 11:30 A.M.	Breakout Sessions
11:45 A.M. – 1:30 P.M.	Luncheon Keynote and Poster Sessions
1:45 – 2:45 P.M.	Breakout Sessions
3:15 – 4:15 P.M.	Breakout Sessions

For more information on the conference and to register online, visit <http://www.ila.org/iacrl2012>

CONFERENCE HOTEL

A block of rooms has been reserved at the DoubleTree Oak Brook. Please contact the hotel directly to make your reservation:

DoubleTree Hotel Chicago-Oak Brook
1909 Spring Road
Oak Brook, IL 60523
Phone: (630) 472-6000
Reservations: (800) 222-TREE or <http://doubletree1.hilton.com>
Single/Double/Triple/Quad Rate: \$117
Reservations must be made by February 23, 2012

CONFERENCE REGISTRATION INFORMATION

Early Bird Registration: \$125

The Early Bird Deadline is February 17, 2012

Advance Registration: \$150

Registration between February 18 and March 9

On-Site Registration: \$175

Registration after March 9

Student Registration: \$60

Sponsor-a-Student: \$15

Your contribution will help underwrite the cost of attendance for a library school student.

Name: _____

Institution: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

PAYMENT INFORMATION:

Registration Amount: \$ _____

Method of Payment:

Check MasterCard VISA Discover AmEx

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____



Deadline for registration is March 9. Cancellations must be received in writing before March 9. Cancellations received before March 9 will receive a 50% refund. No refunds will be given for cancellations received after March 9. All cancellations are subject to a \$15 processing fee. Confirmations and additional information will be sent prior to the workshops. Send conference registration and payment to Illinois Library Association, 33 W. Grand Ave., Suite 401, Chicago, IL 60654-6799; phone: (312) 644-1896, fax: (312) 644-1899.

Illinois Library Day

Mark your calendar for Illinois Library Day, Wednesday, April 18, 2012. In these difficult economic times, libraries of all types are needed more than ever. And our library customers, students, and communities need us to speak up for the incredible role of libraries in supporting education, workforce development, and competitive colleges and universities.

ILA's Illinois Library Day is a day of advocacy held in Springfield. It is a time for library supporters to "talk up" libraries with visits to elected officials at the Capitol. Illinois Library Day is held during the state legislative session and includes training and special briefings the evening before the full day of visits.

ILA has reserved a block of rooms at the State House Inn, 101 East Adams, Springfield, IL 62701; phone: (217) 528-5100 reservations; fax: (217) 528-4358; room rate: \$98.99 single or double (12 percent hotel tax not included). Room rates include in-room high-speed Internet access, parking, and a full American breakfast buffet daily. When making reservations, please mention the group block for the Illinois Library Association. The cutoff date for reservations is Monday, March 19, 2012. At that time any unsold rooms will be released to the hotel for general sale. Reservations received after the cutoff date will be on a space-and-rate available basis only.

Remember to contact the hotel directly for room reservations!

Registration Information

ILA Member Registration: \$10

Non-Member Registration: \$20

\$35 for dinner on Tuesday, April 17, 2012, 7:00 P.M., at the State House Inn.

Registration: \$ _____

Dinner: \$ _____

TOTAL: \$ _____

Name: _____

Institution: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Midwest Buffet: roasted loin of pork, baked vegetarian lasagna, roasted redskin potatoes w/ parsley butter, Malibu blend of vegetables, fresh Caesar salad, rolls with butter, coffee, tea, and dessert. Price includes 20 percent gratuity.

Dinner Speaker: ILA Legislative Consultant Kip Kolkmeier.

Method of Payment:

Check or money order for \$ _____ made payable to ILA or

Charge \$ _____ to my MasterCard VISA
 Discover AmEx

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____



Deadline for registration is April 1, 2012.

Cancellations must be received in writing before April 1. No refunds will be given for cancellations received after April 1. Confirmations and additional information will be sent after the registration deadline. Send payment to the ILA Office, 33 W. Grand Ave., Suite 401, Chicago, IL 60654-6799, fax: (312) 644-1899, <http://www.ila.org/events>.

National Library Legislative Day

April 24, 2012 Mark your calendar for National Library Legislative Day, Tuesday, April 24, 2012. With state cuts and federal dollars being used for per capita grants, this is a very critical and exciting time for us to get our message out to Congress. A variety of activities have been designed to prepare National Library Legislative Day participants for an informed and effective day of congressional visits.

Accommodations: ILA has reserved a block of rooms at the Capitol Hill Suites, 200 C St., SE, Washington, DC 20003; phone: (202) 543-6000; fax: (202) 547-0883; \$249 single, \$269 double, \$289 triple, and \$309 quad, 14.5 percent sales taxes are not included. Room rates include continental breakfast. High-speed wired and wireless Internet access are available complimentary within guest suites. When making reservations, please mention the **National Library Legislative Day**. The cutoff date for reservations is March 22, 2012. At that time any unsold rooms will be released to the hotel for general sale. Reservations received after the cutoff date will be on a space-and-rate available basis only.

MONDAY, APRIL 23

9:00 A.M. Participants may want to attend the ALA briefing day to be held at the Liaison Capitol Hill, an Affinia Hotel, 415 New Jersey Ave., NW, Washington, DC 20001. This full day (9:00 A.M. – 3:30 P.M.) of issues briefings is designed to prepare participants for congressional visits.

5:00 – 7:00 P.M. The National Library Legislative Day Committee has scheduled a Congressional Reception (location to be announced). All representatives and senators will be sent invitations to attend the reception. Congressional staff is also being invited.

6:00 P.M. This day's events will continue with a cocktail hour (6:00 – 7:00 P.M.) and dinner (7:00 P.M.) at the Capitol Hill Club, 300 First St., SE, Washington, DC 20003; phone: (202) 484-4590. Attendance at dinner is optional. Our invited speaker is Christina M. Tchen, Director of the White House Office of Public Engagement.

TUESDAY, APRIL 24

8:30 – 9:45 A.M. A kickoff with a brief summary of key issues has been scheduled at a location to be announced on Capitol Hill.

9:45 A.M. The delegation will "Hit the Hill," with scheduled congressional appointments.

3:00 P.M. Currently, the tentative scheduled meeting with Illinois Senators Dick Durbin and Mark Kirk.

REGISTRATION FORM

Name: _____

Institution: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____

Fax: _____

E-mail: _____

Your registration fee includes legislative materials, coffee breaks at the briefing sessions, and the Congressional Reception on Monday evening, organized by the National Library Legislative Day Committee. \$25 of your registration fee goes to the ALA for coffee breaks, room rental, and speakers; \$15 goes to ILA for registration, organizing the packets, dinner, and congressional appointments; and \$5 goes for speaker and guest expenses.

\$45 for ILA Members \$55 for nonmembers

\$55 for dinner on Monday night at the Capitol Hill Club, 300 First St., SE, Washington, DC 20003; phone: (202) 484-4590. All dinners will be served with warm breads; seasonal garden greens (baby spinach, bib lettuce, red oak, tomatoes, cucumbers, dates, walnuts, dried cranberries, herb vinaigrette); Ghirardelli chocolate truffle cake, pomegranate coulis, whipped cream; coffee, decaffeinated coffee, and a selection of fine teas. A cash bar will be available. **Price includes 10 percent District of Columbia sales tax and 20 percent gratuity.** Please choose one of the following menu options:

Classic chicken piccata, sautéed with lemon, capers, and butter, roasted mushroom potatoes, asparagus, baby carrots

Herb-crusted mahi mahi, lemon beurre blanc, roasted potatoes, julienne carrots, green beans

Fine herb risotto, roasted asparagus, seasonal grilled vegetables tomato jus, parmesan cheese (vegetarian)

Method of Payment:

Check or money order for \$ _____ made payable to ILA or

MasterCard VISA Discover AmEx

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

While attending the 2012 National Library Legislative Day, I will be staying at _____ (name of hotel or other accommodations).



Deadline for registration is April 1, 2012.

Cancellations must be received in writing before April 1. No refunds will be given for cancellations received after April 1. Confirmations and additional information will be sent after the registration deadline. Send payment to the ILA Office, 33 W. Grand Ave., Suite 401, Chicago, IL 60654-6799, fax: (312) 644-1899, <http://www.ila.org/events>.

Please register online this year at ReachingForward.net or fax this filled out form to 312-644-1899.

REACHING FORWARD

Reaching Forward 2012 Annual Conference

May 4, 2012 • 8:00 AM – 3:30 PM

Donald E. Stephens Convention Center, Rosemont, IL

ONE REGISTRATION FORM PER PERSON

Keynote Speaker:

Jim Feldman, ShiftHappens.com

Shift Happens all around us. Today there is no shortage of problems that require new shifts or changes in thinking. It's time to shift your thinking. Jim Feldman is an expert business and motivational speaker specializing in Change Management, Customer Service, and Innovative Problem



Solving. Jim will show you how to solve problems using existing resources to save your library stress, time, and money. Jim's presentations are full of content, humor, and interaction with the audience. He is not only entertaining, but also informative.

Conference Schedule

8:00 AM	Exhibits Open
8:00 – 8:45 AM	Continental Breakfast and Exhibits
8:45 – 9:00 AM	Welcome
9:00 – 10:00 AM	Keynote – Jim Feldman
10:15 – 11:15 AM	Breakout Session 1
11:30 AM – 12:30 PM	Breakout Session 2
12:45 – 1:45 PM	Luncheon: <i>Entrée will be Cheese Tortellini</i>
1:45 – 2:15 PM	Author Book Signing and Exhibits
2:15 – 3:15 PM	Breakout Session 3

Registration: \$125 per person, includes continental breakfast and luncheon.

A full listing of conference programs and detailed conference information is available at ReachingForward.net

NAME _____ E-MAIL _____

LIBRARY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

Payment Information

\$125 per person

Return registration to:
Reaching Forward Conference
Illinois Library Association
33 W. Grand, Suite 401
Chicago, IL 60654
Fax: (312) 644-1899

You may also register online at ReachingForward.net

A check is enclosed

Credit Card:

VISA MasterCard

AM EX Discover

_____ CARD NUMBER

_____ EXPIRATION DATE

_____ SIGNATURE

No refunds will be given after April 13, 2012

If special accommodations are needed, please contact the ILA office by April 13: ila@ila.org or (312) 644-1896.

Parking is available in the parking garage across the street from the convention center. Parking is \$13.00 per car and payment is made by cash or credit card at pay stations in the garage. Pre-pay before entering the conference to avoid lines at the end of day.

Attendance at Reaching Forward programs constitutes consent to be photographed for Reaching Forward publicity purposes. If you do not wish to be photographed, please notify conference staff.

Questions? Contact the Illinois Library Association at ila@ila.org or (312) 644-1896.

Library Jobline of Illinois



<http://www.ila.org/jobline>

Positions for Librarians and Support Staff

All employer job openings are listed on the ILA Web site (www.ila.org/jobline) for 30 days and the cost is \$100.



2012 ALSC National Institute *LIBRARIES LEADING THE RACE*

September 20 - 22, 2012 | Indianapolis, Indiana
www.ala.org/alscinstitute

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Authors & Illustrators

Peter Brown, Denise Fleming, Kevin Henkes, Eric Rohmann,
Gary Paulsen, Bryan Collier, Doreen Rappaport and April
Pulley Sayre

Educational Programs

Best practices, competencies, early literacy, library
spaces, partnerships, programming, technology, collection
development and much more!

Networking

ALSC Connection brings together more than 300 children's
librarians and experts through networking activities.



◀ MY TURN ▶

| Anne Slaughter, Oak Park Public Library |

Users First:

Technology and Content

Imagine walking into a store and asking a basic question about one of their products. The sales associate, visibly uncomfortable, tells you only one person that works there knows about that particular product, and sorry, they're on vacation this week. That can't be good for your confidence in that store, or the likelihood that you will return.

I worry that our patrons too often find themselves in that position when they need help with library collections and services that depend on technology. Is it acceptable for a patron to approach a librarian and not be able to get help with a popular collection? What if that collection is e-books and thus involves the use of technology — does our standard of service change based on whether or not the librarian is comfortable with said technology? I think that's the crux of our imperative to accommodate new technologies. It's not enough to equip our collections and services with technology — the service we provide, the experience our patrons have with us, is the important thing. Which is challenging when the landscape is shifting under our feet, and we risk losing credibility with our community if we don't make the right moves.

This is the changed reality I'm addressing in my newly created position of Virtual Services Manager, one of a growing number of librarians focused on making technology more human. I'm working with our Web site, e-books and other digital collections, social media and other Web-based technologies, virtual reference, devices like e-readers and tablets, and whatever else arises. We've expanded our technology-focused staffing beyond the role traditionally served by IT, because we need staff energy focused toward providing a quality user experience for patrons across our digital services.

So how much do we invest in new tools and formats, and where does the money come from? Where should staff expertise lie? Do we lend devices or just content? What should we be doing with social media? Is our investment in digital technology proportionate to the number of users who benefit? Would more people benefit if we invested more? Where is the balance in all of this? It's not possible to have it all figured out at this point in the game, with the playing field changing constantly. I think it's exciting to have more questions than answers. It's all in how we respond. To bring this into focus I've turned to our old pal Ranganathan and applied his Five Laws of Library Science to this work:

1. Content is for use.
2. Every user has his or her content.
3. All content has its user.
4. Save the time of the user.
5. The library is a growing organism.

So how does this look at my library? Here are a few examples:

We completely revamped our Web presence as a hub of virtual services, with a focus on our users. We conducted user research and identified the needs and priorities they bring to the library's Web site. Then we organized the content to reflect those needs and priorities. Along with the user-focused information architecture, we've struck a new tone with our Web services, using plain and friendly language, banishing jargon, and saving our users' time by getting to the point quickly.



Our goal is to minimize the potential barriers and confusion created by technology. We're integrating third-party products like our calendar and e-book downloads into our own Web site as seamlessly as possible so our patrons don't have to feel lost or stupid.

Our patrons expect us to be experts in what we offer. We're working on new ways for staff to become experts in e-readers, mobile devices, and other tools patrons use to access our services and collections.

We're planning for sustainability and flexibility by developing social media practices that aren't necessarily tool-specific, and building in approaches to the adoption of new tools; building our Web site on a flexible content management system; migrating

our digital archive so it can integrate into our Web site and other digital archives; dedicating the staff resources required to maintain all these efforts, with support across the organization.

Underlying each of the Ranganathan-inspired laws hanging over my desk are reminders that the tools aren't the service, and new tools will always appear. At one end of the spectrum is the temptation to relegate anything with a button or screen to the niche interests of the young folk who know about such things. At the other end is raging technolust, and the adoption of new shiny tools for the sake of new and shiny. Transcending all of this, and setting our direction, is the user experience — providing the consistently excellent library experience our community expects, across platforms, formats, and spaces — physical and virtual. **ILA**



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