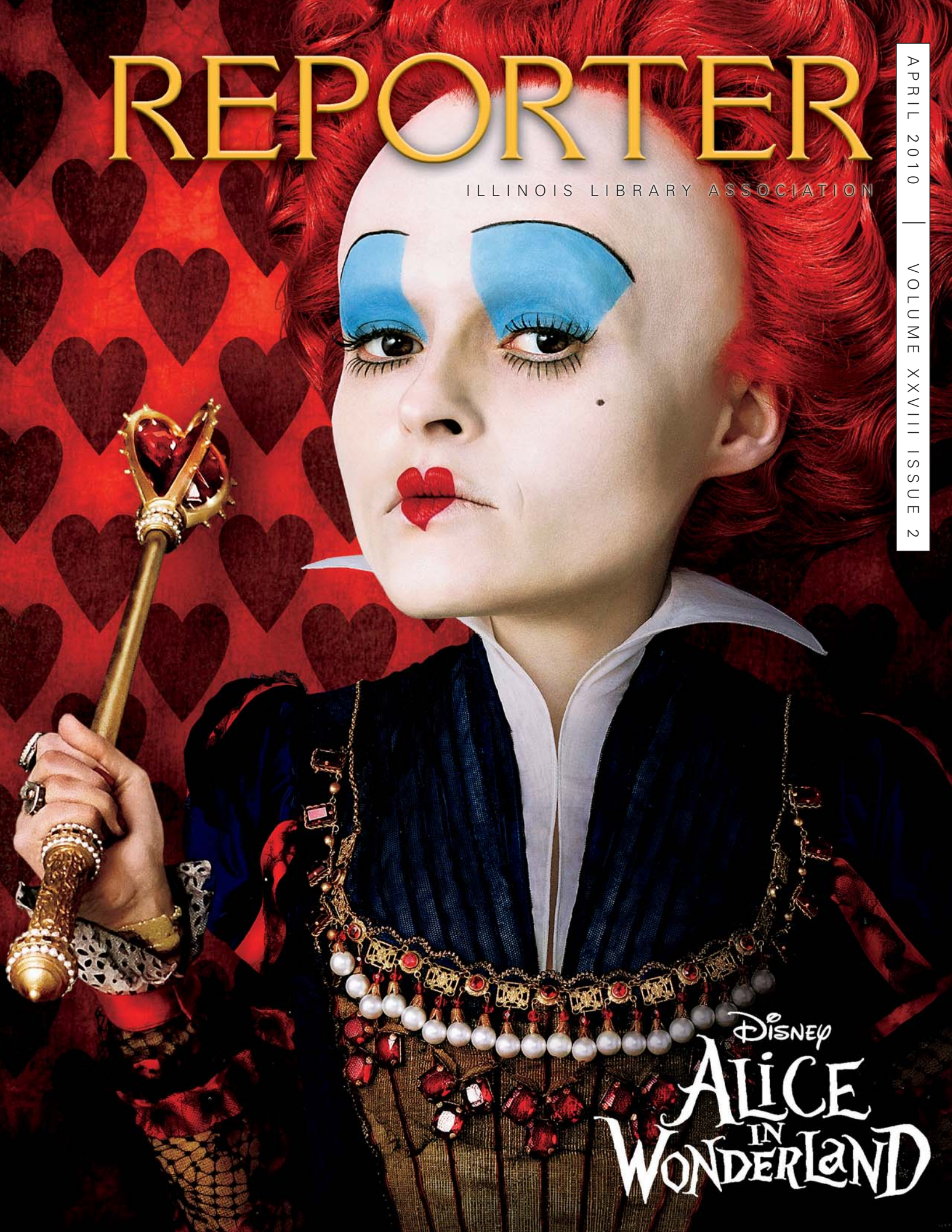


REPORTER

ILLINOIS LIBRARY ASSOCIATION

APRIL 2010

VOLUME XXVIII ISSUE 2



Disney
**ALICE
IN
WONDERLAND**

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

Alice in Wonderland comes to the big screen and the prairie in 2010, with the new Tim Burton film from Disney and an exhibit on Lewis Carroll at the University of Illinois at Urbana-Champaign, proving that special collections and mass culture are not mutually exclusive. See Chris Watkins's article "More Treasures in Library *Wonderland*" on pages 8-12. *Alice in Wonderland* © 2010 Disney Enterprises, Inc. Directed by Tim Burton, the new film features Helena Bonham Carter, our cover girl a.k.a. the Red Queen, Mia Wasikowska as Alice, and Johnny Depp as the Mad Hatter.

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 three 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. Copy may also be submitted on disk or faxed to (312) 644-1899. 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.

CONTENTS



FEATURES

- 4 BRINGING IN NEW USERS AND NONUSERS
by Jan LaRoche
- 8 MORE TREASURES IN LIBRARY *WONDERLAND*
by Chris Watkins
- 14 WHEN CITY HALL COMES TO CALL:
LOOKING TO LIBRARY BUDGETS FOR
DEFICIT RELIEF
by Robert P. Doyle
- 18 SNAPSHOT! ONE DAY IN THE LIFE
OF ILLINOIS LIBRARIES
- 24 2010 GENERAL PRIMARY LIBRARY
REFERENDA RESULTS
- 26 SOCIAL MEDIA CHEAT SHEET
- 27 NEW MEMBERS

OPINION & COMMENTARY

- 16 IT'S TIME TO HANG ON, SLOOPY!
by Allen Lanham
- 30 MY TURN
by Jo Ann Armenta



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Bringing the Outside In ... and the Inside Out will be the *ILA Reporter* lead articles for 2010.

As society experiences changes in technology, communication and community, and the economy, librarians are re-examining how, when, where, and to whom they offer services. From education to advocacy, marketing to materials, topics will cover a range of issues important to libraries today.

"How are libraries defining and re-defining their role and mission in their communities?" The April issue explores turning nonusers into users; and the My Turn column by Jo Ann Armenta extols that libraries are now not just quiet zones, but rather places where kindred spirits are found.

This series of articles in the 2010 *ILA Reporter* aims to highlight efforts of the bricks-and-mortar libraries in our communities, businesses, and schools, to adapt to the ever-increasing virtual demands of our society and the evolving ways in which we are learning, communicating, and seeking information.

| Jan LaRoche, Moline Public Library |

Bringing in New Users and Nonusers

You probably know a lot about the people using your library. But what do you know about the people who aren't using your library? Do you know who they are or why they are not using the services you provide? The answers may surprise you.

Whether you are a public, school, academic, or special library, you have a community that you serve. Ideally, everyone within that community is a user of your library. It may even be a part of your mission statement. The Hillside Public Library "serves as a learning and educational center for all community residents." The Palos Park Public Library believes "the library is an important place for all community members to gather and socialize." School and university libraries serve all students

and the community as well. Special libraries serve their organization's employees. Yet not everyone is being served, or being served equally.

Identifying nonusers is not as easy as it may sound. First one must determine what a nonuser is. Many libraries define a nonuser as a person who lives within their service area who does not have a library card. But does simply having a library card make a resident a user? Barb Coward of the Cortland Community Library says, "community members who get a card but never take advantage of the library's services are a true puzzle. We try to make Cortland Library an inviting and useful destination ... but some people just don't make time for libraries in their lives."

[continued on page 6]

“Whether you are a public, school, academic, or special library, you have a community that you serve. Ideally, everyone within that community is a user of your library. ”





[continued from page 4]

What of those residents who don't have a card but use the library for other resources? Carolyn Mesick of the Moline School District defines a nonuser as "someone who comes to the library with the class and only takes out books to fulfill classroom requirements." In a public library a nonuser could be a patron who uses the Internet but does not check out materials. Special libraries may fulfill research needs but find their patrons are not taking advantage of the many other services they offer.

Once you have determined what a nonuser is you need to find out who your nonusers are. If you define a nonuser as someone who does not have a library card, demographics can help. Judith Pet, Manhattan-Elwood Public Library District Director, uses data from the U.S. Census and current cardholders to determine how many residents do not have library cards. However, finding those people who have a library card but simply do not use the library can be trickier,

particularly in a larger community. Western District Library Director Shirley Carney works in a small library, "so we know most of the users." Even in larger libraries, observation is the first step. Once you know who your users are, you will have a better idea of who is not being served.

The next step is to determine what is preventing these nonusers from becoming users. Reaching out to nonusers, of course, requires more work than reaching the people already coming through your doors. You have to reach out to them. Community-wide surveys are one option. If you have observed a particular group is being underserved, invite them to a focus group. Partnering with a community organization that serves your nonusers can be a big help. In Moline, a partnership with Casa Guanajuato has improved awareness of the needs of the Hispanic population, resulting in an increase in service and use to the community.

“Your ultimate goal may be to serve everyone in your community to the fullest extent possible, but it is virtually impossible to appeal to everyone in the same way.”

Now it is time to set goals. Your ultimate goal may be to serve everyone in your community to the fullest extent possible, but it is virtually impossible to appeal to everyone in the same way. Intermediate goals, with a specific target population and objective, should be based on your definition of a nonuser and the results of your studies of nonusers.

The Manhattan-Elwood Public Library District has a goal of getting everyone in the community a library card. Knowing that families with small children were underserved, they made a cooperative agreement with local schools to send registration cards home with kindergarten and first grade students. As a result, their primary school applicants increased by 100 percent this past fall. Next they plan to have an online application available to target an increase in adult applicants.

With no video store in town, the Cortland Community Library's collection of more than 2,000 movies offers the best selection around. The library uses this to appeal to nonusers

and nontraditional users. Barb Coward believes “the fact that some residents use the library only as a video store may have been a factor in our passing a 2007 referendum to increase our operating budget,” which doubled the library fund and allowed the library to increase its hours.

The Malta Township Public Library tripled the number of individuals using the library from 2004 to 2007. Prior to that time, the only programming offered was preschool story hour and summer reading for preschool to fifth grade. They now have more than sixteen regular programs and a summer reading program that covers all patrons, newborn through adult.

Turning nonusers into users is a long-term process, one that is never fully accomplished. However, by having a clear idea of the needs of your community and a plan to meet those needs group by group, you can always be one step closer to your goal. **ILA**





II.

HOW ALICE GREW TALL.

AND so, after Alice had tumbled down
the hole and had run a long long way up

More Treasures in Library *Wonderland*

Alice in Wonderland comes to the big screen and the prairie in 2010, with the new Tim Burton film from Disney and an exhibit on Lewis Carroll at the University of Illinois at Urbana-Champaign, proving that special collections and mass culture are not mutually exclusive.

The Rare Book & Manuscript Library at the University of Illinois at Urbana-Champaign has one of the foremost collections of English literature in the country, with extensive holdings of works by and about John Milton, as well as the influence of a collector interested in anything Shakespeare might have read. In amongst the Milton and the Shakespeare is a small four-shelf case dedicated to Lewis Carroll, most known for his creation of *Alice in Wonderland*, but also an inventor of many of his own games and puzzles and rule-writer for others, including tennis. A single document box contains Carroll's own chess set, original photographs, and other items collected by Flodden W. Herron. Herron was a fan and collector, interested in Carroll's fascination with games and their rules. The university acquired his collection in the 1960s as part of its focus on both English literature and children's books.

"Curiouser and Curiouser: The Games and Mind Games of Lewis Carroll," an exhibit based on the contents of that box, was actually inspired by the Disney film in a roundabout way. Valerie Hotchkiss, head of the Rare Book & Manuscript Library, saw a preview for the film with her son and decided it was too good an opportunity to pass up. While some exhibits are months or even years in the planning, this one came together almost spontaneously. Five graduate students drawn from both English and Library and Information Science

departments worked on the exhibit, starting with the objects and finding a way to tell a compelling story. The focus on games capitalizes on today's interest in the same subject by "kids" of all ages.

The month-long Carroll exhibit featured both the chess set and backgammon board owned by the author and encouraged visitors to try their hand at nearby game tables. Carroll — the pseudonym of a professor of logic and mathematics at Christ Church College, Oxford — enjoyed the play and puzzles that numbers offered, but it was the certainty of mathematical solutions that most appealed to him. His literary style reflects the same melding of logic and play, as his poems "Jabberwocky" and "The Hunting of the Snark" demonstrate. His mirror writing experiments with the look of language and letters, his interest in perspective and symmetry. The exhibit features examples and the opportunity for the viewer to try their own hand at writing in reverse.

These looking-glass experiments coincided with Carroll's interest in photography and his desire "to picture" the world anew. The exhibit includes photographs of Alice Pleasance Liddell, a young girl of Carroll's acquaintance. While Carroll claimed that the Alice in his stories was not based on any real child, he did dedicate the book to Alice Liddell and included her photograph at the end of the original manuscript.

[continued on page 11]

THE MAD TEA - PARTY.



I don't quite see where she *got* the bread
butter : and she had no plate for it. I
seems to have a plate except the Hat



d - and -
Nobody
ter. I

[continued from page 9]

Whether based on a real child or not, Carroll's sweet young Alice captured the imaginations of adults and children throughout Britain and America in the mid-nineteenth and early twentieth centuries, illustrated by the variety of Alice memorabilia in the exhibit, including Wonderland postage stamp cases, paper dolls, and pop-up books. More than 150 years after its publication, Carroll's tale continues to provoke interest and curiosity. The earliest readers likely found in Carroll's story a welcome escape from the strictures of the Victorian era, when adults tried to bend the irrational world to reflect order and sense. Today, in a world no less confusing, audiences continue to desire amusement and escape, to disappear into a rabbit hole of their own for a few hours of diversion.

The exhibit wrapped up its run on March 5 with a Mad Hatter Tea Party, coinciding with the release of the latest film version of *Alice in Wonderland*. Both kids and adults were drawn to visit the exhibit on campus, and library staff were available for presentations at local schools.

Hotchkiss' tenure at the library has been marked by a determination to make the collections a cultural center for the community, not just a resource for scholars. The exhibits highlight the collection, but also delve into the collection to highlight other events on campus and in the community. For example, a major exhibition on the library's holdings in English literature, "English in Print," traveled both to the Grolier Club in New York and to the University of Illinois at Chicago campus in 2009. This spring, an exhibit on Mark Twain will coincide with the 175th anniversary of his birth and the one hundredth anniversary of his death, and a Proust exhibit will connect to a four-day conference on campus sponsored by the French Department.

Another offshoot of the collections is the Soybean Press, a letterpress housed in the library used for classes, demonstrations, and visits from master printers, poets, and writers. Previous guests included the Pulitzer Prize-winning poet William Merwin and Audrey Niffenegger, author of *The Time Traveler's Wife* and *Her Fearful Symmetry*, as well as a book artist in her own right. The next featured guest printer is Amos Kennedy, a printer and performance artist currently working in Alabama and known for his powerful and provocative graphic work. Kennedy's work can be found at www.kennedyprints.com. His prints and other Soybean Press items are likely to be found in special collections of the future, making the same kinds of connections to the twenty-first century that Lewis Carroll offers to the nineteenth century to today's visitors.

[continued on page 12]

[continued from page 11]

WHERE'S ALICE?

We asked other Illinois libraries if they had materials relating to Lewis Carroll and heard from Linnea Knapp, archives librarian at the University of St. Francis in Joliet. The library has a handwritten letter from John Tenniel, the illustrator of *Alice in Wonderland*, to Charles Agnew, dated December 28, 1876, asking him to give the accompanying copies of 'Alice' to his little girl. The letter came to the university as a part of the John L. Raymond Special Collection, which includes books donated by Raymond from 1950 and until his death in 1974. It's not known how Raymond came by the letter, nor is the connection between Tenniel and Agnew definitely established, although Bradbury, Agnew & Co. published quite a few of Tenniel's works.

If there are other "Alice" works in library collections, please let us know and we'll share them in the next issue. 

10, Dorisbarn Road,
St Albans Hill, Essex.

Dec. 28. 1876.

Dear Mr. Charles Agnew:
Will you, please, give
the accompanying copies of
"Alice" to your little girl, with
my love. I meant to have
sent them long ago, but
thought she would, perhaps,
prefer to receive them in the
form of a "Christmas gift."
 Hoping you are quite
well, & with kindest regards,
& all good wishes for the
New Year to you & yours,
Believe me to remain
Yours always sincerely
John Tenniel.





No Sshhing...

SPEAK UP & NOMINATE FOR AN ILLINOIS LIBRARY ASSOCIATION AWARD!

Nominations for all ILA Awards are due May 17, 2010. 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.

Designed by Melissa Tikalsky,
Orland Park Public Library



Illinois Library Association

When City Hall Comes to Call: Looking to Library Budgets for Deficit Relief

You know the old saying — you can't fight city hall. That may be true, but municipal libraries around the state are finding that city hall may be picking fights with them, or at least picking at their budgets as deficits get tougher to solve. At issue in some cases is the autonomy — or lack thereof — of the municipal library's taxing authority, and in turn, the library budget. A number of communities, including several in Chicago's northern suburbs, are in the midst of negotiating this new terrain against the backdrop of changing political realities and relationships.

While it's tempting to look for a global solution to these issues, such as bolstering existing state laws to protect library budgets, the current economic and political climate argues against the success of such efforts. And while some of these situations have some elements in common, they all have local variations and distinctions that would make a blanket solution difficult or impossible and potentially undesirable.

Statewide legislation is appropriate when a specific provision of current law appears to be either violated or unclear, but such situations tend to be rare. Major legal restructuring is a tempting solution — after all, the creation of independent library districts has been very beneficial for some libraries. But these are major undertakings and require careful assessment of the likelihood of success.

With the array of local battles today, working in concert and keeping each other informed about what's happening in our communities is the best way to strengthen our positions, develop effective strategies, and avoid what some fear could be a "domino effect."

HIGHLAND PARK AND HOME RULE

To that end, the Illinois Library Association recently lent its support to the position of the Highland Park Public Library in the face of the city's actions to reduce the library's levy authority. In a series of letters and exchanges throughout the fall and early winter, the library asserted both its legal standing and willingness to work with the city. As of this writing, no resolution has been reached. ILA believes the Illinois Local Library Act (75 ILCS 5 et seq.) is superior to the provisions of home rule, which the city is using as a basis for its authority to reduce the library levy. In fact, ILA President Carole Medal sent a letter to the mayor expressing concern in the city's unprecedented interpretation of home rule.

Law, as we know, is subject to interpretation. In this case, both sides have asserted their positions and the hope is that a negotiated settlement will be reached without resorting to more formal legal action. Even if the library won its case in court, suing the local government is not an attractive option. Instead, knowledge of the legal issues, coupled with an ongoing strategic approach, is a more viable approach.

"Law, as we know, is subject to interpretation."


MICROMANAGING ON THE RISE

The following overview of specific examples drawn from the northern suburbs makes it clear that a one-size-fits-all solution is not the best approach. Most illustrate a trend toward a greater level of attention by government officials to areas once believed to be within the control of the library board.

- Highland Park's neighbor library, the Highwood Public Library, was surprised when the mayor informed the city council that all library trustees had been removed, except for one who later resigned. The mayor noted that the letters to the former board members were delivered by a police officer and that the new group he is appointing has a "good agenda." A new director will start soon at Highwood.
- In Des Plaines, the city council seemed to be suggesting layoffs at the library without saying so directly and at the same time, the city manager was going back and forth on whether the city would continue to provide certain administrative services. The library reached an agreement that resulted in no layoffs, some reductions in both the property tax levy and salary increases, and hiring an outside firm for some services.
- Declining sales tax revenues in the village of Oak Brook have led village trustees to look at privatizing the public library with the goal of cutting \$300,000 from the library's nearly \$1.4 million annual budget.
- The Rockford Public Library would close the Lewis Lemon Branch, lay off two dozen staffers and six management-level employees, and reduce hours at all libraries, under a reorganization proposal. Library officials expect to lose \$1.4 million in funding, including \$824,897 the city has traditionally allocated for pensions.
- The Naperville Public Library is facing its second year of being asked to cut over \$1 million from its budget, putting library hours and programs on the chopping block. The city has asked the library to come up with the cash to help it fill a \$6 million shortfall in its general fund next year that is part of a larger \$14.1 million budget hole. The library successfully negotiated conditions for its agreement, such as coverage of some pensions and health insurance costs.
- Evanston City Manager Wally Bobkiewicz proposed closing the two Evanston Public Library branches as part of his overall budget package to close an estimated \$9 million deficit in the city's general fund. After considerable public discussion, the branches will remain open for six months during which time funding options must be explored to support the branches. They will no longer be supported by the Evanston city budget after August 2010.

RESPONDING TO THE CURRENT CLIMATE

It is likely that many libraries in the state will face similar situations this year or in the near future. The suggestions below offer a framework for organizing your response and draw on the experiences of other libraries and library advocates around the state. These are not solutions, rather the outline for an approach that will keep the lines of communication open and position the library as an essential resource, one that supports the best interests of the community and deserves community support. Remember, you need to deal with your local government not only this year, but every year.

- 1) **Think locally.** Most cases are unique and local in nature and must be resolved at that level; conferring with colleagues is useful, but statewide pressure might not be.
- 2) **Know the landscape.** Stay informed on funding issues facing your local government and those in your neighboring communities; ideas — both good and bad — can travel fast from one community to another.
- 3) **Be proactive.** Don't wait for the crisis to come to you; maintain open communication and excellent relations with your elected officials.
- 4) **Be realistic.** Don't expect the library budget to be protected against the need for cost savings across the board but don't be the sacrificial lamb.
- 5) **Be creative.** Look for solutions that are win-win.
- 6) **Know your options.** Don't propose solutions that don't have political or community support.
- 7) **Be alert.** Monitor the actions of the municipal authority and keep your board, library supporters, and the Illinois library community informed; look for opportunities.
- 8) **Get help.** Seek legal counsel, when appropriate, from the library board's attorney.
- 9) **Be smart.** Use common sense and good judgment in deciding when and how to publicize issues; some issues are better resolved working quietly behind the scenes.
- 10) **Be strategic.** When appropriate, tell your story and select one person to be the primary library spokesperson and media contact. Issue well-written, concise press releases; articulate your reasons, the process, and the library's policies.
- 11) **Be positive.** Remember in most communities there is strong undeniable public support for libraries — enlist and activate that support, when appropriate.
- 12) **Keep it in perspective.** Don't win the battle and lose the war.
- 13) **The Power of One.** Never underestimate the impact of a single individual, positively or negatively. 

It's Time to Hang On, Sloopy!

Yes! Spring is here. We survived the frigid winter, again. I knew we could. I also knew our libraries would supply the fuel for so many people during the dark months ... research materials, mysteries to cuddle up with, media for the masses, job notices, Internet access, and online information.

We continue to put on a good face, although there is trouble in more than the river cities. Libraries all over the state are having to consider taking serious steps to stay within their budgets, often cutting hours, trimming the payroll, and making do with fewer new materials to offer their patrons. The Illinois General Assembly is providing little hope that our lives can proceed without major changes overtaking most corners of our society.

Although libraries want to do their part in getting our communities back toward financial stability, how we can do this is not quite clear. Cutting services is not a good option. If we withhold what students and citizens need to stay afloat, that would not be beneficial over the long run.

If we deny the lifelines of information and Internet access, there are no other agencies to offer them to the general public. Our academic and public libraries take this responsibility seriously, and rightfully so.

With so many areas gagged by tax caps or receiving no increases from parent agencies, libraries have been burdened with increased salary obligations because of the minimum wage increases that have hit so many times in recent years. Our state government wisely [ouch, my tongue just pierced my cheek] thought they should increase the wages of thousands of employees, not giving local entities a way to comply without cutting services. Student wages have increased by leaps while universities have been unable to allocate more funds to the library budget. In the public library arena, cities have had to allocate more and more of their funds to cover such things as pension accounts. What is a library to do?

I know of one library that has released most of their part-time help, closed Thursdays for the first time, and has ceased to buy materials until the next property tax check arrives six months



from now. A large academic library nearby stopped purchasing new books last November, and will possibly have to wait until July to renew collection efforts. A community college librarian confessed that her acquisitions budget had been decimated this fiscal year. The plight of the regional library system budgets has been well documented and the Illinois State Library has taken so many cuts over the past several years that it is hardly the same place.

If this was the first year of such sorrow, perhaps we could overlook the glitch. However, this erosion has been active for quite some time, now amounting to an abyss. The inflation rate for library materials has continued to outpace budgets for a decade or more, some years by double digits. Although the publishers have been more reasonable the past couple of years, our acquisition budgets have, for the most part, never been adjusted to contend with the predominance of electronic resources in our periodical and reference departments. These resources are better than ever but more costly than ever before, and it is the rare library that has more purchasing power today than in previous decades.

The Illinois State Library this year had to divert its federal Library Services and Technology Act (LSTA) monies received from Washington, D.C., to cover program costs that Springfield had been providing for so many years. That action cut another avenue of funding for grants proposals which Illinois libraries have relied upon to stay current, be creative, or enhance local services.

My point in this briefest of reviews of current fiscal woe is this: hold on to what we do best as a profession.

- Keep your eye on the user community and continue to find ways to enrich their lives with information, literacy, and service.
- Seek help from others who realize the importance of libraries as central hubs of excellence in our communities, using local and state organizations and the entire Illinois library community to fight for maintenance of effort.
- Avoid losing ground gained by past library development efforts whenever possible; it may be hard to hold the line, but it will be even harder to build back what might be lost from lack of attention during our current crisis.

Additionally, we must continue the plea to our representation in Springfield... "Ladies and gentlemen, put away your magnifying glasses!" Reality is only so big and you are repeatedly missing the mark. There is only so much to go around, and we as taxpayers need to see you clearly, eye to eye, red as they may be from worrying, crying, fretting, or from pretending not to see the obvious. Give the citizens of Illinois a fair picture of what is possible. Stop playing games with our lives. Help those who are helping others on a massive scale: the libraries of Illinois. See us clearly! Understand what we do for our communities and campuses. **ILA**

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Snapshot! One Day in the Life of Illinois Libraries

On Wednesday, February 10, 2010, libraries across the state of Illinois participated in “Snapshot: One Day in the Life of Illinois Libraries.” Despite a foot of snow in some areas of the state, along with an earthquake, the day went on with success.

The purpose of the day was to show how important academic, public, school, and special libraries and library systems are to the state of Illinois. Libraries collected statistics, comments from library patrons, and photos highlighting a typical day in the library. Each participating library was urged to create a document highlighting the statistics and comments from the day to use as a tool when working with board members, locally elected officials, and state legislators to show them how valuable the library is to the community.

PRELIMINARY STATISTICS – 310 libraries reporting

Customer Visits/Door Count	200,690
Internet/Public Computer Use (number of people)	46,304
Number of Reference Questions	27,314
Children Participating in Programs	13,847
Adults Participating in Programs	6,537
Database Usage (number of sessions) (internal/external)	595,651
Circulation Total for the Day	298,719
Number of Times the Library’s Web Site Was Accessed	5,140,769

[continued on page 20]





SYSTEM NUMBERS

Alliance Library System (ALS) – 20
Chicago Public Library System (CPLS) – 1
DuPage Library System (DLS) – 41
Lewis & Clark Library System (LCLS) – 25
Lincoln Trail Libraries System (LTLS) – 15
Metropolitan Library System (MLS) – 40
North Suburban Library System (NSLS) – 36
Prairie Area Library System (PALS) – 48
Rolling Prairie Library System (RPLS) – 17
Shawnee Library System (ShLS) – 64
Unaffiliated – 3

LIBRARY TYPES

Academic – 24
Public – 215
School (Elementary/High) – 62
Special – 8
System – 1

Use this form with your elected officials. Form available at www.ila.org/snapshot/
“Templates to Use with Your Elected Officials.”



On Wednesday, February 10, 2010 libraries across Illinois participated in “Snapshot: One Day in the Life of Your Library” by collecting information, comments, and photographs from events in a typical library day. Despite a foot of snow, the Addison Public Library was open and providing invaluable services to our community.

In Just One Day at the Addison Public Library

- 873 people walked through the doors of the Addison Public Library
- 1,081 books, movies, and more were borrowed from the Addison Public Library
- 294 people used computers at the Addison Public Library
- 170 questions were answered at the Addison Public Library
- 114 children participated in programs at the Addison Public Library
- 43 adults participated in programs at the Addison Public Library
- 276 people visited the Addison Public Library Web site

“The library is a blessing to my family at a time when we don't feel very blessed. I come to the library every morning to look for a job. My daughter comes every day for homework and study. We love this peaceful place.”

“I cannot afford cable anymore so I love that I can check out DVDs for myself and children and grandchildren. I learned how to use the Internet through the help of the Addison Library. We're all avid readers, and grateful to the library for that reason too.”

More results, comments, and photographs from the Addison Public Library are available at: www.addisonlibrary.org



Statewide data was collected on February 10, 2010. Approximately 310 public, academic, and school libraries reported participating. Snapshot Day is a project of the Illinois Library Association, www.ila.org/snapshot.



[continued from page 21]



“My library is clean, friendly,
helpful, and professional.
My library is a haven
in a troubled world.
My library is a sanctuary.
I love my library.
It is an incredible resource
in our rural area.”

– Gilman-Danforth District Library



Aurora Public Library

Thank God for the library. I lost my job and then my Internet. I am able to do my job searching, computer training and entertainment all in one spot. Today, I was at the library for more than five hours.

Central Community High School District #71, Breese

This library has almost everything you could need and the librarians are VERY AMAZING. They are so polite and sweet, they make it feel like home.

Downers Grove Public Library

The service at this library and all Illinois libraries is invaluable. I moved back to Illinois in part because of the great library systems in Illinois (compared to California). Please fund interlibrary loan delivery as it was and is so helpful in research!

JB Nelson Elementary School, Batavia

"I want to be a library man when I grow up."
(Boy kindergartener to woman librarian)

John Wood Community College, Quincy

An asset that cannot be measured — priceless. Instruction would not be the same without the resources and the personnel to assist in learning how to research, find good information, and separate disinformation from good information.

Lanark Public Library

As a realtor, I see firsthand how important a well-established library can be when people are considering a new hometown.

Messenger Public Library of North Aurora

Es un lugar muy importante para mis hijos ya que pueden acceder a materiales para poder realizar sus sueños. (It is a very important place for my children because they can access materials to carry out their dreams.)

Mount Prospect Public Library

I'd give up my driver's license before my library card!

Yo pienso que es un buen recurso que hay en la comunidad ya que gracias a eso ya mi hijo aprendio a leer mas rápido y yo estoy aprendiendo a usa y manejar major las computadoras. (I think it is a nice resource in the community because my son has learned to read faster and I am learning to use the computers better.)

Northwestern University Library, Evanston

As a research scientist, teacher, and administrator, I have a busy schedule that requires access to information from multiple locations on and off campus. The many Internet-based services of the Galter Health Sciences Library has allowed me to take their services wherever I go — at home, on the Evanston campus, out of state, or internationally. It is a tremendous asset to have access to their resources wherever and whenever I need them.


Theosophical Society in America**Henry S. Olcott Library, Wheaton**

Education is the path to peace and understanding and the library helps to promote the easy access of information.

Wheaton Public Library

When the economy is down the library is a refuge. We've always used it. But since my husband was laid off, we've especially appreciated the access to free books, CDs, cheap movies, and free programs. It's a great place to bring the family without bending the budget.

A great library is essential to a civilized society.

Our library is an invaluable resource in our community. It sends an important message to our children about what we value — literature, education, new ideas! 



2010 General Primary Library Referenda Results

In this latest election, there were seven library referenda — 2 passed, 5 failed, for a 28.5 percent success rate.

Government Unit Name	Jurisdiction	Referenda	Type	Category	Description
Atlanta Public Library District	Logan	Tax	Library	Failed	Shall the limiting rate under the Property Tax Extension Limitation Law for the Atlanta Public Library District, Logan County, Illinois, be increased by an additional amount equal to .085% above the limiting rate for levy year 2009 and be equal to .26702% of the equalized assessed value of the taxable property therein for levy year 2010?
Des Plaines Valley Public Library	Will	Bond	Library	Passed	Shall the bonds of the Des Plaines Valley Public Library District, Will County, Illinois, in the amount of \$23,000,000 be issued for the purpose of renovating or erecting three buildings to be used as libraries, purchasing sites to accommodate such buildings, furnishing necessary equipment for such buildings and acquiring library materials and electronic data storage and retrieval facilities in connection with the construction of such buildings?
Manhattan-Elwood Public Library District	Will	Bond	Library	Failed	Shall the bonds of the Manhattan-Elwood Public Library District, Will County, Illinois, in the amount of \$13,350,000 be issued for the purpose of (i) erecting a building in the Village of Manhattan, Illinois, to be used as a library, furnishing necessary equipment therefor and acquiring library materials (such as books, periodicals, films and recordings) and electronic data storage and retrieval facilities in connection therewith and (ii) remodeling and improving a building in the Village of Elwood, Illinois, to be used as a library and furnishing necessary equipment therefor?
Mercer Carnegie Public Library District	Mercer	Bond	Library	Failed	Shall the bonds of the Mercer Carnegie Public Library District, Mercer County, Illinois, in the amount of \$2,800,000 be issued for the purpose of repairing, remodeling, improving and building an addition to the existing library building, constructing site improvements, furnishing necessary equipment and acquiring library materials and electronic data storage and retrieval facilities in connection therewith?

Government Unit Name	Jurisdiction	Referenda	Type	Category	Description
Sheldon Public Library District	Iroquois	Tax	Library	Passed	Shall the annual public library tax rate for the Sheldon Public Library District, Sheldon, Illinois, be established at 0.25% of full, fair cash value instead of at 0.15%, the maximum rate otherwise applicable to the next taxes to be extended?
Sugar Grove Public Library District	Kane	Tax	Library	Failed	Shall the limiting rate under the Property Tax Extension Limitation Law for the Sugar Grove Public Library District, Kane County, Illinois, be increased by an additional amount equal to 0.10702% above the limiting rate for library purposes for levy year 2008 and be equal to 0.20% of the equalized assessed value of the taxable property therein for levy year 2009?
Winfield Public Library	DuPage	Bond	Library	Failed	Shall the Village of Winfield, DuPage County, Illinois, build additions to, repair, remodel and improve the Winfield Public Library Building, furnish necessary equipment therefor and issue its bonds to the amount of \$1,800,000 for the purpose of paying the costs thereof?

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Social Media Cheat Sheet

How do you know which social media sites to use? Of course, there is no single, magic or easy answer to that question. It all depends on your goals, your overall marketing strategy and your resources. It's not a cookie cutter sort of thing.

There's nothing wrong, however, with a little cheat sheet to help you determine which sites are best for:

- Customer communication
- Brand exposure
- Driving traffic to your site
- Search Engine Optimization (SEO)

Which is why the cheat sheet created by CMO.com is so handy. It ranks the most popular/used social media sites (from the biggies like Facebook and Digg to the less talked about Reddit and del.icio.us) as good, okay, or bad for the four goals above.

THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE				
2010 IS THE YEAR CMOS WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.				
GOOD! OK. BAD!				
WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
 A microblogging site that enables users to send 'tweets', or messages of 140 characters or less	Use keyword search monitoring through a program such as Hootsuite, TwitJump or Radian 6 to track what people are saying about you and your competitors.	Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.	Potential can be large, but promotion is an art form -- promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.	Value to your site's SEO is limited, but tweets will rank high in search results -- good for ranking your profile name and breaking news, though shortened URLs are of little benefit.
 A social networking site where users can add friend, send messages and build their own profile	Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.	Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.	Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.	Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.
 An image and video hosting website where community members can share and comment on media	Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.	Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.	Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.	Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.
 A social networking site for business professionals	Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.	Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.	Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from -- perhaps a potential client or customer.	Very high page rank -- almost guaranteed on the first page of search results -- especially for your company name or individual employees' names, but that's about it.
 A video sharing website where users can share and upload new videos	Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.	One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.	Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.	Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.
 A social news site where users can discover and share content	Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.	Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.	The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.	Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.
 A social news community where members discover and share webpages	Paid StumbleUpon traffic can be a very targeted method of communicating, but whether you're reaching your existing customers is purely random and costly to determine.	A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).	Enables a diverse range of people to discover your content and share links via the su.pr link shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.	Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.
 A social news site where community members can vote on stories	Editor-driven and moderated, so this shouldn't be your primary focus.	Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.	Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers -- but it's a long shot.	If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.
 A social news community where users post links to the site's home page	The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.	Unless you're a bacon company, don't try to build your brand here. You'll end up banned from the site without even realizing what happened.	If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful. Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.	Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.
 A social bookmarking site used for sharing and storing bookmarked pages	Site is intended for people to bookmark content. You can see what people tag with your brand name, but communication with them is nonexistent.	Not enough ongoing brand recognition to make it worth your while unless you want to be known for providing reference content for later retrieval.	Not as big as it used to be, but informative, massive reference pieces bookmarked for later use can net you a few thousand recurring monthly visitors.	Pretty much everything about the site helps: When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.



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.

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Programming Ideas for Shoestring Budgets

Spring Workshops offered jointly by the ILA Youth Services Forum and the Young Adult Services Forum.

Lewis and Clark Library System

Wednesday, May 12, 2010

Ideas for Kids: 9:00 – 11:30 A.M.

Ideas for Teens: 1:00 – 3:30 P.M.

Lunch is on your own at local, nearby restaurants.

The Youth Services people from Lewis & Clark Library System (LCLS) libraries will present a practical make & take workshop. Participants will go away with directions and supply lists to accompany programs at their libraries. Register for one age group or for both!

Deadline for registration is May 5, 2010. **Cancellations** must be received in writing before May 5. Cancellations received after May 5 and before May 12 will receive a 50 percent refund. No refunds will be given for cancellations received after May 12. All cancellations are subject to a \$15 processing fee. Confirmations and additional information will be sent after the registration deadline. **Send** conference registration and payment to Illinois Library Association, 33 W. Grand Ave., Suite 301, Chicago, IL 60654; phone: (312) 644-1896, fax: (312) 644-1899.

Registration Form

Half-Day: \$25.00 for ILA or SWAYS members*
(\$35.00 non-members)

Whole day: \$35.00 for ILA or SWAYS members*
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Illinois Library Laws & Rules in Effect January 2010

This updated edition of *Illinois Library Laws and Rules* is an essential reference tool for librarians, library trustees, lawmakers, and others in need of the body of law affecting Illinois libraries. Included in this edition are laws and regulations that affect local libraries, library systems, the Illinois State Library, the Illinois Records Act, and the Illinois Open Meetings Act. In addition, this edition contains two articles on the legislative process: "Creating or Changing Illinois State Law," by ILA Executive Director Robert P. Doyle, and "Case Studies in Advocacy: Passing and Defeating Bills on Behalf of Illinois Libraries," by ILA Legislative Consultant Kiplund Kolkmeier.

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Kindred Spirits

Found at the Public Library

Growing up in some pretty tough neighborhoods in Chicago in the 1950s and 60s, the public library was more than just a refuge and safe haven for me — it was a magic place. As long as I promised to be very quiet, I could sit on the floor between the stacks and all of sudden the sun was beating down on me and I could hear the roar of the crowd at the Plaza de Toros in Madrid with Ernest Hemingway. I was running off for a few hours to a South Pacific island with James Michener. My favorite adventure was learning to solve preposterous murder mysteries with Miss Marple — all before I went home for dinner.

There are no more “Quiet Please” signs in public libraries. They are the new public square, a hub of activity, the place where people come together and share more than just their love — and my love — of books, magazines, music, and movies. Libraries are now a place where kindred spirits are found.

When I heard that the *ILA Reporter* was covering the topic of “bringing in newcomers and non-comers into the library” I jumped at the chance to share my experience.

Among the several minority groups in Elgin, the eighth largest city in Illinois and the home of the Gail Borden Public Library, there are two distinct minority groups that sometimes clash, often over misunderstandings. There is the dramatically growing Latino community, now nearly 40 percent of the population, and the declining African American community, now just about 8 percent of the population. These clashes were upsetting, and I thought maybe the library could do something about it.

Earlier in the year, I saw the powerful PBS documentary called “A Class Apart: An American Experience,” a historical view of the Mexican American civil rights movement in the U.S. that led to the landmark U.S. Supreme Court case in 1954, *Hernandez v. Texas*.

I asked the library to purchase a copy of the film. At first my intention was to offer it to other Latinos like me, mostly to educate ourselves about our own history. But after the first public showing in October, it became quickly apparent that this film could serve a broader purpose.

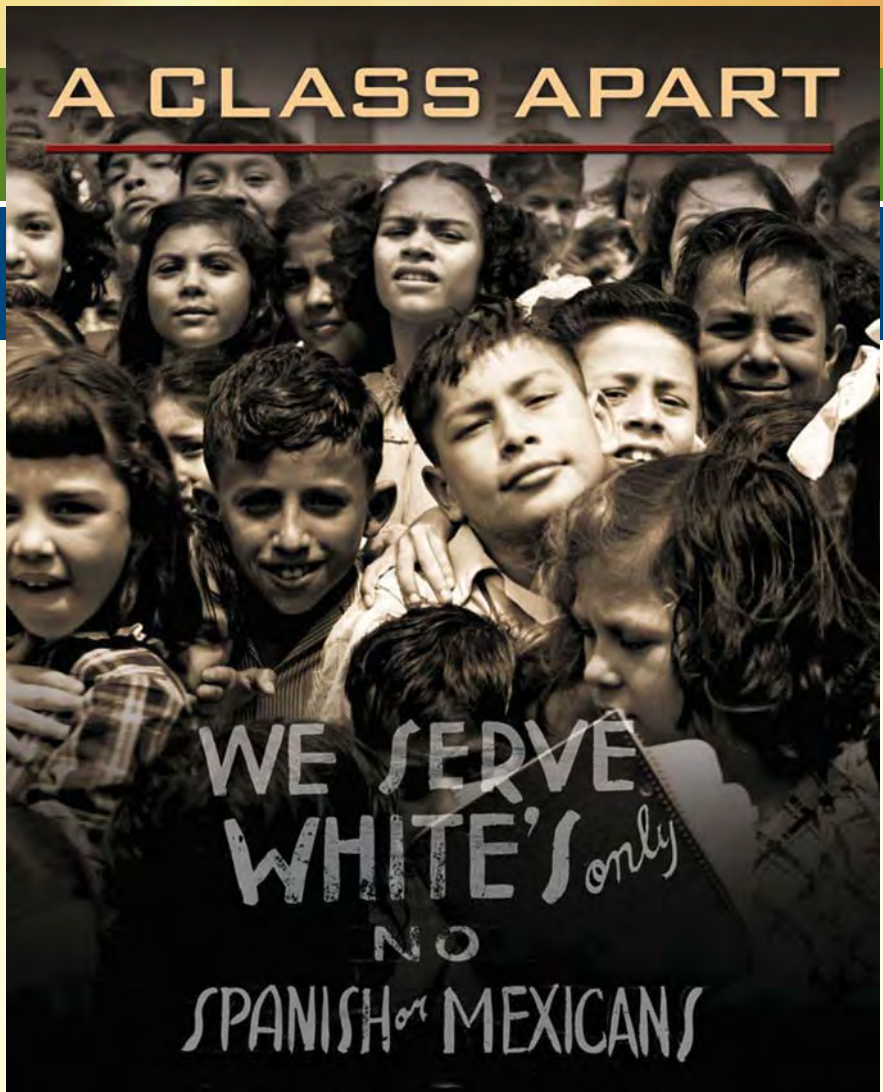
Something very special happened at the library in November 2009, when members of the New Hope Baptist Church and El Templo Apostólico, who coincidentally share the same church building, came together to view this documentary on discrimination. Later there was a guided discussion. Most of the people who came to view this movie had never been to the library before.

The symbolism of sharing a church building, but never really knowing each other, was not lost on the audience. The morning worshipers said they rushed out of church to make way in the parking lot for the afternoon churchgoers, never finding the time to talk or get to know each other.

There was a distinct parallel to life in Elgin — living in the same town, shopping at the same stores, and taking the same buses, but never stopping to say hello. A few people even admitted that they were suspicious about the intentions of this event. But there we all were at the library sitting next to each other, sharing our thoughts about a movie that deeply touched us all.

More than forty people, about half African American and half Latino, with a sprinkling of college students, saw this powerful film. In the process, they started to get to know each other a little better and to understand each other in ways that no one could have ever predicted.

This film showed the brutal, blatant, and subtle forms of discrimination against Mexican Americans that strongly paralleled the discrimination against African Americans.



According to the introduction to the film on pbs.org, “The film begins with the little known history of Mexican Americans in the United States. In 1848, the Mexican American War came to an end... Tens of thousands of residents living on the newly annexed land were offered American citizenship as part of the treaty to end the war. But as time evolved it soon became apparent that legal citizenship for Mexican Americans was one thing, equal treatment would be quite another.”

Pastor Barry Jones of the New Hope Baptist Church and Pastor José Nava of Templo Apostólico, both helped their flocks to put the movie into context during the discussion. The two pastors shook hands and spontaneously pledged to have more of these joint events at their church to continue and strengthen the bonds that were begun at the library.

The real power of the film was the feelings it elicited. This newfound awareness was expressed by one African American woman who said, “This evoked a strong kindred spirit feeling for me. I never knew any of this before. I feel different about some things than I did before.”

The day’s event ended in handshakes, a few hugs, and a strong sense of something transformational having just taken place. I had tears in my eyes as I walked off to my car and drove home. The public library was more than just a refuge and safe haven for me. It was a magic place for the whole community.

ILA



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