

REPORTER

ILLINOIS LIBRARY ASSOCIATION

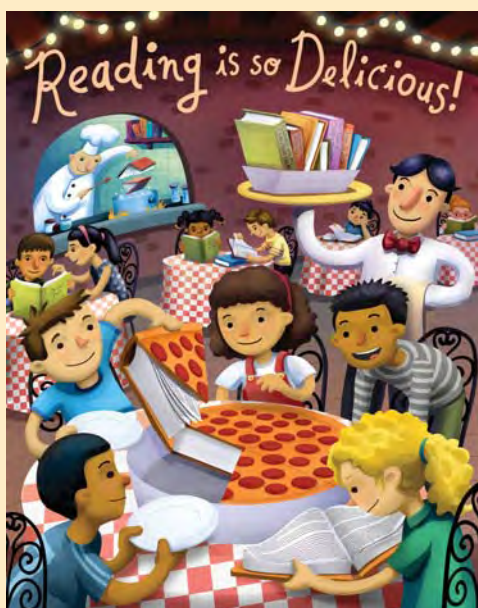
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The Illinois Library Association Reporter

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

The cover art is from Barry Gott's *Reading is So Delicious* poster for the 2012 iREAD summer reading program. Gott is the illustrator of more than thirty children's books, including *Dino-Hockey* and the Horace Splattly series. He will be the guest speaker at this year's Youth Services Author Breakfast during the 2011 ILA Annual Conference in Rosemont.

The 2012 iREAD catalog of incentives and resources will be available at 2011 ILA Annual Conference and will be included with the next issue of the *ILA Reporter*. Catalog product highlights include wind-up walking sushi, a retro metal lunch box, scratch and sniff stickers, a "pizza" flyer, and much more!

More information on the 2012 iREAD program will be available soon at www.ila.org/iread.

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. 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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Robert P. Doyle

Marketing Comes to Campus: Academic Libraries Learn to Blow Their Own Horns

Academic libraries have sometimes seemed slow to embrace the need for effective library promotion, but there are signs of change on the local scene. Both the library at Columbia College Chicago and Illinois State University's (ISU) Milner Library are bucking that trend with cutting-edge library promotion efforts and getting excellent results. Promoting their services is an institutional priority at both libraries, and staff with the right skill sets are part of that effort. But the real key is getting everybody in on the act.

MAKING THE RIGHT CONNECTIONS

At the Milner Library, Toni Tucker is the assistant dean for enabling infrastructure. She oversees both public relations and marketing staff, as well as programming, which includes coordinating speakers, exhibits, and events, both on and off campus. The Public Relations & Marketing Unit consists of three staff members, including a graphic designer, and a student intern. The intern tweets on Twitter and posts on Facebook to promote events in the library. An advantage of having a student intern on the team, Tucker says,

is that it's "nice to have a student's eye on what types of materials attract students." Tucker hastens to add, however, "I always say it is everyone's job in the library to be the face of public relations and to market the library services."

Kim Hale, head of library marketing, outreach, and special initiatives at Columbia College Chicago, says of her staff, "The big thing is that our staff has the desire to use their creativity to find the best way to attract different audiences, the best way to market to specific groups, and to faculty and students." The staff is skilled in writing and graphic design, but that's only part of the story. "The marketing department is the entire library, while a core of us are primarily responsible for executing marketing and promotion efforts," says Hale.

Liaison work with academic departments and instruction on using the library are common to most academic libraries, and they're important to library promotion as well. To effectively market library services, Hale notes that the library should be in as many places as possible, including student orientation and other student affairs-sponsored events. "It's a chance to find out what our students are interested in," she says.

[continued on page 6]

"Who is Your Librarian?"

ISU-Milner Library's ADDY-award winning poster designed to remind the students of many ways that can communicate with reference librarians, whether in person, by telephone, through text message, instant message, email or "icampus portal"

Investigator?

Information PI?

Detective?

WHO IS . . .

Your

LIBRARIAN!

UNRAVEL THE MYSTERY THROUGH THESE DARING DEVICES: INSTANT MESSAGE, TEXT MESSAGE, E-MAIL, PHONE, IN PERSON, ICAMPUS PORTAL, OR VISIT WWW.LIBRARY.ILSTU.EDU.



MILNER LIBRARY
Illinois State University

library
AT COLUMBIA COLLEGE CHICAGO

Friends of the Library

SIGNATURE SHOWCASE:

*An Ongoing Legacy:
The Burnham Plan from the City Beautiful Movement
to Daley's Post-Modernist Chicago*

Dominic A. Pacyga received his Ph.D. in history from the University of Illinois at Chicago in 1981. He has authored, or co-authored, the books concerning Chicago's history, including *Public Housing and Industrial Chicago* (1991, 2001), *Chicago: City of Neighborhoods and Urban Form* (1996), *Chicago: A History* (2004), *The Neighborhoods* (2007) with Clay Post, *Chicago's Southeast Side* (1993) with Fred Safier. He has lectured widely on topics ranging from urban development, residential architecture, labor history, immigration, and racial and ethnic relations, and has appeared in both the local and national media. Pacyga has been a member of the Board of Directors, History and Science Department at Columbia College Chicago since 1984. He has worked with various agencies including the Chicago Historical Society, the Museum of Science and Industry, and the Field Museum in Chicago on a variety of public history projects. Pacyga has also worked with numerous neighborhood organizations and has been invited to give presentations and exhibit their histories. Pacyga acted as guest curator of a major exhibit, "The Chicago Buildings" which ran from October 28, 2008 to January 15, 2009 at the Chicago Architecture Foundation. He and Charles Dumas are co-authors of the Chicago Burgeoning (Wesley Press 2001), a companion volume to the exhibit. Pacyga has won the Doris Reiche Award from the Urban Association National Association for his book, *Public Housing and Industrial Chicago* and the Cahoon Book Award for Chicago City of Neighborhoods. In 1999 he received the Columbia College Award for Excellence in Teaching. In 2000 he was a Visiting Fellow at Cameron Hall, Oxford University. Pacyga's latest book is *Chicago: A Biography* published by the University of Chicago Press (2006).

This year, the city of Chicago celebrates the Burnham Centennial, the 100th anniversary of Daniel Burnham and Edward Bennett's classic Plan of Chicago (1909). In his illustrated presentation entitled "An Ongoing Legacy: The Burnham Plan from the City Beautiful Movement to Daley's Post-Modernist Chicago", Dr. Pacyga will explore the roots and impact of the Plan of Chicago from its conception to present day. The Burnham Plan remains a central document for those who would build and rebuild this great city. Most importantly it has shaped Chicago's lakefront and guaranteed that the city will preserve it for generations to come. Yet the 1909 Plan is much more: it provides an ongoing inspiration for planners as Chicago continues to evolve as a world class city. Pacyga will explore the early roots of planning in the city especially in Baron (Georges-Eugène) Haussmann's Paris and George Mortimer Pullman's Utopian manufacturing city and show how current Mayor Richard M. Daley is, in many ways, reclaiming Chicago's "City Beautiful" past as first laid out by Burnham and Bennett one hundred years ago.

A book signing featuring his latest book, *Chicago: A Biography* will be held immediately afterwards.

**Thursday,
November 5, 2009
6:00 - 8:00 pm**
Columbia College Chicago
Ferguson Theater
600 S. Michigan Ave., First Floor

This presentation is FREE and open to the public. Faculty and guest classes are encouraged to attend.

Columbia
COLLEGE CHICAGO

create... change

[continued from page 4]

PROGRAMMING AS MARKETING TOOL

At ISU, Tucker notes the importance of programming at the library as an educational tool and as an asset to the campus. "Our programs fit into the library's vision and mission by providing culturally diverse speakers and events, including the four National Endowment for the Humanities (NEH) traveling exhibits the library has hosted in the last five years," she explains. Program tie-ins include speakers and events held both at the library and in the community, including eighteen different speakers who made presentations last year. Inspiration for speaker programs came from observing other colleges' programming and by partnering with local public libraries, historical societies, children's museums, and others.

"By offering them space and publicity, the library is able to attract co-sponsorship by other campus groups and departments, as well as community organizations, and utilizes their marketing capability to help draw audiences." "What we hope to accomplish is to show that the library is a place for learning and discovery beyond print materials — a place to share ideas and information," Tucker concludes.

Programming at Columbia, Hale notes, achieves a number of goals. "Art in the Library" permits faculty, students, staff, and alumni to showcase their work and creates another avenue of communication and instruction between and within the larger community. "Friends of the Library Presents: Signature Showcase" highlights the work of the faculty.

KNOW YOUR AUDIENCE

User perspectives are critical to making effective decisions about library services. The library at Columbia College surveyed students several years ago and learned their concerns fell into two broad categories: a need for longer library hours and a lack of study space. Last year's survey results showed that the library listened, and students appreciate the improvements.

"When we did the build-out of our new wing, we moved librarians into shared office space and used their former offices for study rooms. Before that we opened on Sundays, making the case that the library should be open on Sunday now that there are so many students living on campus. Recently, based on a new survey, we've also extended our hours on the last three Friday evenings of each semester," Hale said. The library build-out included comfortable chairs and furniture that could be used in more flexible ways, also as a result of survey comments.

[continued on page 8]

THE COLUMBIA COLLEGE CHICAGO LIBRARY PRESENTS
A MONTH-LONG SERIES OF EVENTS, ON AND OFF CAMPUS,
INSPIRED BY THIS YEAR'S BIG READ:

**RAY
BRADBURY'S
FAHRENHEIT 451**

THE BIG READ
INSTITUTE OF MUSEUM LIBRARY SERVICES

SCHEDULE OF FREE PUBLIC EVENTS ON CAMPUS unless noted

For more on these events, and information about on-campus book discussion groups, please visit colum.edu/bigread or call 312.369.7133

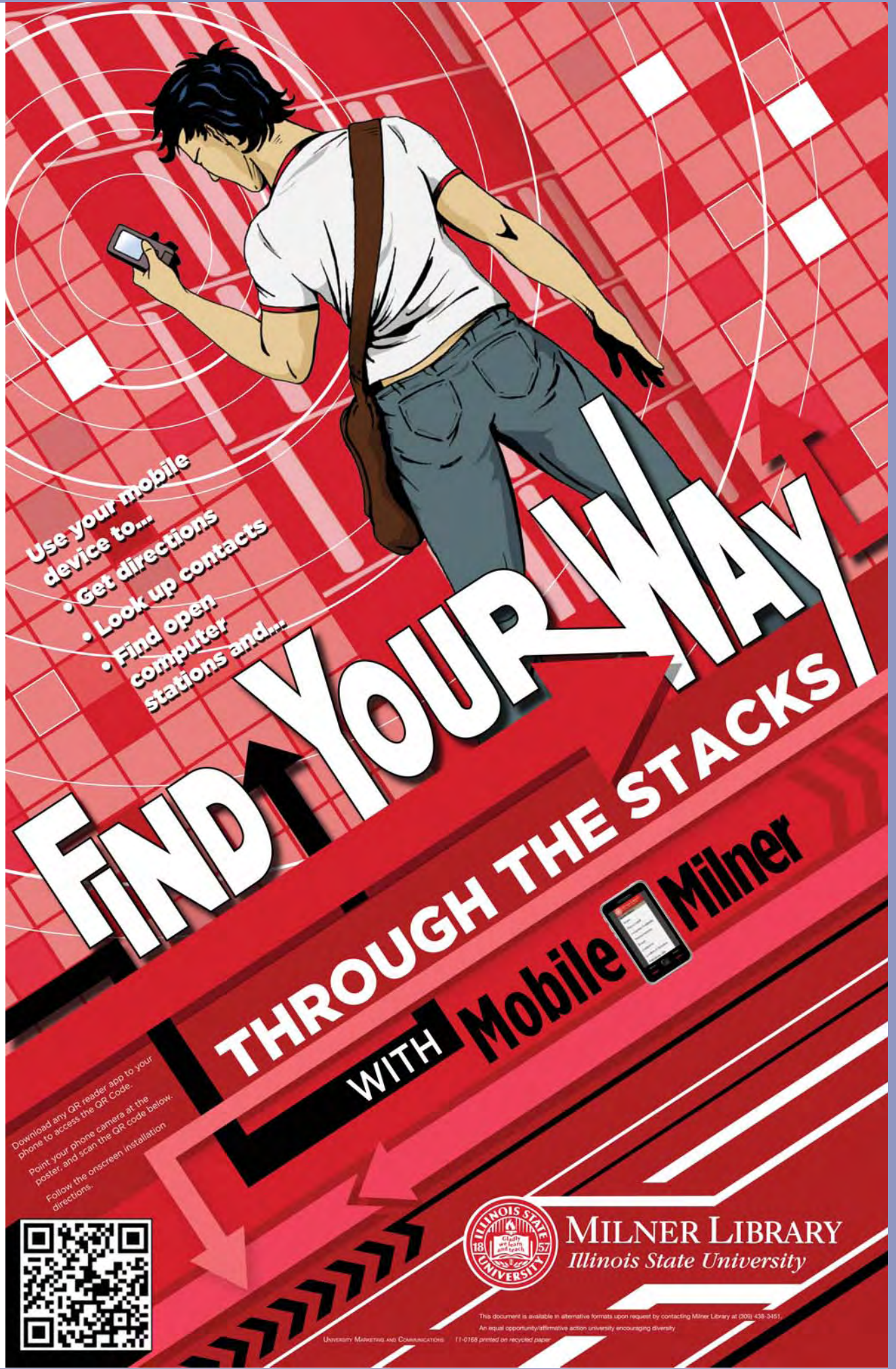
<p>Edible Books Wednesday, April 8, 6-8 pm Columbia Library, 624 S. Michigan, 2nd floor Join us for a special event celebrating the launch of our new book, <i>Edible Books</i>. We'll be reading from the book and discussing it with author, Susan Spicer. bookdiscussion.colum.edu for more info. Cost: Free, enjoy!</p>	<p>An Evening with Bradbury Biographer Sam Weller Thursday, April 23, 7-9 pm Pils Beer Brewery, 1246 S. Wabash, 9th floor The author of <i>The Bradbury Chronicles</i>, the authorized biography of Ray Bradbury, presents a special look at the subject through the lens of their unique relationship. Weller is a lifetime faculty member in Columbia's former writing department, journalist, and frequent contributor to Chicago Public Radio.</p>
<p>The BIG READ Kick-Off Thursday, April 9, 6-8 pm Pils Beer Brewery, 1246 S. Wabash, 9th floor Featuring a book launch ceremony with author Ray Bradbury and a new documentary on Bradbury and his works, followed by a <i>Fahrenheit 451</i>-themed reception. Copies of the novel will be available.</p>	<p>Intellectual Freedom in the Context of Fahrenheit 451 Thursday, April 16, 6-8 pm Columbia Library, 624 S. Michigan, 2nd floor Columbia College's newly elected director of the American Library Association's Office of Intellectual Freedom, will address this issue of ongoing importance.</p>
<p>Burning Bright: A Dialogue on Creative Freedom in the Age of New Media Monday, April 20, 6-8 pm Columbia Library, 624 S. Michigan, 2nd floor A panel of artists and public intellectuals discuss how government, corporate, and institutional censorship impact creative expression. Featuring: Steve Edwards, former head of NEA's NEA and current writing program director; and two authors: award-winning author, Dr. A. G. Sola, professor of Business Ethics at Loyola University; and two artists and film-makers: Wally Pfister, <i>500</i> and Los Angeles political artist, Kenzo Pardo (via conference call). Moderated by Cole Robinson.</p>	<p>Readathon Thursday, April 23, 9-11 pm Columbia Library, 624 S. Michigan, 2nd floor Fahrenheit 451: On Screen and Page Wednesday, April 29, 7-9 pm Pils Beer Brewery, 1246 S. Wabash, 9th floor Screening (1:12 hrs.) of François Truffaut's controversial 1966 cinematic rendering of the novel. Faculty from Columbia's film video and fiction writing departments discuss Truffaut's treatment of the Bradbury novel.</p>
<p>Typewriter Olympics: "I Wanna Write Like Ray" Friday, May 8, 12-6 pm Pils Beer Brewery, 1246 S. Wabash, 9th floor Ray Bradbury used a typewriter (partner in the basement of the UCLA library) to write his classic novel <i>Fahrenheit 451</i>, and in this event, Columbia students tackle the challenge in a friendly contest with rewards, custom prizes and prizes. All students, faculty, and staff will get to include a slice's worth of time has elapsed and it's time to head to class!</p>	<p>PLUS: Special Manifest Urban Arts Festival Events: Friday, May 15 Including Bradbury-themed chapters in the <i>Speculate</i> Project Party at Connelly. Details and times to come: colum.edu/manifest</p>

Columbia COLLEGE CHICAGO

COLUM.EDU/BIGREAD


The Big Read is an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services and the National Endowment for the Arts. This program is partially supported by a grant from the Illinois Arts Council, in some capacity.

Columbia College Library poster for the 2009 Big Read selection, Ray Bradbury's *Fahrenheit 451*



- Use your mobile device to...**
- Get directions
 - Look up contacts
 - Find open computer stations and...

FIND YOUR WAY THROUGH THE STACKS

WITH **Mobile**  **Milner**

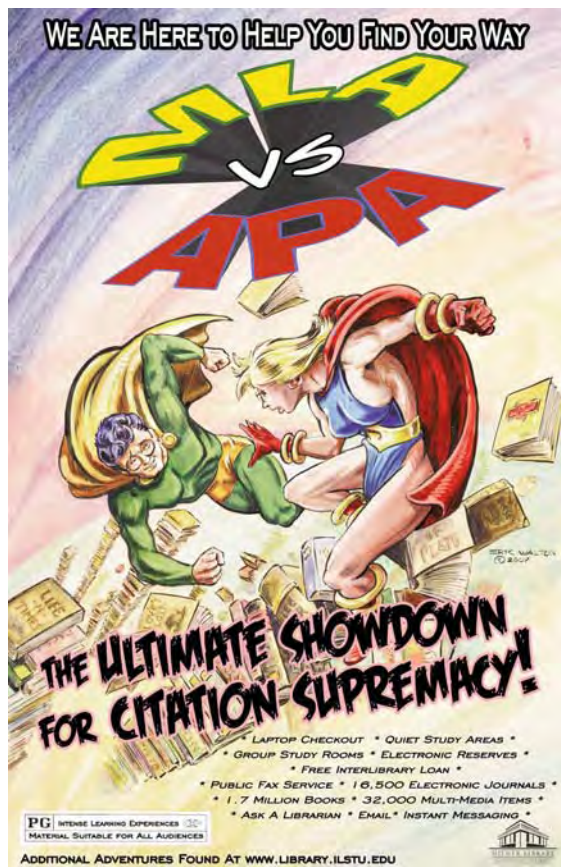
Download any QR reader app to your phone to access the QR Code.
 Point your phone camera at the poster, and scan the QR code below.
 Follow the onscreen installation directions.



MILNER LIBRARY
Illinois State University

This document is available in alternative formats upon request by contacting Milner Library at (309) 438-3451.
 An equal opportunity/affirmative action university encouraging diversity.

ISU-Milner Library's poster, "MLA vs. APA: the ultimate showdown for supremacy," reminding students of library services such as laptop checkout



[continued from page 6]

At Milner, which opened in 1976, recent student surveys and focus groups indicated that students are affected by the dated décor and facilities. The overall impression is key to the message of library marketers — if students think the library looks outdated, what will they think about what's inside? "How users feel about the facility affects how they think about the library," Tucker notes. "Over the last few years we have been replacing furniture with more contemporary furnishings and paintings, and providing group study space. Service points have been streamlined, making the library easier to navigate as a space."

As the library moves into the new media age, Milner is putting in four podcasting/video stations, four collaboration stations, and will be checking out thirty iPads this fall. The new multimedia center is complete, with four large flat screens and fourteen small flat screens with built-in DVD players for students to use.

THE BIG IDEA

Besides doing all the little things that add up to effective marketing, sometimes you need to take on a big project that builds on all your efforts. For Columbia, it has been a major commitment to the citywide project, The Big Read, a National Endowment for the Arts sponsored literacy initiative. Columbia has won two grants to participate. The challenge is to find projects that fit into your overall mission and plan and strengthen your core services. By paying attention to what else was going on at the college and in the city, Columbia found the right fit.

"It's one of the biggest things we've done," Columbia's Hale explains. "It's both college-wide and community-wide. In 2009, we chose Ray Bradbury's *Fahrenheit 451* as our title and in 2011, Tim O'Brien's *The Things They Carried*. O'Brien's short story collection was a required text in many classes at Columbia." The project "requires the support of the entire college, and the community," according to Hale. "It's a lot of work, but it does a lot of good at the same time."

Partnering with other academic departments and the Chicago Public Schools permits the library to raise its visibility on- and off campus. Through then-Mayor Daley's Book Club, Columbia provided books to students in twelve public schools who chose to read *The Things They Carried* and discuss it in after-school club meetings. Part of The Big Read program was a series of programs held at the library, including a Vietnam War film series that included a documentary on Maya Lin's Vietnam Veterans' Memorial, a program of veterans reading their own writings about the war, and an exhibit of the library's collection of Vietnam War editorial cartoons created by Pulitzer Prize-winner John Fischetti.

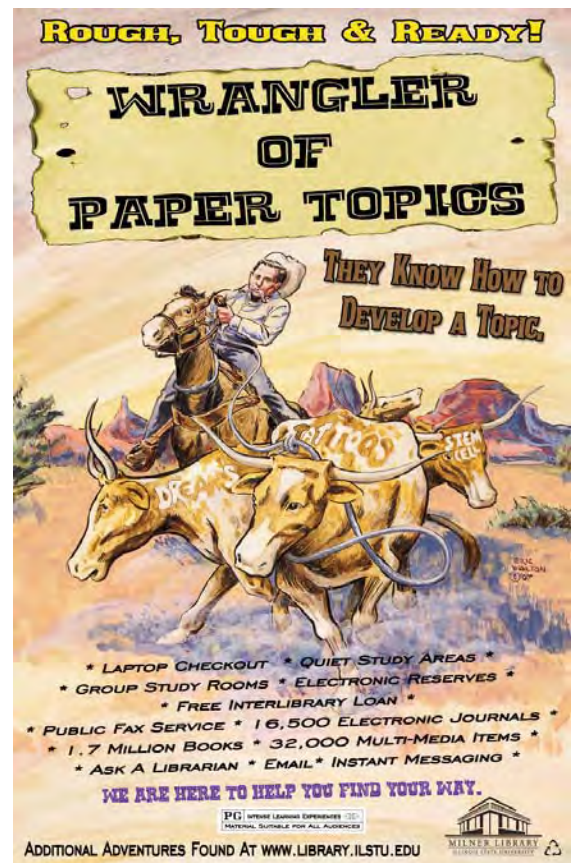


ISU-Milner Library's poster, "Attack of the Creeping Deadline," also touting library services such as study rooms and interlibrary loan

The Milner Library public relations unit won an ADDY Award for creative excellence, granted by the American Advertising Federation, for the past two years for two posters — “Who is Your Librarian?” and “Mobile Poster.” The posters are part of a highly recognizable series, and are posted around campus, in dining halls, coffee houses, resident halls, and other student hangouts.

Milner uses QR Codes to direct people into Web sites and featured one on the poster, using a QR code to direct people to the mobile library site. “It made more sense than putting a URL on a poster; most people don’t write down URLs but they will download a QR code. Students are intrigued by them,” Tucker explains. Milner has also used the QR code to direct students to a YouTube video to market events.

These two libraries lead by example. Making library promotion a priority and using a variety of approaches make the library more visible, accessible, and successful for both users and staff. They have raised their visibility both on and off campus, partnered with both college departments and community organizations to do so, received national recognition and support, and learned from the examples of others. They’ve made clear messages and graphics a part of their story. Columbia and Milner have shown that academic libraries are raising the bar when it comes to marketing and promoting library services to win the loyalty of today’s students and faculty. **IA**



ISU-Milner Library’s poster, “Wrangler of Paper Topics: They Know How to Develop a Topic,” featuring the poster series slogan, “We are Here to Help You Find Your Way”

“Besides doing all the little things that add up to effective marketing, sometimes you need to take on a big project that builds on all your efforts.”

An Interview with Illustrator Barry Gott

Barry Gott, the children's artist for the 2012 iREAD *Reading is So Delicious!* theme, is the illustrator of more than thirty children's books, including *Dino-Hockey* and the Horace Splattly series. Also a greeting card designer and frequent magazine contributor, Barry lives with his wife, kids, and many pets in Cleveland, Ohio. His publishers include Lerner Books, Dutton Books, HarperCollins, Random House, Scholastic, Harcourt, Albert Whitman & Co., Time Warner, Penguin Putnam, Kane Press, Recycled Paper Greetings, American Greetings, and plenty more.

As Barry tells us, he was born to be an illustrator: "I was born in a log hospital and nourished on a steady diet of comic books and Muppets. After earning a bachelor of fine arts during the Era of Regrettable Haircuts, I worked as a humorous writer/illustrator at American Greetings for the better part of a decade. In 2002, I traded in the office cubicle for my home art studio, and since then it's been a whirlwind of drawing, coffee, panic, coffee, e-mails, and the realization that I'm still wearing pajamas at 4:00 P.M."

When did you start drawing?

There weren't any other artists in my family, but my dad would bring home reams of misprinted paint can labels from his paint factory. I had an endless supply of one-sided drawing paper. I think I started drawing on day one. I'd just draw and draw, and never ran out of paper. My early inspirations were newspaper comics, *Star Wars*, and the *Muppets*.

How big a part of your childhood were books and reading?

Huge. Combined with drawing and daydreaming, it's what I did instead of "playing outside" and "going to prom." When I was ten, my favorite books were a 1955 *World Book Encyclopedia*, which was a mere twenty-five years old but already a relic. I loved learning about things, followed by learning about other things that started with the same letter.

Were there any other jobs that you considered?

I majored in fine art painting at Bowling Green State University because the girl I followed to college inconsiderately chose a school without an illustration department, before inconsiderately dumping me. I enjoyed the painting classes, mostly because the teachers would let us do whatever we wanted when they rarely showed up, which it turns out is a terrible way to learn art. After college I was hired as a humorous greeting card writer at American Greetings, and back then there was a lot more blurring between writer and artist, so I soon was illustrating my own cards, and learned a lot more than I did in college.

Have you achieved your goals career-wise?

Getting there. I want some sort of shiny round sticker on the cover of one of my books. That, and I'd like to change "illustrator" to "author/illustrator" on my tombstone.

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What are you currently working on?

Currently working on *Dino-Football*, which is shaping up to be the final, but most awesome, of the *Dino-Sports* series.

What's your dream project?

I'm illustrating a book when suddenly I remember that I'm late for my final exam and I'm in my underwear and my book is now a snake with Mr. Ed's voice. Beyond that, I'd love to create more things that crack kids up, crack cool adults up, and wrinkle the faces of uptight humorless adults in a disapproving frown.

What is your average workday like?

Getting the kids on the bus, going up to my studio with a to-do list of "Draw, Bank, Post Office." Starting to draw, then looking up to realize that the kids are home and the bank and post office are closed. Occasionally drawing is replaced by YouTube kitten videos.

Has your approach to a project changed over the years?

It's less automatic. The more you do, the easier it is to fall into the trap of turning the process into an assembly line. Nowadays, I spend a lot more time thinking about sketches before sketching to keep from drawing the same-looking characters from the same angles with the same colors. I have one boy with brown scruffy hair who ended up in about half of my early books.

Who or what inspires you?

The nice people who send me mail about how much all my stuff is costing me and where to send the checks. That, and younger artists on the Internet who are doing cool things. It makes me wish I had today's Internet in the early 90s.

Do you have any favorite subject matter?

Space. Floating things are fun to draw. Also, fun buildings. Before college, I toyed briefly with the thought of a career in architecture before realizing my creations would be constrained by budgets and the harsh laws of physics.

Do you have a preference between fiction and nonfiction?

Fiction. You can make up more things, which means mistakes can be chalked up to "I meant it to look like that."

Do you incorporate any friends, family, or personal experiences into your work?

I've put my family into a crowd scene or two. Most of my personal experiences involve sitting in a chair.

Do you have a particular set of emotions that you are trying to elicit with your work?

I like to try and tickle the deep brain bits, where something is funny or surprising or appealing, but you don't know exactly why. I like showing the moment a split second before something huge happens, where your brain fills it in your own way.

Generally, what do you want kids to take away from your art?

A desire to grow up and do the same thing better than me, after I'm safely retired. **■**

"The more you do, the easier it is to fall into the trap of turning the process into an assembly line. Nowadays, I spend a lot more time thinking about sketches before sketching to keep from drawing the same-looking characters from the same angles with the same colors."



Keeping Public Libraries Public: A Checklist for Communities Considering Privatization of Public Libraries

At the 2011 American Library Association Annual Conference, the ALA Committee on Library Advocacy's Task Force on Privatization issued the report *Keeping Public Libraries Public*. There were ten committee members and four are ILA members: Carolyn Anthony, Peggy Danhof, Barb Macikas, and Marci Merola. The following excerpts from their report are reprinted with permission.

INTRODUCTION

Privatization of public services, including libraries, has been an issue for many years. In the 1980s, the federal government began to contract with private companies to manage and operate federal libraries. Other special libraries also have a history of privatization. However, only in the last ten years have city and county governing bodies considered privatization of public libraries.

For more than two hundred years, public libraries have earned the respect of the residents they serve. It is interesting to note that public library service began in the colonial United States through "subscription libraries," available only to those who could afford to pay the fee necessary to support their existence. With the

development of a free education system in the United States, many communities expanded the concept of public education by establishing public library services for their residents through tax support. Public libraries were viewed as a public good — a common resource available to all, funded by public dollars and governed by local residents. These governing boards were given unique responsibilities within a municipality to act on behalf of the community. Trustees were charged with a public trust: overseeing the collective, public assets of the library and hiring the library director, who makes operational decisions for the good of the community and who is directly accountable to the governing body. Even in cases where trustees serve in an advisory capacity only, there is a strong recognition that libraries must be accountable to the residents that fund them. Has the view of the library as a common public good changed in the twenty-first century?

Recently, questions about the role of government have become the center of national debates. These questions have prompted some government officials to search for options to deliver public services. Officials may entertain the notion of privatization because the presumed cost savings and other efficiencies gained are appealing. Experience has shown that privatization of public services has not necessarily produced substantial cost savings.

As local officials review these choices, they should understand the full scope of services their libraries offer, and the impact that libraries have on their communities. They must also answer the following questions:

- Can a private company maintain the level of public trust that has been earned by the local library?
- Will the library director always make the operational decisions that are in the best interest of the community, even if those decisions reduce or do not contribute to the private company's profit?
- Can or should library services be provided through private companies?
- Does the relationship between a public library and its community change when a library is privatized?
- Does the role of the library as a public good change when the library is privatized?

The American Library Association affirms that policymaking and management oversight of public libraries should remain securely in the public domain. This report is designed to help librarians, trustees, Friends, and other library supporters address the issue of privatization and prepare for any discussions about privatization that might arise in their communities.

DEFINITIONS

Outsourcing involves transfer to a third party, outside vendor, contractor, independent workers, or provider to perform certain work-related tasks involving recurring internal activities that are not core to the mission of the library.

Privatization is the shifting of library service from the public to the private sector through transference of library management and operations from a government agency to a commercial company.

The distinction between outsourcing and privatization deserves some additional discussion. Some people suggest that there is no difference between outsourcing and privatization. After all, they argue, in outsourcing, a third party provides a service and makes a profit, just as in privatization.

One of the main differences between the two is that in outsourcing, the contract is typically narrow and for a specific service that can be easily defined and monitored. For example, a library might contract with a regional cooperative for cataloging, standing orders, or continuous services with a book jobber. In each of these cases, the private company decides how a service is delivered but the publicly funded library staff controls what that service is through a contract.

Privatization takes outsourcing to another level. Privatization encompasses all library services and controls not only how services are delivered but what services are offered and delivered. Privatization brings to light a variety of issues that will be covered in the following section of this document. All of these issues hinge on the premise that any and all contracts entered into should ensure that profits do not supersede the needs of the community.

A CHECKLIST FOR CONSIDERING PRIVATIZATION

Deciding to privatize public library management and operations is a critical decision that can have unforeseen consequences or an impact beyond what is expected, and be divisive within a community. It is important that a governing body (library board, city council, or county commission) consider multiple aspects of this decision. This checklist presents issues that should be discussed by a governing body prior to making this crucial decision. Governing boards should consider each question in light of its relevance to their local communities.

FUNDING

- How much money will the contract save? Has the library staff been asked if they can produce an equal amount of savings?
- How much profit margin will the company expect?
- Could profit paid to the company, combined with new library efficiencies, preserve public control of the library?
- How will the governing body monitor and verify that the anticipated cost savings occurred without damage to library services?
- Does the proposed contract include costs to fully manage the library — for example, the costs of rent, building and ground maintenance, and utilities?
- What are the costs of exiting any existing vendor or other cooperative contracts if the private company cancels them?
- What are the costs of cancelling the contract if the privatization service is not satisfactory? Can the city retain staff hired by the private company?

LIBRARY SERVICES

- Will the same range of services be offered? Will services (including hours and locations) be decreased in number of offerings or frequency?
- Some services incur greater expenses for resources while others are very staff intensive. If forced to reduce, eliminate, or initiate services, will the private company be able to make informed decisions, mindful of the needs of the community? Will community input be solicited?
- What specific improvements in public service will result from the contract? How will the company pay for these improvements?
- Who, specifically, will evaluate that the library is providing the same or better library service? What specific criteria will be used in this determination?
- Will reciprocal borrowing (the ability to borrow from other libraries in the region) be continued, or will local library users be denied quick access to materials in other libraries? If these privileges are removed, will the library still participate in interlibrary loan agreements?
- Will the company engage in strategic planning?
- Will current library staff be retained? Experienced and dedicated library staff is the heart of library services to a community. Staff costs are the largest percentage of any organization's budget. Therefore, how a private company will handle staff costs must be understood before a contract is signed. What will the staffing patterns of the library be when it becomes privatized? How many full- and part-time staff will be employed?
- Will the hours and benefits of current staff be reduced? If so, by how much? Will existing employment contracts be honored?

COMMUNITY CONTROL

- Will there continue to be a library board, and will it continue to have the same level of authority and responsibility authorized in state law? Who will make library policies regarding such areas as the ability of children to use the Internet, or the setting of fees and fines?
- Will policy remain under local control? What is the role of the board of trustees? Will existing trustees continue to have whatever authority is given them in state law? To whom is the director of a privatized library accountable?
- Who will develop the library's collection to meet the needs of the local community? Will corporate staff at the company's headquarters make decisions about what goes in the library's collection? What input will the public and library staff have?

- What input will the community have when the contract is up for renewal? How will community satisfaction be determined? How will the community be informed of library plans, budgets, and performance? Will Friends, foundations, and other entities be able to continue to operate and provide financial support under their present structures?
- How will the community know where their library tax money is spent and what amount goes to company profit?

POLITICAL QUESTIONS

- Have library governing or advisory boards been involved in planning and decision making? Does the library governing or advisory board support the privatization decision?
- Has the local community been involved in the privatization decision-making process? Has the community been asked what library services they prefer? Does the community support privatization of the library?
- How will the library reestablish public management of the library if the private company is not satisfactory?

ORGANIZATION AND STAFF

- Does the company propose a change to the organizational structure of the library? Will library staff be retained?
- If current employees are not rehired by the company, what is the city's financial or human resource obligation to them? Who pays unemployment, retirement, or other termination costs? How will the city or county pay for legal defense arising from employment issues?
- Will volunteers replace existing trained staff?
- How will the company train volunteers and pay for any associated workmen's compensation insurance?
- Will company hiring practices include recruiting a diverse population to match the make up of the community?
- If the contract with the private company ends, can the governing body retain library staff without paying a finder's fee to the company?

LEGAL

- How will compliance to all library-specific federal, state, and local laws and regulations be addressed?
- How will current collective bargaining contracts, employee benefits, and related issues be handled?
- Has a search of legal records been done to determine if there are any liens or judgments against the company?
- Has the potential impact on directors and officers insurance been investigated?


A CHECKLIST FOR CONTRACT CONSIDERATION

What should be considered when soliciting a proposal and developing a contract for a public library? A private company may indicate that it cannot answer these questions until it has begun to manage the library. However, a discussion with the private company should include the governing authority's intentions. The same questions should be asked of the local library as a competitor for the contract, which would keep the library fully under public control.

CONTRACT PROVISIONS

- Frequency and content of regular reports to the governing body
- Oversight of the contract by governing body staff or officials
- Performance measures to ensure quality performance such as:
 - Circulation and circulation per capita (print, electronic, CD/DVD, etc.) — Community presentations — Number of individuals served through outreach services — Registration as percentage of population
 - Reference transactions and reference transactions per capita (on-site, phone, and virtual reference)
 - In-library use, visits (walk-in traffic, computer usage) — Web visits, database usage — Interlibrary loan statistics — Program attendance
 - Number of programs by month and year — Growth or decline of existing services — Establishment of new services to meet community needs — Hours open, total and by day — Status in relation to any state standards — The ratio between full-time and part-time staff — The ratio between librarians with an MLS degree and staff without MLS degrees — Number of volunteers and volunteer hours — Holds-to-copy ratio — Return on Investment — Services offered to different demographics (i.e., teen services, emergent literacy, ESOL)
- Criteria governing cancellation of the contract for performance issues
- Areas of library service where profit may be realized at the expense of quality. Degree to which any state standards must be met, i.e., no less than before privatization or above average for peer libraries
- Ability to retain library staff without paying a finder's fee to the private company if the contract is cancelled
- Company adherence to all applicable state library law, including privacy of library records and use
- Any protections for current library staff jobs, salaries, or benefits
- Degree of transparency that the private company will provide about its financial operation of the library, particularly its profit margin


The full report is available for download on the ILA Web site at www.ila.org/forums/public-library-forum-plf. It includes sections on ALA Policy, Major Issues in Library Privatization, Key Messages and Talking Points, and Action Steps for Libraries and Their Supporters. Other committee members were: Patricia A. Tumulty (chair), Audra Caplan, Kathleen Hage, Christine Lind Hage, Donna McDonald, and Sally Reed. For additional information on the task force and this report, contact Marci Merola, director of the ALA Office of Library Advocacy, advocacy@ala.org.

For more information on this topic, see "Show Me the Money: Privatization and the Public Library" by Meg Klinkow Hartmann in the February 2011 *ILA Reporter*, pp. 4–7. Available on the ILA Web site at www.ila.org/forums/public-library-forum-plf. 

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Summer Thoughts: Simmer or Sizzle

Once again, as Illinois government flounders through its next messy budget crisis, it is apparent that no one knows where to find any relief whatsoever. How about health care or safety issues, debt attack, state retirement fund deficits, or challenging the salaried committee appointments for privileged citizens or the cool double-dip retirement clause for certain legislators? Or perhaps one might look at unemployment, housing problems, prison reform, or even funding for education. It comes as no surprise that with a long list of what-to-do issues choking Springfield, some being life-critical, we were forced to reinvent the Illinois regional library systems before the state could get on with tax reform and recruiting businesses to our borders.

Whether you are sizzling about that or just simmering until you dry out from the heat, sort of the way the old library systems were driven to death by starvation, we have progressed along the path to reorganization. The savings are a drop in the bucket for the State of Illinois, but if we do this in every branch of government, year after year, there may be a sip of something to drink in the distant future. Only time will tell.

WELCOME TO HEARTLAND AND RAILS

The birth of the new regional library systems in Illinois has gone about as well as it could have without more direction from a central point. People wanted independence and regional authority, and for the most part they got to choose their immediate futures. Perhaps we could have done with less Sturm

und Drang, although even the most dedicated follower of this merger session would have lost interest without it. Watching paint dry for a year or more versus observing the tenacity of library supporters in action, in heated debate (if only it were so), I must say the drama kept it interesting. (Note to self: sell my shares of Tums and Pepto.)

There seemed to be fodder for several issues of a tabloid at any given time last year. Someone should have stepped up to the bar (can I say that here?) or risen to the occasion. With so many people involved, the names and faces were too often unrecognizable from one story to the next. If it wasn't what one said, it was what the other one did or thought they did. Anyway, you have to give the players credit... they played their hearts out, fought a long battle, and whether some hearts were broken or tossed aside, the game went on to a conclusion... at least a temporary conclusion while we regroup under a fully-sanctioned board of directors for the north (RAILS) and one for the south (Heartland).

We all owe the members of the regional planning groups, transition boards, and new boards of directors a major salute. The time and distance factors were long and great, and the rewards have yet to be realized. (I'm thinking in Heaven!) Their dedication was evident throughout the process. Nobody fights so hard for something they don't believe in, right? If only our Illinois legislature could come up with a package deal for these library stalwarts who have given days and days again for the betterment of Illinois society and education! I'm thinking a cool double-dip might be appropriate here.



SWELTER

So how is the climate for libraries? We understand the need, and our users recognize the need, yet we still hear and read in the media about the demise of libraries. Don't believe it. It will be a long time before America's citizens, let alone people from around the globe, can afford and be willing to pay for everything they read or watch or use. Libraries provide services, and we all know that e-resources are an important component of what we offer now, but they are far from being easily available to everyone without library intervention and purchase.

When talking with students or faculty at the university or with citizens from my public library's borders, I occasionally ask them what they would be willing to pay for if it weren't provided by the library. Two things usually come out: the patron is truly unaware of the cost of the materials they routinely use, and they are rarely able or willing to pay for the use if the library had no copies of what they needed. They say they would choose to use something else that was available rather than paying a vendor for a short use.

With families in today's economic distress, who knows when they would be able to start buying all the fiction, nonfiction, and scholarly materials that are so easily found on the shelves of the library or in the library's stable of e-resources? Don't forget about the summer reading materials that kids devour by the pile and the media materials the family uses in a typical year. Who has the storage for all those materials even if the family could buy them? This is no place to debate the value of libraries, but, as library folk, we must keep our arsenal full of ammunition to ward off the errant tongues of our naysayers.

SALUTE TO ILEAD U

Library budgets being what they are in Illinois, librarians meeting each other face-to-face has become a real treat. The impersonal webinar, the WebJunction rendezvous, and the Peeping Tom "lurk session" on Facebook have unfortunately become all-too-common contact points for library professionals. Remember when we gave each other our undivided attention across the table or during a break at a conference? Well, I am energized, having just returned from three days with ILEAD U, where real people spent time together learning and planning for the future success of libraries.

Communication has been an important topic in the ILEAD U sessions this year. A technology leadership development program sponsored by LSTA and the Illinois State Library, it brings together dozens of librarians and technologists three times yearly at the University of Illinois Springfield. With a host of instructors led by R. David Lankes, author of *The Atlas of New Librarianship* and professor at the University of Syracuse, teams of librarians from multi-type libraries in Illinois develop technology-based projects for their communities.

My team in ILEAD U has become quite proficient at holding productive meetings using Adobe Connect from our WebJunction site. These meetings work because we know that we have non-virtual sessions every few weeks as well. Yes, microphones are an issue at the first meeting, but everyone gets used to it rather quickly. I notice that the ability to post notes and share documents allows for greater interaction than a mere conference call. In addition, the chat box and icon choices allow the group to move forward quickly with decision-making without "sounding" too negative. A mere show of thumbs (up or down) or a keyed "nope" or "wow!" saves time and face. Watch for announcements in October about the various projects conducted this year throughout the state, all because of the work at ILEAD U. Go teams! **ILA**



◀ MY TURN ▶

| Lori Keenan, Evanston Public Library Friends |

Saving the Libraries:

Branches, Twigs, and Grassroots

Fthe past eighteen months, libraries have been a hot topic in Evanston. Hotter than we ever could have imagined, or maybe even hoped. A lot of good has come of it with the formation of a strong Friends organization where none existed, and the establishment of an all-volunteer, privately funded library called The Mighty Twig. But if you'd told me then that this would become the epic adventure it's been, I might not have signed on.

I was among a small group of Evanston residents that met with the new city manager in January 2010, concerned that two branches of the Evanston Public Library (EPL) were threatened with closure. This had been a perennial budget topic and, as he was new to town, we wanted to give him the heads-up that he was essentially opening Pandora's box. He assured us that we would see "democracy in action." That gathering was the first of what amounted to literally hundreds of meetings, thousands of hours, and the start of the fight to save the Evanston Public Library system.

With a swift grassroots effort that mobilized more than two thousand online signatures and started a blog entitled *branchLove*, the immediate goal was to save two branch libraries. Now including thousands of Evanston families, as well as members across the country and donors across the globe, these efforts continue under the auspices of a newly formed Evanston Public Library Friends — an independent, community-based organization dedicated to strengthening Evanston Public Library's innovation, leadership, and neighborhood outreach.

We quickly landed in front of the city council, where we were charged with funding the libraries privately for the next six months at a cost of \$160,000, as well as discovering a new and different source of long-term funding, whatever that might be. Careful what you wish for, I thought, leaving the council chambers that night.

Undaunted, we began a fundraising campaign like no other — lemonade stands, Armchair Auctions, Opera Nights, Pot(s) Parties, Windowbooks awareness campaigns in 170 shops, and the Mother of All Booksales all contributed to the total. Longtime residents remarked that we reminded them of how Evanston used to be in the 70s, in a city known for its community activism, this was high praise indeed.

More than twenty local authors, coordinated by former *Sun Times* literary critic, Henry Kisor, supported EPL Friends and donated autographed books to our online auction. Evanston notables Joseph Epstein, Audrey Niffenegger, and Scott Turow supported us as well — Niffenegger addressed our library board with a heartfelt plea to keep open the North Branch where she went as a girl, which fostered her love of reading.

To our surprise, especially given the current economy, we raised the required funds in less than four months and wrote a check to the City of Evanston to continue library services. Private funding of public libraries was not our end goal, but we had bought some precious time.

BUT THEN WHAT?

Members of EPL Friends joined the Library Board Task Force to explore longer-term funding solutions. After many months of research, the task force concluded that the Library Fund Statute, under the Illinois Local Library Act, offered a viable solution. Essentially allowing the library board to control its own destiny, tax levies might actually begin to properly fund the Evanston libraries after years of underfunding as part of the city's general fund.

Used by many libraries in Illinois, this solution shouldn't have come as a surprise to the city, but drew negative reactions from the city manager, council, and the mayor. EPL Friends supported the library board as they hosted public forums to introduce, explain, and discuss what the Illinois Local Library Act was and how it would work.

As the library board moved toward transitioning to the Library Fund model and hired a consultant to assist them with their visioning process, EPL Friends learned the board had made the difficult decision to close the South Branch. We had come to the end of the six months of private funding, and this branch faced a host of costs relating to its physical structure and non-ADA compliance.

For a library that had survived and grown during the Depression, and had served its patrons for nearly a century, the news was heartbreaking. The Friends quickly offered to find and build-out new space that could be staffed by EPL. Our offer was declined by the library board as too costly, especially in light of the fact that they were currently in a reorganization mode and didn't know what their long-term plans might be with regard to the branches.

IF YOU BUILD IT...

True to our mission to preserve and enhance neighborhood services — and on behalf of our members who had fought so hard to maintain a library presence in the south end of town — EPL Friends began work the following week building out an experimental space modeled after other similar projects, such as Boston Street Lab's storefront library. Dubbed The Mighty Twig — smaller than a branch, but mighty — the space quickly began to take shape.

Just a few blocks from where the original South Branch stood, The Mighty Twig has quickly become a mainstay for the temporarily displaced South Branch patrons. The furniture came from the closing sales of local Borders bookstores, as well as castoffs from the closing South Branch, and our shelving was donated to us by Boston Street Lab and driven cross-country from New Hampshire. Clean and bright, with children's and adult sections, the space is inviting to all.

Local school children and seniors utilize the storytimes, Internet services, and nearly all the benefits of a public library, which is privately funded and staffed by a group of nearly sixty volunteers. The collection is small, and all book loans are on the honor system. We have had more donations of books than we can actually manage in-house, and our outreach has grown to include a number of other book nooks and mini-lending libraries across town. Again, all volunteer based, and wildly successful.

In the few short months it has been open, The Mighty Twig has hosted a variety of activities, including author events, storytimes in Spanish, Tail Waggin' Tutors therapy dogs for reluctant readers, and more. The Twig is literally standing-room-only for most storytimes, and our success is as gratifying as it is shocking.

We hope this wonderfully successful experiment will continue with public support. Clearly there is a need for library services here, and we are grateful to have been able to provide it. The model it provides could be easily replicated for little cost, in other parts of town, as well as in other communities.

I might rather give these months I've spent saving the libraries back to my family, but I can't say it hasn't all been worth it. As I stopped by the Twig this morning to bring in some books, it was full of kids enjoying a storytime, and knowing that we're there for them feels like we're doing something really right.

Since that initial meeting with the city manager, what I've really had the opportunity to see is not democracy in action, but politics in action. If this were truly about democracy, we could have declared victory in the first round. The people of Evanston want libraries; that much is crystal clear by our thousands of supporters and hundreds of thousands of dollars in donations. The question lies in how a public library should be properly funded so that it is allowed to thrive. A vital Friends organization can help. Sometimes we joke that we feel more like the "frenemies" than the Friends, but, as Frederick Douglass said, "If there is no struggle, there is no progress." Working collaboratively with the library board, we are hopeful for the continuation and proper funding of library services for all of Evanston. **ILA**





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