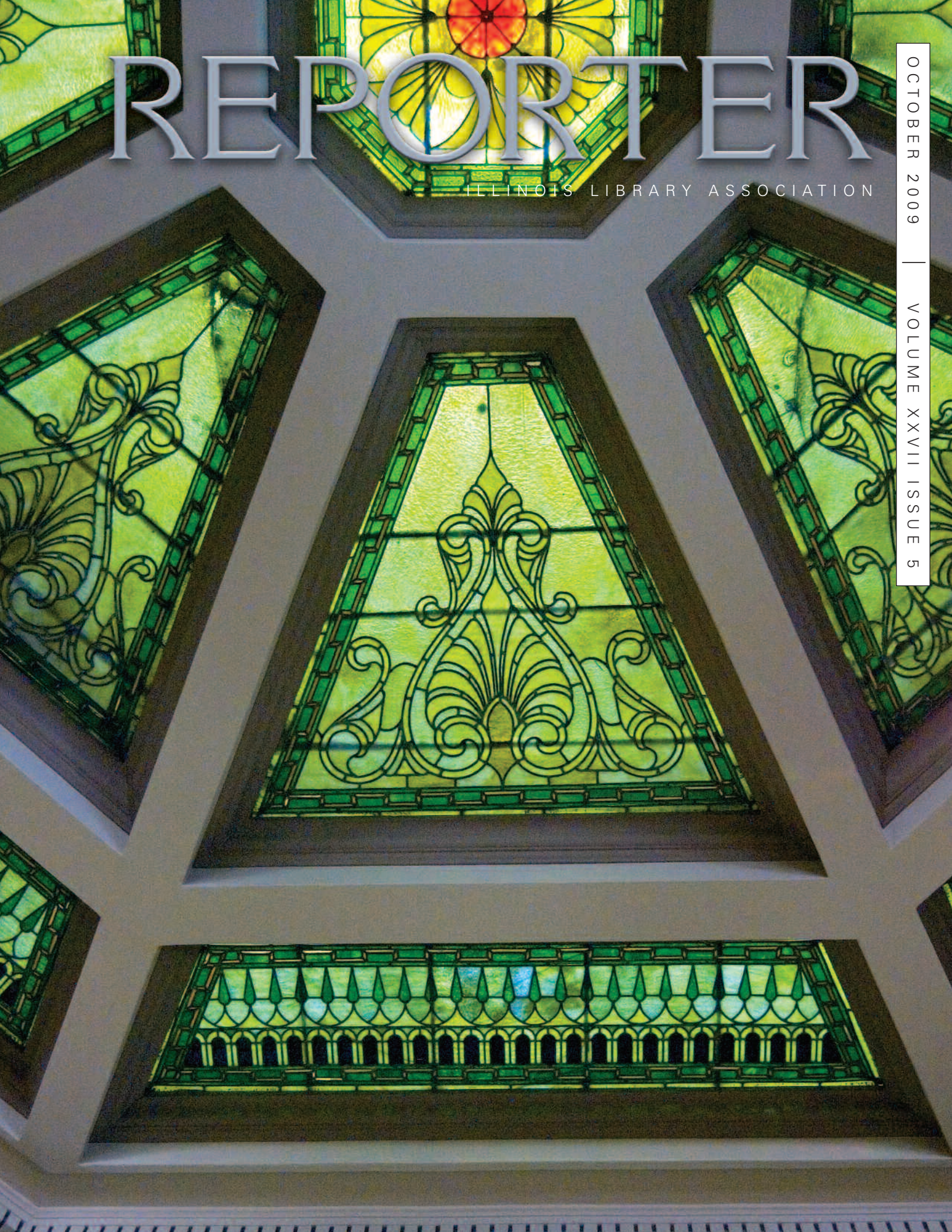


REPORTER

ILLINOIS LIBRARY ASSOCIATION

OCTOBER 2009

VOLUME XXVII ISSUE 5



Summit on the Future of Illinois Library Cooperation

Monday, 9 November 2009 • Allerton Park, Monticello, Illinois

Given the current economic crisis, the summit will gather library stakeholders to discuss the needs of Illinois residents and how libraries of all types can work together to strengthen and reinvent their collaboration to meet the fiscal challenges, prepare for the future, and meet the needs of Illinois residents in the most effective economical, and dynamic ways. The summit is an important first step in the development of a programmatic, organizational, and financial blueprint for many years to come.

ILA has contracted Maureen Sullivan to design and facilitate this invitational summit for approximately eighty library stakeholders. Sullivan has worked with groups in California and Massachusetts on the same topic.

The December 2009 *ILA Reporter* will contain a full report on the summit and next steps.



Summit on the Future
of Illinois Library Cooperation

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.

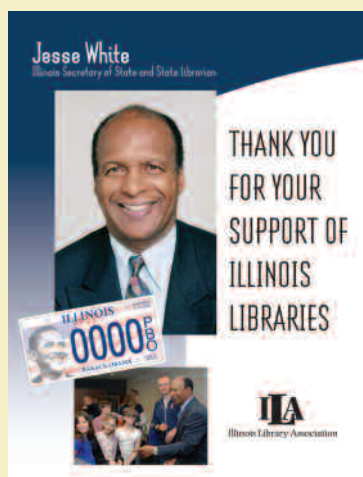


ON THE COVER

At the Sterling Public Library, an octagonal stained glass window graces the Carnegie rotunda supported by eight Corinthian columns. The library was designed by Emery Stanford Hall of Chicago and opened in November 1905. The building was renovated and enlarged in 1986 by Williams and Rachey Associates and again in 1995 by Williams and Elliott Associates of Rockford.

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 3,000 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The *ILA Reporter* is published six times/year (Feb., Apr., June, Aug., Oct., Dec.) and is a benefit of ILA membership; the subscription rate for nonmembers is \$25. ISSN 0018-9979. Designed by Verso Design Corp., Joliet, Ill. Printed by Aspen Printing Services. Indexed by H.W. Wilson in *Library Literature & Information Science*. The *ILA Reporter* was first published in 1962.



WITH THIS ISSUE

This specially packaged issue of the *ILA Reporter* features a cover wrap that acknowledges Illinois Secretary of State and State Librarian Jesse White and his commitment to libraries.

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.

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.



Also included is the product catalog for the 2010 iREAD theme "Scare Up a Good Book!"

Library Jobline of Illinois



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

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

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CONTENTS



FEATURES

- 6 **TWO EXEMPLARY LIBRARY SERVICES AND TECHNOLOGY ACT GRANTS TO IMPROVE SERVICE AT TWO ILLINOIS LIBRARIES**
by Suzanne Arist
- 8 **TOP TEN MARKETING TIPS FOR FINANCIAL STRENGTH AND SUSTAINABILITY**
by Elizabeth Stearns
- 10 **2009 RECIPIENTS OF THE SYLVIA MURPHY WILLIAMS SCHOLARSHIP FUND**
- 13 **ILLINOIS LIBRARY ASSOCIATION ANNUAL REPORT 2008–2009**
by Robert P. Doyle
- 25 **ILLINOIS OPEN MEETINGS ACT AND FREEDOM OF INFORMATION ACT**
by Robert P. Doyle
- 28 **NEW MEMBERS**

OPINION & COMMENTARY

- 26 **SALLY IN LIBRARYLAND**
by Sally Decker Smith
- 30 **MY TURN**
by Janice E. Sherman

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Throughout 2009, the *ILA Reporter* lead articles will highlight exemplary Library Services and Technology Act (LSTA) grants with the goal of inspiring librarians to say, “We can do that!” Illinois libraries are a fertile ground of experimentation with more LSTA grants than any other state in the nation. These projects benefit not only the individual grantees, but also build a stronger foundation for all libraries that are inspired by these models of excellence and innovation, refining and adapting them to their own use.

This article examines projects at two Illinois libraries: Bartlett Public Library District and Pekin Public Library. The projects were of different scope, duration, and funding levels, but both embody the themes of collaboration and partnership. These grants are particularly inspiring, having received acclaim from the Institute of Museum and Library Services as exemplary projects. While these grants focus on widely divergent topics, they share certain elements and features that contribute to their excellence. By focusing on the shared qualities, other libraries and archives can construct their own uniquely exemplary information resources.

| Suzanne Arist, Wilmette Public Library |

Two Exemplary Library Services and Technology Act Grants to Improve Service at Two Illinois Libraries

PARTNERS IN EDUCATION IN BARTLETT

Bartlett Public Library District's 2006 LSTA grant targeted unserved and underserved teens to foster lifelong learning. The library is located in Cook and DuPage counties. Library Director Todd Morning states: "as with a lot of suburbs, in the last twenty years, [Bartlett] has made the transition from being a small farming community to suburb." He and the library staff found that, with this transition, there was a need among the new influx of teens in the area for library programs and resources.

The library's LSTA grant was called "Partners in Education." The project involved local high school students in the Family and Consumer Science curriculum. Part of the funding made relevant library material available to the students at the school as a supplement to their current textbooks. Subject matter included ages and stages of child development, and physical health. Librarians visited high school classes to give presentations about the material, and assist the students in preparing activities for a preschool laboratory at the high school. This was a major part of the Partners in Education project.

The library's youth services and teen services librarians and two high school instructors facilitated the project. They designed a survey to assess the students' views of the public library before participating in the program. Another survey was given after the program had been implemented. At the end of the project, there was an increase in the number of the teens in the child development and occupations classes who had library cards; most students had cards. Also, most students said they had visited the library in the past year. They had learned to use the library for homework, Internet access, volunteer work, to attend programs, check out books, and for recreation.

Another notable outcome of "Partners in Education" was that a long-lasting bond was formed between the library and the high school. Unserved and underserved teens learned to value their public library. Students realized they could come to the library for help. For example, one student came to the library for help with a job search.

The Institute of Museum and Library Services (IMLS) believes that such a project could be implemented at other public libraries. "It is a good model for libraries [who want to reach out] to an underserved population."

SECRET SHOPPERS IN PEKIN

The Pekin Public Library was honored for its LSTA grant to benefit the public at large. Pekin is located in Tazewell County

in central Illinois. According to Library Director Jeff Brooks, "[Pekin] is home to many industrial and manufacturing jobs. Pekin is ideally situated, as it has ready access to all forms of transportation — highway, rail, air, trucking, and water."

In 2006, Brooks found a need to improve service in general. He devised a "Secret Shoppers" LSTA project to experience, evaluate, and improve service to patrons at the Pekin and Alpha Park Public Library District. Volunteers from diverse demographic groups were recruited to act as patrons or "secret shoppers." Service deficiencies were evaluated, staff was trained, and there was another round of secret shopping. As predicted by Brooks, the quality of service to patrons improved.

Initially, the groups of secret shoppers developed a list of areas of service to be measured. Areas to be evaluated included getting help with a computer and the condition of the library. The secret shoppers documented their experiences. They used a common statistical survey, the Likert survey. The rating scale went from one to eight. This survey also had space for shoppers' comments. Section 1 of the survey was on specific tasks. Section 2 rated staff behavior. Score averages for section 1 at the beginning of the project ranged from 4.87 for youth services to 8 for obtaining a library card. Averages for section 2 ranged from 6.57 for promptness of service to 7.5 for help in finding materials. After the first survey, Brooks hired two consultants to conduct customer service training. The first consultant focused specifically on service issues. The second consultant addressed service issues in general.

The IMLS suggested some enhancements to Pekin's model. They recommended that libraries that conduct a "Secret Shoppers" project record the date and time of their interaction with staff as well as the name of the staff involved. Also, at both the Pekin Public Library and Alpha Park Public Library District, there were ten shoppers, each with a specific question; in the future, shoppers should each evaluate several areas of service to patrons.

The IMLS found the "Secret Shoppers" project to be exemplary because other libraries can use this model to improve service. Analysis of the shoppers' encounters is useful for developing training to improve service.

One of the IMLS's stated purposes of the LSTA grants, is "to promote improvements in library services...in order to better serve the people of the United States. The Institute's mission is to create strong libraries...that connect people to information and ideas." The above models can be used to improve service to Illinois patrons, and can be adapted to benefit libraries beyond these individual grantees. By having singled out these libraries, the IMLS is fulfilling its mission.



| Elizabeth Stearns, Waukegan Public Library |

Top Ten Marketing Tips for Financial Strength and Sustainability

- 1** The quote of the year is “never waste a crisis” and today’s economic climate is certainly creating a crisis situation for many libraries. However, a financial crisis is an opportunity to look at how we conduct business and create a zero-based budget. Often libraries add new services without removing services that are no longer providing a good return on their investment. You now have the perfect excuse to cut back. A good question to ask is, “If we were opening the library today would we still do this?”
- 2** When was the last time your agency conducted a communication audit? A communication audit is a great tool to make sure your communication vehicles are actually effective. Benchmark other agencies and nonprofits in the community and find out what works for them.
- 3** Consider moving to Drupal, or Joomla, free open source content management systems for your Internet and Intranet. A content management system allows for more staff to be involved with the Web site and for immediate posting of new information.
- 4** Seek sponsorships for special events and programs and make wish lists for special purchases. Post them on your Web site, in your building, and advertise them to service groups in the community. There are still marketing dollars out there from healthy businesses and partnering with the library is a great opportunity for them to reach a new audience. You probably have more people than ever coming into your building — capitalize on that.

- 5 Do some market research to find out what your community needs most from you right now and focus your public relations efforts on this. It will bring in more customers while highlighting the library as a resource.
- 6 Start fundraising. Maybe you can't afford a capital project right now, but smaller projects are often easier to raise funds for and a great opportunity to get your feet wet in the fundraising arena.
- 7 Programs are a great marketing opportunity, but when there is low attendance they can cost us marketing dollars. Develop a strong programming philosophy and make sure your programs are supporting your mission, vision, and guiding principles — and are being attended! Determine the cost to promote the programs and build it into the program budget for an accurate accounting of how much programs really cost.
- 8 Minimize postage. How many overdue notices are you sending? Are your customers using e-mail notices? This is a great time to promote this service.
- 9 Establish a co-op in your community for shared purchasing of bulk items. Not only can you save on delivery costs, but it is also a greener alternative. While you are at it make sure it is recyclable and/or compostable.
- 10 This is a great time to ask for help. Ask the staff and community for ideas on saving money. Perhaps they have ideas you haven't thought of and they'll appreciate being asked.

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2009 Recipients of the Sylvia Murphy Williams Scholarship Fund

Five individuals were selected as this year's recipients of the Sylvia Murphy Williams Scholarship Fund. All five are the Illinois recipients of the American Library Association's (ALA) Spectrum Scholarship.



Youngmie Han,
University of Illinois at Urbana-Champaign

I would like to become a librarian because I believe my background and interests make me well suited to fulfill the demands and roles of the job of a librarian. I have dual interests and training in the humanities, with undergraduate and master's degrees in Classics and linguistics, as well as in technical subjects, with an undergraduate major in computer science and many years working as an in-house and freelance Web designer and developer.

The operative factor in my desire to become a librarian, however, has been my time working at the Rare Book and Manuscript Library at Columbia University, where I process books and manuscripts, determine preservation options,

and supervise patrons in the reading room. I especially enjoy attempting to bridge the gap between the antiquated nature of the holdings and the technology and modern resources we have available to organize, manage, and make them accessible to patrons.

I am Korean American, born and raised in New York, and I have lived for two years during graduate school in London and Cambridge, England. I have also spent extended time in Rome, Cork (Ireland), and Berlin. I am an avid independent traveler, and the many experiences I have had while abroad, sometimes rather trying, have helped shape the person I am today; they have made me feel connected with the world at large and at the same time acutely illuminated my distinct dual identity as not only an American, but also a Korean.

I have had both positive and negative experiences as pertains to my nationality and ethnicity, and I believe that it is imperative, particularly in today's shrinking world, to have sensitivity, awareness, and an open mind with any situation or person I might come across. I aim to espouse this attitude while carrying out my duties as a librarian, as well as to reach out to Asians and members of other minority groups who do not immediately consider a career in such a vital and vibrant field.

“I realized that a librarian could help preserve our history and help others find it.”



Aisha Nafeesah Haykal,
University of Illinois at Urbana-Champaign

When I first decided I wanted to pursue librarianship as a career, I thought that it would be about helping people pick out books to read. However, as I became more developed in my understanding of what a librarian can do, I realized that a librarian could help preserve our history and help others find it. Therefore, I want to become a librarian in order to preserve, collect, and further discover the history and heritage of blacks in the diaspora. The endeavor is important and can help to increase appreciation among black youth for their culture, and because historically this community's voice has been overlooked and dismissed.

I knew that I wanted to work in a library or a museum dedicated to black history and heritage, so I sought out the African American Studies Department library. I began working at the Martin Luther King Jr. (MLK) Memorial Library, which has given me insight into the library's collections and what could be included in a library. Additionally, I have obtained experience in both reference and circulation work.

My work at MLK is helped by the foundational knowledge that I have obtained by pursuing a bachelor's degree in African American Studies. My experience of working within a diverse society also includes my extracurricular activities. I am the secretary of the Phi Eta Sigma National Honor Society, which is composed of various ethnic groups, and I am a member of the Muslim Student Association. Furthermore, I am a member of the Syracuse University's Student Task Force, which is a new program that is attempting to bring together student organizations of various cultural groups to collaborate on events. Being involved in this organization has allowed me to increase my awareness of events sponsored by other organizations, and ability to facilitate discussions across groups.



Janee Jackson (William R. Gordon Spectrum Scholar),
University of Illinois at Urbana-Champaign

If you could view my life through a kaleidoscope, you wouldn't see shades of black and white. You would see all shades of my life. You would see a first-generation college graduate who grew up in a poor neighborhood. You would see an African American and Nicaraguan who relied on support from other adults that molded me into who I am. I believe these shades of my life, education, and work experience will help me soar as an effective children's librarian and a Spectrum Scholar.

I would like to become a children's librarian because I am eager to help all children develop a love for learning and reading. As a Head Start assistant teacher, I have enjoyed seeing how what we teach can change a child's life. I love showing my eighteen preschool-age children the joys of reading and helping them become lifelong readers. I believe a children's librarian can also inspire and teach children while promoting intellectual freedom. I would like the opportunity to utilize those qualities to serve children of all ages, backgrounds, and cultures.

My journalism background, along with my work experience and communication skills, will also guide me in providing and executing services for all patrons. For example, I have gained professional skills from working as a student library aide and as a reporter, respectively. These positions taught me how to provide customer service, conduct research on a deadline, and communicate with a wide variety of people. Serving all children as a children's librarian would be a dream come true.

[continued on page 12]



Yasmeen Shorish,
University of Illinois at Urbana-Champaign

Until a few years ago, I had no idea how diverse the field of library science really is. Library science is a field that can unify my interests and put them towards a common goal, by utilizing my experiences with perhaps the most significant change to information science in recent centuries: the Internet and the World Wide Web. I recognize how valuable the Internet can be in the dissemination of knowledge across great distances.

To that end, I co-founded the Chicago chapter of the American Society of Afghan Professionals (ASAP) in 2002 as an attempt to provide a touchstone on all things Afghan. Most of this has been possible thanks to our Web site. We have provided people across the globe with an information source on Afghanistan and I am proud to have helped so many people learn more about this troubled country.

The influence of digital information access is equally prevalent in academics. While working full-time, I began to pursue a second bachelor's degree. When I was getting my first degree, I used university libraries almost exclusively as my research tools. Today, as I finish my second degree, I have conducted the majority of my research via digital databases such as Elsevier. It is evident that the increase in digital access is changing the field of information science and I want to be involved in that change.

While excited about sharing information around the world via digital databases, I also want to preserve the printed word as an active complement to information digitization. There is no substitute to curling up with a book before bed. Amazon's Kindle cannot replicate the tactile feel of pages turning in your hands, or the satisfaction one feels closing the hardcover upon completion of *War and Peace*. How then do we strike this balance of forwarding the digital information age while preserving and maintaining the relevance and integrity of our printed works and libraries? This is an ongoing dilemma that evolves with each new innovation in information technology. I believe that a Master's in Library Science will give me the tools to better understand this situation and enable me to be a part of the solution.



Umesh Thakkar (Louise Giles Spectrum Scholar),
University of Illinois at Urbana-Champaign

I have been taking online courses in the MS degree program in Library and Information Science at the University of Illinois at Urbana-Champaign. My specialization is in digital data curation. Since I have experience in science, technology, engineering, and mathematics education at the K-12 and higher education levels, I also am interested in interdisciplinary research librarianship.



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MISSION STATEMENT

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. Its primary goals are:

ADVOCATING FOR THE PUBLIC INTEREST

- develop and promote strong public policy related to libraries, literacy, and lifelong learning;
- defend intellectual freedom and access to information; and
- increase public awareness of the value of libraries to society.

PROMOTING EXCELLENCE AND INNOVATION

- provide outstanding programs of continuing education and leadership development;
- support the recruitment, retention, and professional development of a culturally and racially diverse workforce for libraries;
- produce high quality publications and communications; and
- celebrate the achievement of excellence and innovation on behalf of the membership.

MANAGING THE PRESENT TO PREPARE FOR THE FUTURE

In order to achieve these goals, ILA will use its resources wisely and maintain a flexible structure that promotes the diverse interests and broad participation of members.

The background of the entire page is a vibrant yellow image showing a microscopic view of plant cells, with various cell walls and internal structures visible. A white horizontal bar is positioned across the middle of the page, containing a dark blue oval with the text 'VISION STATEMENT' and a white rounded rectangle with the association's description.

VISION STATEMENT

The Illinois Library Association is indispensable in leading efforts in library advocacy and collaboration, and serving as a springboard to innovation and excellence in library services.

Dear ILA Members and Friends,

One of the challenges of the past year for just about everyone — libraries, individuals, governments, not to mention banks and automobile companies! — has been finding a way to stay positive in the face of sometimes daunting economic news. For the world as a whole and Illinois in particular, the election of Barack Obama to the presidency marked a new direction, one many of us have embraced: a commitment to face problems head-on, invest in our futures, and do the hard work needed to chart a new course. In short, to transform challenges into opportunities.

I, for one, feel fortunate to have had my own presidential year coincide with such a significant time for our state and nation. The association has faced challenges this year, as well, but we have met them with as much style and grace as we could muster and wrested several victories from the jaws of defeat.

The Illinois Library Association (ILA), in cooperation with Illinois Secretary of State and State Librarian Jesse White, commemorated the election of Illinois Senator Barack Obama as our nation's first African American president with the official Illinois Barack Obama license plate. Initially available only to owners of Illinois vehicles, these unique commemorative plates have attracted orders from almost every state in the nation, as well as Canada, France, Germany, and the Netherlands. Proceeds support the association's activities including iREAD, ILA's summer reading program, and the plates have already become the most popular special event plate in Illinois history. If you don't have a set, it's not too late: www.ila.org/obama.

One of the earliest initiatives of the Obama administration was passage of a massive federal stimulus package, designed to jump-start the faltering economy with public works projects that would put people to work and put dollars into circulation as quickly as possible. In December 2008, ILA compiled the *Illinois Library Shovel-Ready Construction/Renovation Projects* in anticipation of possible federal economic stimulus funds or a state capital bill. Since being sent to both state and federal officials, the list resulted in the passage of House Bill 312, Public Act 096-0035 and Senate Bill 1221, Public Act 096-0039, funding more than \$113 million in library capital projects.

And speaking of style, ILA hosted the first ever library-inspired fashion show at last fall's ILA conference with "Style from the Stacks: *Project Runway* at ILA." Thirty-six models walked the runway in fashions inspired by libraries and literature, modeled by librarians and library staff. Conceived by Maria Pontillas of the Glenview Public Library, the hugely successful event was reprised when several of the models served as hosts for the fortieth anniversary gala of the Freedom to Read Foundation, celebrated as part of the American Library Association (ALA) Annual Conference held in Chicago on July 12, 2009.

One of ILA's own, Peggy Sullivan, received ALA's highest designation, being named an Honorary Member at the previous year's ALA Annual Conference in June 2008. In recognition of this achievement, the ILA Fundraising Committee launched a campaign to encourage \$50 contributions to the ILA Endowment in Peggy's honor, an amount inspired by her fifty years of service to the profession. As of June 30, 2009, donations totaled \$11,975 — congratulations, Peggy, and thanks to all her great friends and supporters in the profession.

The ILA E-newsletter launched in December 2008 and twenty-one issues have been published by June 30, 2009. The publication focuses on library-related stories appearing in local Illinois news media, alerting and informing ILA membership about issues and events considered significant by the general media. Previously, these clips were shared with the ILA leadership; this new vehicle allows broader distribution to any interested members.

This year's challenges have led to many opportunities, and we've done our best to capitalize on them as they presented themselves. One final opportunity, in the form of an LSTA grant, is being explored through a *Statewide Planning Proposal*. Dee Brennan, ILA member and director of the Oak Park Public Library, proposed this review of library cooperation in light of the many changes in libraries, technology, the information industry, society, and funding in recent years. This \$13,700 LSTA project will present the opportunity to gather library stakeholders to discuss the needs of Illinois residents and how libraries of all types can work together to strengthen their collaboration, to meet the fiscal challenges, prepare for the future, and meet the needs of Illinois residents in the most effective and economical ways possible.

My thanks and appreciation to my colleagues on the executive board, the ILA staff, and all the members who have made this challenging year one to remember. The experience has changed me in ways I couldn't have imagined, and I look forward to many more transformations to come — in libraries and in all of us.



Donna Dziedzic
ILA President, 2008–2009

Advocating for the Public Interest: 2008–2009

This year, one hundred and forty-two library supporters made their voices heard in Springfield on April 10 at the 2009 Illinois Library Day. Under the joint sponsorship of the Consortium of Academic and Research Libraries in Illinois (CARLI), Illinois Library Association (ILA), Illinois Library Systems Directors Organization (ILSDO), Illinois School Library Media Association (ISLMA), Illinois chapter of the Special Libraries Association, and Illinois State Library, librarians from all over the state and from all types of libraries made the case for libraries and freedom of information to Illinois's legislators and their staff members.

Library advocates met with their legislators and urged them to take action on the following bills:

- Support **House Bill 49**, allowing for disposal of withdrawn materials from Illinois academic libraries.
- Support **House Bill 146** and **Senate Bill 103**, increasing funding for county law libraries.
- Support **House Bill 211**, providing a fair process to dissolve local libraries that do not meet specific criteria (such as appropriate, elect library board, hold meetings).
- Support **House Bill 793**, amending the Open Meetings Act to permit an Illinois library system with jurisdiction over more than 4,500 square miles

to include members participating in a videoconference when determining the physical presence of a quorum at an open meeting.

In May, Illinois again had the largest delegation attending National Library Legislative Day in Washington, D.C., with fifty-three attendees, or 13 percent of the total attendance for the event.

State Legislative Scorecard

The 2009 spring session of the Illinois General Assembly was again dominated by budget disputes. The state's budget deficit was approximately \$9 billion. The general assembly and the governor failed to reach a budget deal by the scheduled adjournment date and once again the legislative session went into overtime. The major issue was whether to approve an increase in the state income tax. Finally, in mid-July a budget passed that did not include an income tax increase. The massive state deficit will be closed through \$3.6 billion in short-term borrowing, at least \$1 billion in budget cuts, a delay in \$3 billion in state vendor payments, and another \$1 billion appropriated but to be kept in a reserve. It is likely that the general assembly and governor will have to revisit budget issues as this fiscal year progresses.

Legislators filed over 7,000 individual bills. The Illinois Library Association tracked more than ninety bills and resolutions on

a variety of issues including funding for libraries, intellectual freedom issues, local government operations, and other issues of importance to the library community.

The association's record in opposing legislation harmful to libraries was outstanding — all bills opposed by the association failed. Those bills were:

- **House Bill 1312**, would have created the Social Networking Web site Access Restriction Act. This legislation would have been impossible for social networking sites to comply with, and would have resulted in less access to such sites.
- **House Bill 3800**, would have amended the Criminal Code to make it illegal for a child sex offender to knowingly be present in a library or to knowingly loiter within 500 feet of a library. ILA argued that this was a potentially unworkable and unfunded mandate. The position of the ILA Executive Board is that access to library facilities and services are a matter of local control best left to individual libraries.
- **Senate Bill 1294**, would have prohibited child sex offenders to be present at any portion or area of a public library facility designated by the library's governing board of library trustees or by the library commission for use primarily by children under the age of eighteen, as well as any program in the public library facility directed toward children under the age of eighteen.
- **Senate Bill 2078**, would have amended the Illinois Local Library Act to provide that any non-resident, and that non-resident's immediate family, who owns taxable property within a city, incorporated town, village, or township that has established a public library is entitled to the same services and benefits of the library as a resident cardholder. The ILA Executive Board opposed changing the current rules on access by non-residents.

Our record for passage of bills supported by the association was nearly as impressive — seven bills advanced by the association were passed by both chambers and signed by the governor.

- **House Bill 49**, Public Act 96-498. This legislation amends the State Library Act and the State Property Control Act. It permits the Illinois State Library and state academic libraries to routinely manage their collections and properly dispose of library materials. It specifically permits the sale or transfer of library materials to nonprofit agencies as well as the sale of materials through book sales to dealers and other appropriate organizations. The legislation would require that the proceeds from such sales be used only for the purchase of new library materials.
- **House Bill 146**, Public Act 96-227. This legislation permits Illinois county boards to adjust county circuit court clerk filing fees in support of county law libraries. The fees are capped at a maximum of \$18 in 2009, \$19 in 2010, and \$21 in 2011 and thereafter. If a county board decides to adjust this local fee, the board would have to pass an ordinance through a public process and the revenues must be used to support the county law library. Judges, attorneys, and litigants use county law libraries. Increasingly pro se litigants are turning to the county law library for assistance. The costs for library operations and services have increased dramatically, especially for new and expanded electronic resources.
- **House Bill 211**, Public Act 96-500. This legislation amends the Illinois Local Library Act to provide a procedure to dissolve a public library that has failed to operate or comply with the Local Library Act. The dissolution process was modeled after an existing statute for dissolution of a non-functioning park district. A library may be dissolved by court order after a finding

that the library does not comply with the statutory requirements. It is important to have a process for dissolving a non-functioning library. While not providing service but still officially recognized, library patrons in that service area are denied library privileges at neighboring libraries. Essentially, these patrons have no library service available. Dissolution of a non-functioning library will permit patrons in that service area to seek privileges as a non-resident at the nearest library.

- **House Bill 242**, Public Act 96-501. This legislation brings consistency to the Property Tax Extension Limitation Act (tax caps). Currently tax caps allow a small annual adjustment in the aggregate extension levy for operational purposes. This annual adjustment is equal to the lesser of 5 percent or the consumer price index. However, the debt extension levy has been frozen without any annual adjustment since 1995. House Bill 242 allows the debt extension levy to be adjusted by the same small amount as the operations levy. This legislation is prospective only, but will greatly benefit units of local government as they pursue job-creating capital projects.
- **House Bill 793**, Public Act 96-664. This legislation amends the Open Meetings Act to permit an Illinois library system with jurisdiction over more than 4,500 square miles to include members

participating in a videoconference when determining the physical presence of a quorum at an open meeting. Currently, only a public body with statewide jurisdiction may include members participating in a videoconference when establishing a quorum. Library systems with vast territory such as these make it virtually impossible for their boards to establish a physical quorum in one location. These unpaid board members must travel long distances at great hardship. All meetings and all sites are still open to the public in all other respects.

- **Senate Bill 1285**, Public Act 96-648. This legislation amends the General Not For Profit Corporation Act of 1986 to provide that voting members or their proxies, belonging to a not-for-profit corporation, may conduct elections for directors, officers, or representatives by mail, e-mail, or other electronic means if the corporation's bylaws so provide (instead of conducting elections for directors and officers exclusively by first-class mail only).
- **Senate Bill 1390**, Public Act 96-649. This legislation amends the General Not For Profit Corporation Act of 1986 to provide greater flexibility to associations in conducting business via e-mail or any other electronic means.



Promoting Professional Excellence: 2008–2009

The 2008 ILA Annual Conference theme of “Libraries = Access: Provide, Promote, Protect” focused on the challenges facing libraries in the current technological, economic, and philosophical climate. The conference was held September 23–26 in Chicago.

Jamie LaRue, director of the Douglas County (Colo.) Libraries, presented the keynote address based on his book, *The New Inquisition*. LaRue, who writes a newspaper column as well as a blog and has long worked to incorporate the public into public librarianship, discussed how librarians can be effective advocates for intellectual freedom and patron privacy while maintaining a positive relationship with elements of their communities who may disagree. He advocates getting to know and understand the challengers to library materials and making every library function, from collection building to community outreach, an opportunity for engagement.

Other highlights included author/illustrator Patrick Girouard speaking at the Youth Services Breakfast, an entire day designed specifically for library trustees, and the second Illinois Library Book Cart Drill Team Competition. The Illinois Authors’ Luncheon featured Bill Barnes and Gene Ambaum, the creators of *Unshelved*, the library comic strip. Their presentation, “A Funny Thing Happened on the Way to the Library,” helped conclude the conference on a humorous note.

The conference scene-stealer, however, was “Style from the Stacks: *Project Runway* at ILA,” drawing its inspiration from the Bravo hit television series. Disproving the staid and quiet image much of the public holds about our profession, the thirty-six librarians who modeled their creations included “Due Date Maternity Wear,” “Charlotte the Webrarian,” and concluded with “And They Lived Happily Ever After,” a wedding dress fashioned out of romance novels.

ILA President Donna Dziejczic compared the challenges of the television designers to those of Illinois librarians: “Shrinking budgets, growing workloads, inadequate staffing, changing technologies, and a demanding public challenge our libraries. But, as evident in the fashions displayed here tonight, our creativity, dedication, and resourcefulness prevail and, in the end, we always pull it together with style.”

ILA members and guests attended more than seventy sessions at the conference addressing a wide variety of topics. Conference attendance of 2,187 included 407 exhibitor representatives. A special thanks to the many sponsors and donors who made the conference possible, along with the members and visitors from around the world who made it memorable.

Continuing education across the state is a year-round event for the association. Selected examples include:

- The Illinois Library Trustee Forum sponsored their annual Spring Workshop at the Hickory Ridge Marriott Conference Hotel in Lisle in February.
- In May, the Youth Services Forum sponsored workshops in Bolingbrook and Edwardsville on the topic of “Legal Issues Facing Today’s Librarians.”
- On Friday, May 1, the nineteenth annual Reaching Forward Conference of Library Assistants drew more than 1,000 attendees to the Rosemont Donald E. Stephens Convention Center. Michael Stephens, assistant professor, Dominican University and author of the blog *Tame the Web*, presented the keynote address, “Hyperlinked Library Services for Everyone.”

In addition to these workshops and conferences, ILA’s continuing education efforts were enhanced by the publication of *Serving Our Public 2.0: Standards for Illinois Public Libraries*.

On the publishing front, ILA introduced a new service — ILA E-news — reducing design, printing, and mailing costs for the *ILA Reporter* and minimizing the association’s environmental footprint. The electronic newsletter incorporates the following sections, now published only in online form: In the News, Announcements, Committee and Forum News, and the Calendar, as well library-related stories appearing in local Illinois news media. For the last seven years, these newspaper articles had been shared on an almost daily basis with the ILA leadership to keep them abreast of library issues, and the same information is now available to the full membership at no additional cost.

These changes are part of a more cost-effective communications plan that includes a slimmer, more colorful, and thought-provoking *ILA Reporter*. Lead articles in 2009 highlighted exemplary Library Services and Technology Act (LSTA) grants with the goal of inspiring librarians to say, “We can do that!” Illinois libraries are a fertile ground of

Preparing for the Future: 2008–2009

experimentation, with more LSTA grants than any other state in the nation. These projects benefit not only the individual grantees, but build a stronger foundation for all libraries that are inspired by these models of excellence and innovation, refining and adapting them to their own use. Special inserts in the *ILA Reporter* in 2008–2009 included:

- *Books Challenged or Banned, 2007–2008* (April 2008)
- *2007–2008 ILA Annual Report: Leading the Way in Advocacy and Innovation* (October 2008)
- *2009 ILA Annual Conference Preliminary Program* (June 2009)

Finally, joining Judy Blume, Judith F. Krug, Sidney Sheldon, Frank Zappa, and many others, ILA's Executive Director Robert P. Doyle was inducted into the Freedom to Read Foundation (FTRF) Roll of Honor. The award was presented at the 2009 American Library Association Annual Conference during its Opening General Session at McCormick Place in Chicago. The FTRF Roll of Honor was established in 1987 to recognize and honor those individuals who have contributed substantially to FTRF through adherence to its principles and/or substantial monetary support. This recognition extends to the work of the association on behalf of these core values of the profession.

"Bob's reputation as a fierce advocate of intellectual freedom is known throughout the library world. He has successfully shepherded ILA through quite a few legislative attempts to restrict intellectual freedom, and under his leadership, ILA has trained countless librarians on their rights and responsibilities under the First Amendment," said Roll of Honor Committee Chair Kent Oliver. Doyle's name was added to the Roll of Honor for his "stellar support of the Freedom to Read Foundation as a pillar of this organization — as staff, trustee, advisor, organizer, donor, and advocate — for three decades."

Despite the economic downturn, the association ended FY 2008–2009 with a \$28,713 surplus, an exceptionally good performance in an extremely difficult climate. As with the rest of the world, ILA's long-term investments sustained a significant \$53,574 loss, but still managed to outperform other major economic indices. The association's portfolio loss of 15.05 percent compares favorably with losses of more than 28 percent for the Standard & Poor's 500 index and more than 25 percent for the Dow Jones Industrial Average. ILA's membership dues also declined by \$10,592.

New sources of revenue, such as the Obama Special Event License Plates and a successful 2008 ILA Annual Conference in Chicago that exceeded budget expectations, contributed to the association's economic health. A special initiative of the ILA Fundraising Committee raised \$11,975 for the Endowment Fund, a record for the association. In addition, cost-cutting offsets were employed wherever possible to guard against potential shortfalls and contributed to the overall budget surplus.

ILA's auditors, Weiss, Sugar, Dvorak & Dusek, Ltd., said, "The executive board and management should be commended for a very successful annual conference and creative cooperative venture with the Illinois Secretary of State and State Librarian Jesse White enabling the association to post a surplus for the year, despite

sustaining a net loss of \$53,574 from long-term investments during FY 2009. Investments still outperformed the major market indices, and of course, a long-term approach to investing is necessary."

The ILA Executive Board pledges to continue to closely monitor and adjust association budgets to reflect market conditions. In addition to sound fiscal management, the executive board believes this year illustrates ways in which the association must continue to diversify income streams in order to maintain the financial health of the organization.



ILA Fiscal Report

Year Ended June 30, 2009

REVENUE

General Operations	\$ 43,165
Membership	\$ 330,587
Directory/Reporter	\$ 27,632
Conference	\$ 434,442
Board	\$ 0
Publications	\$ 144,339
iREAD	\$ 226,494
Public Policy	\$ 4,000
Awards	\$ 3,737
Endowment	\$ 11,975
Workshops/Projects	\$ 24,147
Reaching Forward	\$ 111,792
Total Revenue	\$ 1,362,310

EXPENSES (before allocation of staff salaries, taxes, and benefits to functional areas)

General Operations	\$ 415,823
Membership/Directory/Reporter	\$ 102,818
Conference	\$ 281,430
Board/Committee	\$ 5,046
Publications	\$ 71,015
iREAD	\$ 208,500
Public Policy	\$ 63,161
Awards	\$ 9,964
Workshops/Projects	\$ 23,549
Professional Development	\$ 1,005
Forums	\$ 610
Reaching Forward	\$ 97,103
Total Expenses	\$ 1,280,024

Net Income before Loss on Long-Term Investments	\$ 82,286
Loss on Long-term Investments	\$ -53,574
Net Income	\$ 28,712
Net Assets at end of FY 2008	\$ 357,604
Net Assets at end of FY 2009	\$ 386,316

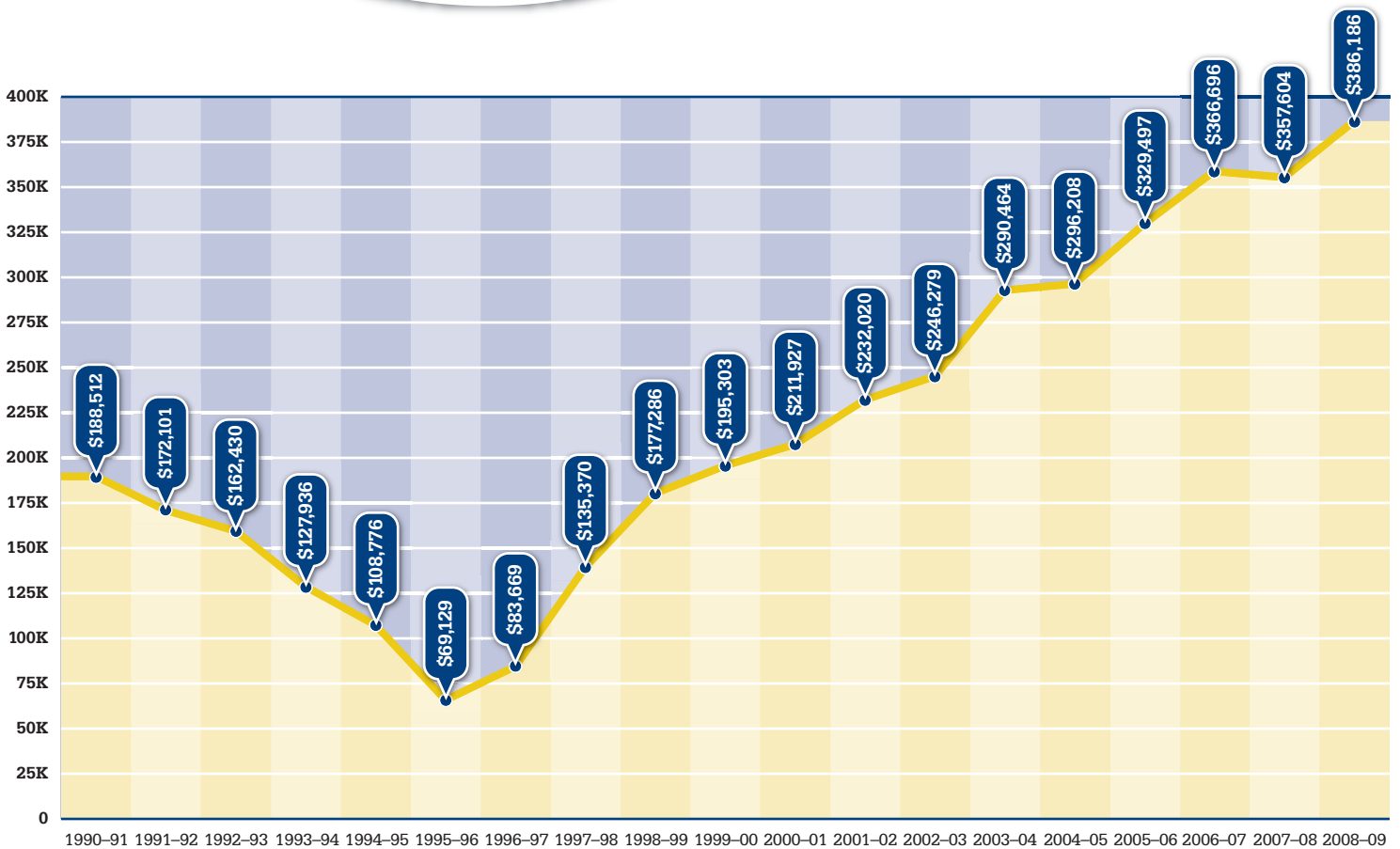
Net Assets are Comprised of:

Unrestricted Net Assets	\$ 322,259
Temporarily Restricted Assets	\$ 25,015

- Atkinson Memorial Award (\$3,677)
- Student Librarian Scholarship (\$2,979)
- deLafayette Reid Fund for Continuing Education (\$4,283)
- Robert R. McClarren Award Fund for Legislative Development (\$848)
- Sylvia Murphy Williams Fund (\$5,831)
- Legal Defense Fund (\$555)
- Preiser Award (\$2,104)
- Illinois Library Day (\$4,738)

Permanently Restricted Assets	\$ 39,042
Total Net Assets at end of FY 2009	\$ 386,316

Historical Overview of Net Assets



CUMULATIVE SURPLUS

After thirteen years of expanding services, reduced staffing, and aggressive cost controls, the association has ended the last thirteen fiscal years with surpluses totalling \$317,187.

2008-2009	\$ 28,712
2007-2008	\$ -9,092
2006-2007	\$ 37,199
2005-2006	\$ 33,289
2004-2005	\$ 5,744
2003-2004	\$ 44,185
2002-2003	\$ 14,259
2001-2002	\$ 20,093
2000-2001	\$ 16,624
1999-2000	\$ 18,017
1998-1999	\$ 41,916
1997-1998	\$ 51,701
1996-1997	\$ 14,540
Total	\$317,187

MEMBERSHIP

The Illinois Library Association represents all types of libraries — public, school, academic, and special libraries serving government, commerce, the armed services, hospitals, prisons, and other institutions. Its almost 3,000 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

ADMINISTRATION AND GOVERNANCE

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.

FORUMS

Government Documents Forum
Illinois Association of College & Research Libraries Forum
Librarians for Social Responsibility Forum
Library Trustee Forum
Public Library Forum
Reaching Forward: Forum for Library Support Staff
Reference Services Forum
Resources & Technical Services Forum
Young Adult Services Forum
Youth Services Forum

STANDING COMMITTEES

Advocacy Committee
Awards Committee
Best Practices Committee
Conference Program Committee
Cultural and Racial Diversity Committee
Finance Committee
Fundraising Committee
Intellectual Freedom Committee
ILA Reporter Advisory Committee
iREAD Committee
Marketing Committee
Membership Committee
Nominating Committee
Public Policy Committee

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ALA COUNCILOR

Tina Hubert,
Lewis & Clark Library System

EX OFFICIO

Robert P. Doyle,
Illinois Library Association

Anne B. Craig,
Illinois State Library



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Illinois Open Meetings Act (OMA) and Freedom of Information Act (FOIA)

During the last week of the legislative session, the Illinois General Assembly passed legislation making sweeping changes to the state's sunshine laws. On the evening of May 27, 2009, Senate Bill 189 was amended on the House floor. House Amendment 2 was adopted by a voice vote without a hearing by a substantive committee. The bill was then immediately moved to third reading, where it passed the House with 116 votes for the bill and 0 against it. The bill was sent to the Senate that same evening and the next day, with little debate, the Senate approved the bill by a vote of 58 for and 1 against. The bill was sent to Governor Quinn for his consideration and on August 17, 2009, he signed the bill. Until the governor signed the bill, there were continuing efforts to suggest changes and improvements to the legislation.

The bill was an initiative of the Illinois Attorney General in conjunction with the Illinois Press Association and various other groups. Throughout the drafting process, the Illinois Library Association voiced a number of concerns and requested changes in this bill. While months of long work produced a version that is much improved over the original version, there are still serious concerns with this bill. The content of Senate Bill 189 is substantial and will require a careful reading and understanding by all public bodies.

The legislation creates various enforcement mechanisms for the Open Meetings Act (OMA) and the Freedom of Information Act (FOIA), including the statutory codification of the position of a Public Access Counselor (PAC) within the Office of the Attorney General. The bill grants various powers to the PAC to review and enforce decisions under OMA and FOIA. In addition, the bill fundamentally rewrites the FOIA statute.

At the 2009 ILA Annual Conference in Peoria, the following programs will discuss these changes:

WEDNESDAY, OCTOBER 7, 3:30–5:00 P.M.

The Attorneys Are In – Give Them Your Best Shot

A whole spectrum of topics will be covered regarding legal requirements facing libraries, including the Illinois Open Meetings Act, the Freedom of Information Act, personnel, electronic communications, litigation damage control, and much more. W. Britt Isaly and Jeffery J. Jurgens, Ancel, Glink, Diamond, Bush, DiCianni & Krafthefer, P.C.

THURSDAY, OCTOBER 8, 2:00–3:30 P.M.

Are Your Ears Burning? They Are Talking about Us in Springfield

Kip Kolkmeier, ILA Legislative Consultant, and Phil Lenzini, Kavanagh, Scully, Sudow, White & Frederick, P.C.

In addition, ILA will publish an article in the December 2009 *ILA Reporter* explaining the major changes contained in the bill, which affects the Open Meetings Act (OMA), the Freedom of Information Act (FOIA), and the Attorney General's Act.

Sally in Libraryland

Sometimes all you can do is embrace the chaos.

Indian Trails is experiencing those “interesting times” of the ancient curse. We’re not unique — I know many of your libraries are, too! Here’s what’s going on with us.

As I type this, we have no idea who our new director will be, although I certainly hope we know by the time you read it! We’re undergoing a major remodeling of our lobby, and that involved moving circulation into a new location for the duration. We’re helping our patrons get used to self-checkout. There’s the usual happy mayhem caused by the summer reading game, the upswing in activity in general due to the state of the economy, and a lot of popular programs.

We have more reason than most to be grateful for a relatively cool summer — due to some elderly infrastructure, we’ve had six power outages in the past month. Since none of our windows open, it gets pretty toasty very quickly, and we closed early on a few of those powerless days. In what I will use as an example of “post hoc ergo propter hoc” thinking forevermore — or at least until I encounter a better example — many of our patrons are quite sure the lobby remodeling has been causing the outages, and have not been hesitant to suggest to whichever sweaty staff members they encounter that we should do something about that.

As usual, staff take long-planned and well-deserved time off during the summer. ALA taking place in Chicago was an opportunity for more people to attend. There are many community events that give us the opportunity to get out into the district and make the library’s presence felt. And while all of those are excellent things, they result in a staff that’s spread pretty thin.

Layered on the mayhem are a lot of sounds not normally heard in the library: construction noises that are often painfully reminiscent of dental work, and a startling rumble from the enormous generator Com Ed parked outside the staff entrance for a while. A well-attended children’s program ended with a flock of first- and second-graders parading through the first floor enthusiastically blasting away on the kazoos they had made.



Left-field problems chose now to pile on: a new village inspector's unexpected visit had us scrambling to find a different storage spot for 125 chairs and a dozen tables. In the confusion that followed, a laptop went temporarily missing. Some enterprising neighborhood youth tried to use a pilfered — and not reported — library card to check out \$950 worth of Blu-ray discs. (Luckily, the instincts of circulation staff saved the day.)

Yep, it's been more than usually chaotic. But most of us realized early on that the only way to survive it was to embrace it. So a lot of people are taking shifts as greeters at the front door, to help disoriented patrons find their way to checkout or wherever else they need to go. Once you stop thinking about what you could/should be doing at your desk, or elsewhere, and get into the mindset of making sure the patrons who are streaming in and out are having a good experience no matter what, it's actually fun.

And ice cream and popsicles and coffee have appeared when staff have needed them. Someone went out and purchased battery-operated fans so staff could last a little longer. Surreptitious ice packs at their necks cheered circulation staff enormously as they dealt with an unending flow of patrons in an airless room.

There are, of course, people — staff and patrons — who are determined to suffer, and a lot of them are not doing so in silence. But mostly we're just doing what we can to make life better for everyone, and if we go home exhausted and eager for a shower, at least we do it secure in the knowledge that we've done the best we can, and that feels good.

What "interesting times" are you experiencing? How are you coping? E-mail me at sallyinlibraryland@yahoo.com.



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Rachel Bornstein, Mahomet Public Library District
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Arlene Brown, Eastern Illinois University, Charleston
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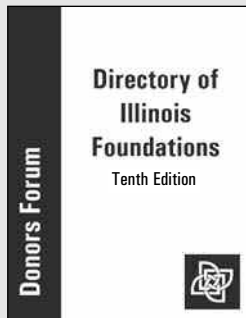
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Caring for Our

Customers

As a library director, I am pleased that our library is noted for its good customer service. How did that happen? How can you turn around a workplace atmosphere that seems okay to you as you interact with co-workers, but somehow doesn't seem welcoming to the people entering the library?

Customer service is about building positive relationships, being welcoming, engaging customers as individuals, making it easy for customers to do business with us, really listening to our customers, and teamwork. Good customer service doesn't have to cost a lot of money. It's about attitude and encouragement.

Our top priority is that the library be experienced as a friendly, welcoming place. We have made a commitment as a staff that every person who comes through our front doors will be greeted with a smile and hello. This means that we stop in midsentence when we are in conversation with other staff members, and if we are on the phone or in the middle of a transaction we will at least make eye contact or wave. It is important that our smiles be genuine. No one is fooled by one of those "mouth smiles" that never makes it to your eyes.

A recent article described Keihin Railway workers in Japan ⁽¹⁾ who are required to have their smile scanned and rated by a computer with special smile recognition software before going on duty. Those whose smiles do not meet the standard receive computer messages encouraging them with specific tips such as "lift up your mouth corners." No, we're not turning into smiling robots. The point is for us to show recognition and caring. Perhaps a "saying of the day" or a funny story can get all the staff in the right mood in the morning or the beginning of a shift.

Now you are thinking that this is a small library and that your library is too big or too busy to do this. To me, good customer service means building relationships. Wouldn't you greet a personal friend who entered the library? Every person who comes into the library deserves to be treated as a library friend. Perhaps you need a "help desk" or a roaming "greeter" who can assist people. At a nearby retail store the staff has been

trained to say, "Have an excellent day" as they complete a transaction. Library staff can say, "Thank you for coming to the library," "We're delighted to see you," or "We're glad you came to the library today."

At a library I recently visited, the information desk was located directly in front of the main doors. Stopping to study the map of the library to find the copier and not seeing it on the map, I asked at the information desk. The librarian turned and pointed to a large sign hanging from the ceiling in a far corner that said "copy center." The librarian felt that she was being helpful. I, however, felt stupid and comforted myself with the fact that no copiers were visible, only a six-foot-high divider which hid the copier and related equipment. Libraries can be intimidating places, particularly for a first-time visitor, so clear and accurate signage is an important part of helping people feel at ease. Whole workshops and careers are devoted to signage, so I will limit myself to warning against tattered and handwritten signs as well as the clutter of too many signs. It is important to have signs that make positive statements. Instead of signs full of "No" and "Don't" we frame our expectations in positive behaviors, such as: "For safety's sake, please keep your children with you."

Good customer service isn't a one-time goal that we can achieve and then work on something else. It is a moving target. As people and their expectations change, we need to change and adapt to them. Last year's good customer service is not necessarily this year's best customer service.

Living up to expectations is part of good customer service. People today expect things to be quick, convenient, and flexible. Starbucks is implementing "lean Japanese techniques."⁽²⁾ They work to shave two seconds off a store's drive-through time, or eight seconds off the time to prepare a drink. "The company says that having food and drinks ready to go quickly can boost traffic because that keeps people from leaving stores." If we have long waiting lines, we should be looking at ways to streamline checkouts in addition to congratulating ourselves on how popular the library is. This includes analyzing and adapting our routines as well as considering self-check options.



A change in our consortia's software, combined with daily delivery service, increased our items received from other libraries by 230 percent and our items loaned to other libraries by 245 percent in one year. This increase offered an opportunity to change our procedures so we put the hold books out near the circulation desk for people to pick up their own holds. This combined the convenience of placing holds from home with quick delivery and self-service at the library. The increase in interlibrary loans also tells us our library doesn't always have everything our users would like, so we ask them to help build our collection. We actively solicit suggestions of titles to purchase. If someone takes the time to suggest a title to us, we will usually buy it because I believe that several more people in the community will also want that item but did not take the time to request it.

What barriers do libraries put in the way of service? Certainly fines are seen as barriers by those who owe them. From the library point of view, fines aren't meant to be punitive; rather they are an incentive to return items so that others may use those materials. When a person comes into the library, they have made the effort to come in, they want service, but may not have cash to pay fines. Libraries can make it more convenient for people to pay fines by being equipped to accept credit and debit cards. When fast food restaurants accept credit cards, we know that a great deal of market research went into that decision. Shouldn't the library be as convenient? Illinois Funds E-Pay⁽⁴⁾ program has negotiated the best rates for government bodies so the fees are negligible. By offering the opportunity to pay by credit card, we are giving people an option to clear their record and to take home the benefits of being a library user as opposed to having an angry, embarrassed person leave the library never to return.

Libraries have rules, lots of rules, so how can we be flexible? We offer people the option to receive an e-mail notice three days before their items are due with a reminder to renew or return them. People stop me on the street to thank me for those reminders! People who are taking items on vacation can extend their checkout so that all their items are due a couple days after their return. Small changes like these show personal concern for people.

As for complaints, yes, we occasionally receive complaints. Complaints are opportunities for us to make a person feel heard and staff members should use effective listening skills, including receptive body language, focusing on the speaker to understand his point of view, paraphrasing the situation, empathizing with the feelings of the speaker, and asking how the situation could be improved. The information we receive is considered and discussed as we evaluate what changes to make. Even if nothing can be changed we have treated the person and their view with respect.

Do you ever talk about examples of particularly poor service that you have experienced? Studies show that a satisfied customer will tell two to three people about his experience, while a dissatisfied customer will spread the word to eight to ten people. Every staff member can share an experience of bad service and promise each other that no one coming into the library will be treated that way. Each and every employee must take personal responsibility for improving the library experience for the customer.⁽³⁾

Customer service at our library is about being a welcoming place, treating people with personal care, and being convenient and flexible. Customer service also requires that, as a staff, we all follow up our cheerful welcome with accurate and quick delivery of the information, service, or item desired. All of us in libraries want the excellence of our collection, our building, and our services to be recognized and appreciated. Give the people in your community the kind of welcome that will encourage them to tell their neighbors and friends about your library. **ILA**

(1) "Automated Smile Police Monitor Employees," www.livescience.com/technology/090714-smile-police.html

(2) "Starbucks' New Buzzword: 'Lean' Japanese Technology," *Wall Street Journal*, August 4, 2009, pp. A1, A10.

(3) Trends Report 2009, Alliance Library System, Kitty Pope, p. 16.

(4) Illinois Funds E-Pay, phone: 866-831-5240 or EPayCustomerService@treasurer.state.il.us



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