



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 theme of the *2012–2013 ILA Annual Report* is “Libraries That Work.” Under the leadership of 2012–2013 ILA President Pam Van Kirk, the association wrapped up a good year of working on behalf of libraries around the state, bringing their message to legislators and the community at large, hosting a wide range of programs and events, and striving to secure a future for the profession. See the full annual report beginning on page 17 for more details.

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 3,200 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.

CONTENTS



FEATURES

- 4 **AS THE SPIRIT MOOCS YOU:
MASSIVE OPEN ONLINE COURSES
AND ILLINOIS LIBRARIES**
by Kara Kohn
- 8 **2013 SYLVIA MURPHY WILLIAMS SCHOLARS**
Jessica Bastian, Fanny Camargo, William K. Langston,
Cecily Randle El, Katherine Rojas, and Sophie Young
- 12 **NEW MEMBERS**
- 17 **2012–2013 ILA ANNUAL REPORT**
by Robert P. Doyle

INSERT

2014 iREAD CATALOG

OPINION & COMMENTARY

- 14 **SALLY IN LIBRARYLAND**
by Sally Decker Smith



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As the Spirit MOOCs You: Massive Open Online Courses and Illinois Libraries

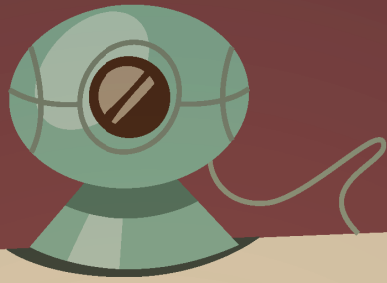
If you haven't heard about "MOOCs" yet, you will soon. MOOC, or massive open online course, is a buzzword popping up in higher education and beyond. These online courses are open to anyone in the world, offered by top-tier colleges and universities or experts in the field, and free of charge to students, resulting in massive enrollment figures. Typically MOOCs do not offer credit or certification, but fee-based, credit-bearing options are emerging, albeit with much lower costs than traditional courses. Lectures may be delivered by prominent scholars, but additional instruction, discussion, and supplemental materials come via videos, wikis, blogs, and social media. The class size can range from several hundred to several thousand.

The term MOOC was coined in 2008, and the practice really took off in 2011 when Stanford University offered three courses that all drew over 100,000 students. That launch eventually led to the formation of two of the largest players in today's MOOC marketplace, Coursera and Udacity, both for-profit companies. Figuring out how to make money offering courses for free is complicated, but both start-ups have been successful in raising investment capital, as well as charging some fees, though not to take courses. The other major provider is EdX, a nonprofit. Here's a quick look at the big three platforms, all allied with prominent institutional partners.

- **Coursera** offers over 300 courses and has partnered with sixty-two universities from sixteen countries, including Illinois' own Northwestern University, the University of Chicago, and the University of Illinois at Urbana-Champaign.
- **EdX** is a nonprofit founded by Harvard University and Massachusetts Institute of Technology (MIT). Sixty-two courses have been offered through EdX from the University of California Berkeley, Cornell University, and the University of Queensland (Australia), to name a few.
- **Udacity** offers courses in business, computer science, design, and mathematics, and grew out of the founders' first course offering on artificial intelligence while they were at Stanford. The course drew 160,000 students in more than 190 countries.

The origin of MOOCs seems to arise from the intersection of available technology and practitioners envisioning the limitless possibility of higher education, freed from geography and tuition. Many early MOOCs dealt with computer science topics, the field in which faculty were familiar with both the medium and the message; as the field developed, topics have broadened. Making education available to anyone, even if they can't receive the diploma or credential that accompanies it, seems to be as much a driving force as the potential commercial applications that will no doubt follow.

[continued on page 6]



WHAT'S A LIBRARY TO DO?

How libraries will factor in the MOOC model remains to be seen, but there are opportunities for libraries of all types — academic, school, and public.

- For academic libraries, there's the question of whether they should be supporting non-paying students. In any event, they have a role in supporting their faculty in everything from research to copyright questions in an open-source environment.
- For many MOOC enrollees without access to an academic library, the public library may be the only option, offering both research materials and even accessing the course through library computers. "I believe that the best way to improve literacy (of all kinds) in the population we serve is through collaboration," says Patricia Harkin, Gail Borden Public Library District board member. "Technological advances, especially new media, make this goal easier to achieve than it would have been even five years ago. Specifically, I'd urge the library to investigate the possibilities of MOOCs in partnership with colleges and universities."

- "Librarians in school libraries can identify MOOCs that students can use for self study in areas of interest, and public libraries can likewise aid in identifying and gaining access to new educational content that is freely available," notes Linda C. Smith, professor and associate dean for academic programs at the Graduate School of Library and Information Science at the University of Illinois Urbana-Champaign. "Libraries can contribute in a number of ways: by engaging in discussions around copyright, licensing, and open access; by supporting course production; and even by having librarians become 'embedded' in MOOC environments in order to provide support for learners."

"Each of the librarians here can help someone find the information they need and help them tease out the minutiae that are useful from the glut of resources out there."



To help address some of these roles, the Association for Library Collections & Technical Services (ALCTS), a division of the American Library Association (ALA), is offering a webinar series this fall with four sessions covering a range of topics:

- The origins of online learning and why MOOCs continue to thoroughly capture the imagination of students, educators, and administrators.
- Role of the librarian as a “solutions provider” to the online learning community and how librarians can get into the conversation.
- Insights into the library’s role educating users with regard to copyright in settings beyond the traditional classroom model.
- Optimism and pessimism about the future of MOOCs.

For more information, see www.ala.org/alcts/confevents/upcoming/webinar/moocs

ASK NOT WHAT YOU CAN DO FOR A MOOC...

Though still hashing out some of the potential issues, such as how MOOCs will be assessed and managed and what the learning outcomes will be, Joliet Junior College sees the benefits MOOCs can bring to the college and community at large. “MOOCs could certainly increase our exposure. All of us (libraries) feel that not enough people know about the resources we offer. Not just the material on our shelves or online, but more importantly the personal services we offer. Each of the librarians here can help someone find the information they need and help them tease out the minutiae that are useful from the glut of resources out there. Raising our profile via MOOCs and other online services is an absolute plus,” maintains Susan Prokopeak, library professor and access services librarian at Joliet Junior College.

An early adopter who was excited about the myriad of new possibilities offered by MOOCs, McHenry County College’s Dean of Library Kate Harger was challenged by the vice president of academics to design a MOOC that could be offered to their students, the community, and beyond. Utilizing the Canvas Network (another open course provider offering classes from institutions such as Brown University and University of South Florida), McHenry’s first MOOC was entitled “Online Reputation for Career Success,” with the aim of helping students to be more successful in their careers by instructing them about online identity and digital literacy.

The course ran for three weeks and the time required for an average student to complete all the coursework was twelve hours. Harger and a colleague in the college’s career services department targeted traditional college-age students; the course enrolled a whopping 449 students in over thirty different countries, with 11.4 percent completing, nearly twice the average completion rate. Mirroring a traditional online course, Harger’s MOOC featured required readings, video lectures, and discussion boards. Auto-graded quizzes were used as a measure of evaluation, common in MOOCs since the sheer number of students makes it impossible for an individual instructor to grade every single one.

Although getting spontaneous discussion questions rolling proved to be a challenge, Harger noted the value of the MOOC in providing “another venue through which we can educate users about things like information literacy. The thing I noticed was how valuable the instructor was; participants had high expectations for quality content, much of the learning came from effectively-facilitated discussions and well-designed curriculum. All those things require faculty input.”

At present neither of the library school programs in Illinois offer MOOCs, but some offerings elsewhere include:

- Syracuse University’s School of Information Studies first MOOC focused on new librarianship, a concept recasting librarianship and library practice using the fundamental concept that knowledge is created through conversation, ran in the spring of 2013 and included more than 800 participants. <http://ischool.syr.edu/future/grad/newlibopencourse.aspx>
- San Jose State University’s “Hyperlinked Library” MOOC begins in the fall of 2013. <http://slisweb.sjsu.edu/programs/moocs/hyperlinked-library-mooc>
- “Metadata: Organizing and Discovering Information,” an eight-week course offered by the University of North Carolina at Chapel Hill, will consist of video lectures, interviews with experts on various aspects of metadata, and brief quizzes, graded tests, and a final exam. <https://www.coursera.org/course/metadata>

Whether MOOCs are a first step in a revolutionary opening up of higher education or a fad, they’re today’s hot topic, and one with relevance for libraries. This conversation is just getting started, so keep it going by posting your comments and experiences on ILA’s Facebook page. 

Find ILA on Facebook and tell us what you think about MOOCs!

2013 Sylvia Murphy Williams Scholars

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



Jessica Bastian

Hometown: Peoria, Illinois
Undergraduate degree: Western Illinois University,
Political Science, 2006
Graduate degree: Illinois State University, Political Science, 2010
Current institution: University of Illinois at Urbana-Champaign

I am delighted to receive this honor and even more pleased to join the Spectrum community. This fall marks my third semester in the Graduate School of Library and Information Science (GSLIS) at the University of Illinois. My interests include academic librarianship and community informatics. I plan to pursue a career in academic librarianship with a strong focus on engaging communities of diverse users and advancing civic and information literacy within diverse and underserved communities. This award is incredibly meaningful to me as it is an opportunity to engage with cutting edge professionals in building the future of LIS. I want to thank the American Library Association, Spectrum, the Association of College and Research Libraries and, of course, the University of Illinois, GSLIS program.



Fanny Camargo

Hometown: Barranquilla, Colombia
Undergraduate degree: Purdue University, Communications, 2002
Current institution: Dominican University

After years of working in the field of litigation support, I decided to pursue a meaningful career as a librarian. The studies in library sciences have inspired in me a passionate commitment to public service with special interest in library community outreach. I like participating in that commitment of ensuring equity in access to library materials, programs, and services.

I am part of the Hispanic community, an underrepresented group that currently has significant high growth rates in the United States. I seek to grow and play a role in the shaping of future library services that not only promote and embrace overall diversity, but also commit to serve racially and ethnically diverse at-risk communities that libraries may have been struggling to reach. I hope to reach my potential to successfully create and develop community relations, outreach programs, and special projects for the Latino community in libraries. I am eager to make a positive impact on society and make a difference in people's lives by advocating change and transforming communities.



William K. Langston

Hometown: Oak Park, Illinois

Undergraduate degree: Northern Illinois University, Communications, 2007

Graduate degree: Keller Graduate School of Management, MBA, 2010

Current institution: University of Illinois at Urbana-Champaign

I was introduced to the broader workings of LIS when I enrolled in an after-school library program at my local community college, Triton College, during my freshman year in high school.

The after-school program was a STEM initiative called Mars Millennium, mainly a robotics workshop that utilized all STEM attributes to explore innovative ways to build transportation and a living colony on Mars in the future. Before this program, my perspective of libraries was limited to just bookshelves, quiet space, and study rooms. Now it is expanded to understand that libraries have long been a hub of information and innovation. Libraries have all the potential to stand at the forefront of today's rapidly progressive innovative state. Since high school, my intrigue with libraries, library resources and programs, and public space used for innovative development has multiplied. Shortly after my time at Northern Illinois University, I earned an MBA with an emphasis in Public Administration. My intention is to combine those lessons with my LIS work at the University of Illinois at Urbana-Champaign. I believe that institutions and people have greater means of providing for their communities when properly informed of resources available and options to their advantage. This is why I am most interested in public libraries and information centers.



Cecily Randle El

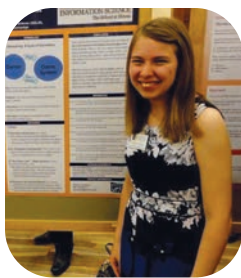
Hometown: Blue Island, Illinois

Undergraduate degree: Eastern Illinois University, Philosophy, 2012

Current institution: University of Illinois at Urbana-Champaign

I fell in love with being involved in the everyday life of a community during my first job as a cashier at a local grocery store. I care about people and their goals, and currently my interest in LIS is in finding effective ways for libraries to best serve the unique concerns of the communities of which they are a part. I am interested in how library professionals can first gather information about the resources and services that the members of a specific group require for the improvement of their lives, by their own standards. I am also interested in what types of solutions exist to fulfill those needs, and how libraries can most effectively implement such solutions. To best participate in this role of a library, I am looking into the various methods and technologies that assist library professionals in gathering information about their communities. I am also seeking to fully understand the emerging technological resources that may be offered by libraries, along with the pros and cons of actually providing these resources within information centers.

[continued on page 10]



Katherine Rojas

Hometown: Philadelphia, Pennsylvania
Undergraduate degree: Immaculata University, English, 2013
Current institution: University of Illinois at Urbana-Champaign

As a freshman attending high school in North Philadelphia, I somehow became a library aide. The head of academics assigned me to the library as an alternative to a study hall in the non-air-conditioned auditorium. Four years later, I knew what career I wanted to pursue. To prepare myself for graduate studies in library science, I structured my undergraduate curriculum appropriately by studying English literature, information technology, and psychology. Throughout college, I also worked as a library aide, an interlibrary loan assistant, and a writing assistant to acquire additional experience that would complement my future interests.

My ultimate goal is to return to Philadelphia and serve its local communities as a librarian. At GSLIS, I plan to take coursework in the areas of community informatics and youth services while strengthening my technological skills through my roles as a graduate assistant and teaching assistant. I also hope to continue performing research about library video game resources as I progress through my master's program, as I did this previous summer through a research fellowship. As a Spectrum Scholar recipient, I look forward to providing and sharing insights about librarianship and diversity with the other Spectrum Scholars to learn how to best serve my future library patrons.



Sophie Young

Hometown: Huntsville, Alabama
Undergraduate degree: Yale University, History, 1989
Current institution: University of Illinois at Urbana-Champaign

I've always chosen vocations that reflect my personal priorities: human rights, environmental protection, and education. As a librarian, my ultimate goal is to meld my personal ethics, my work, and my daily interactions into one seamless structure. I feel strongly about the legacy of this profession; we are the stewards of information and intellectual freedom, and we maintain the heart of every community. I promote inclusion and diversity in my work as adult programming coordinator at Huntsville-Madison County Public Library, and I see graduate school as the next step in garnering tools and connections to strengthen my efforts. As the LIS field changes to integrate new technologies and social structures, I find these times exciting and full of opportunity. We are at the cusp of synthesizing a business-model information science with service-oriented library science, and the transformation has the potential to change lives and society dramatically. I'm grateful to be learning and growing at the University of Illinois, and for ILA's support for minorities in the LIS field. I look forward to developing myself to serve our larger community. **ILA**

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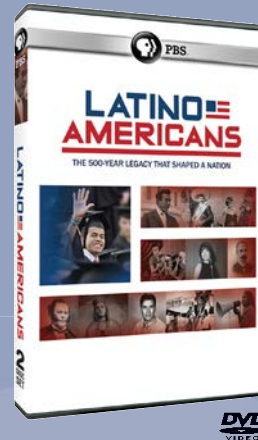
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Sally in Libraryland

There are few places I enjoy being more than in a room full of library people, and the universe recently gifted me with two opportunities!

Have you ever attended ILA's annual orientation session, held every July? Or have you wondered what happens there? There are no secret handshakes, but everybody wears a name tag, which is very helpful when meeting people in person for the first time. Being able to put a face to a name you've been e-mailing for years is a beautiful thing!

Officers, board members, committee chairs, forum managers, and as many committee members as can make it gather in a central location (Bloomington this year) for an all-day meeting that jump starts the organization's year. It's a rich, full day of learning and sharing. (This year in particular I learned — not for the first time — that I am somewhat directionally impaired. And that sometimes GPS is not as helpful as it would have you believe. I console myself with the thought that I always start out early enough to allow for unplanned detours, and try to enjoy the scenery that I would have otherwise not seen. Luckily, none of the unexpected sightseeing in Bloomington frightened me.)

Depending on time and location, many people spend the night before in a hotel to be able to be there bright and early and get down to business. People who don't spend the night sometimes leave home in the deep, dark, pre-dawn hours, arriving ready to get down to business, too.

Breakfast in a room full of library people from all over the state who haven't been together in a while is a wildly social event, and conversation and laughter fills a good-sized room. When it's time to get to work, the mood shifts quickly, and people pay close attention. Bob Doyle lays out the plan for the day. The president (currently Su Erickson) welcomes the group. Kip Kolkmeier, ILA's legislative consultant, reports on what's happening —

or could happen — in Springfield. Committee and forum introductory remarks come next, with each speaker having an opportunity to educate the group about what's been going on in their corner of libraryland, and there are many corners! This year a highlight was having a beach ball tossed around the room, as well as the thundering downpour that went on outside, which was only noteworthy because the automatic sprinklers on the lawn bravely soldiered on in the rain.

It's a full morning, and then it's time for lunch. The conversation and laughter erupts again, and groups form and reform again at tables all over the room. Social chatter dances with library concerns, in a balance that's about 50/50. There's an opportunity to see who else believes that life is uncertain, so you should eat dessert first.

Committees meet after lunch. For many, it is the only opportunity they'll have to be in a room together, so those meetings are extremely productive. Board liaisons meet with each committee, and since there are more committees than board members, they sometimes have to scoot from one meeting to another.

Then comes the home stretch, back in the big room. This year there were snacks, provided by Lynn Elam's daughter's ice cream shop! Committee chairs and forum leaders provide a brief outline of their plans and priorities for the upcoming year. Everyone leaves better informed, energized, and well fed. Heading home (and not getting lost even once), there was plenty of time to reflect on the day, and be grateful that there are so many smart, dedicated, talented people all over Illinois willing and able to spend a day at a meeting like this, all focused on working on the goals and challenges we share. The epicenter of ILA is that office in Chicago, but the organization is all of us, and this day always makes me realize how lucky we are to have each other. I hope I can make it again next year!

REACHING FORWARD

A different large and very effective group meets to plan each year's Reaching Forward Conference, held each May in Rosemont. Tobi Oberman and Tom Rich have led this group for — egad — twenty-five years. Meetings are held in the Chicago suburbs, and begin with coffee and snacks. Around one giant table are people who have been on the committee for many years, newbies, and, in the initial planning stages, invited guests.

After twenty-five years, they have it down to a science. Initially, questions like “What topics are staff talking about at your library?” are discussed at length. Everyone's contributions are welcomed and noted. Then it's on to another question: “What programs have you attended recently that would be a good fit for this conference?” “What was old is new again?” And so goes the rest of the morning. Whoever has the time adjourns to a local restaurant for lunch, where the conversation bounces from library topics to personal ones and back again. At the next meeting, the discussion will be about good speakers, and what they might be asked to talk about. As the months zoom closer to May, topics and speakers are narrowed down to fit the available time slots. A hard-working subcommittee recruits exhibitors. Publicity goes out early and often. The last meeting before the event is when responsibilities for the day are divvied up.

When it finally comes, the day itself is a really long one that flies by. Committee members are onsite early, and attendees arrive in a trickle and then a flood. Problems may or may not arise, but any that do are quickly dealt with by ILA staff and usually no one else even knows there was a problem. There's breakfast and opening remarks, well-planned and targeted programs, and then a break for the included lunch, followed by an afternoon of more programs. If you've never gone, you should seriously consider it — it's a wonderful day!

But the committee never rests. There will be a meeting in June to review how it went: What topics or speakers were hits? Did any fall short of expectations? What did the evaluations say, and what was the feedback from the exhibitors? In July, they rest. And then in August, the whole process starts again.

And I am delighted to be a member of that committee. To be at a table regularly with such a bunch of smart, thoughtful, and committed library people is a joy indeed. And then there's lunch!

If you, too, find joy in being in a room full of library people, I urge you to find a way to do that. You can find a form online to volunteer to be on an ILA committee (appointments have been made for this year, but there's always another year, and more work to do). Anyone can join a forum, and they wish you would. If you have an idea for Reaching Forward, contact Tobi or Tom through ILA at robinson@ila.org.

What experiences have you had in a room full of library people? What would you like to do again, or what would you rather not? Have you ever gotten lost on your way to a library event/meeting? We could have a lot to talk about! E-mail me at Sallyinlibraryland@yahoo.com. **ILA**



Library Jobline of Illinois



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

Positions for Librarians and Support Staff

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

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at miriampollack@comcast.net or 847-272-5011.**



LIBRARIES THAT  WORK

LIBRARIES THAT WORK

It's not easy being a librarian these days. There's the general state of the economy and the idea that everything is on Google. But maybe it's never been easy, and that's why we do it. In this past year as president of the Illinois Library Association (ILA), I've been able to see the work that goes into making libraries matter to politicians in Springfield and to everyone else who benefits from the amazing network of people and places that make up Illinois' libraries.

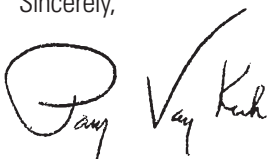
In all my years as both a school and public librarian, and eventually as a library director, I never truly realized what went on behind the scenes at ILA. I knew they hosted conferences and produced publications, hosted workshops and gave awards, helped me meet some of my colleagues around the state. I was always a member and happy to be part of things. What I didn't realize was that the work they do — to help make sure that the right laws pass, and the wrong ones don't — is what makes it possible for me to do my job. It's that simple.

- ILA fights for library funding and has consistently protected library grant programs and even achieved increased funding in these tough budget times.
- ILA has repeatedly defeated efforts to impose mandatory Internet filtering laws that would prevent patrons at my library from accessing the information they need.
- ILA has helped defeat efforts to reduce local revenues to libraries and schools.
- And ILA worked to make sure that libraries, schools, colleges, and universities were exempt from the new firearm concealed carry legislation.

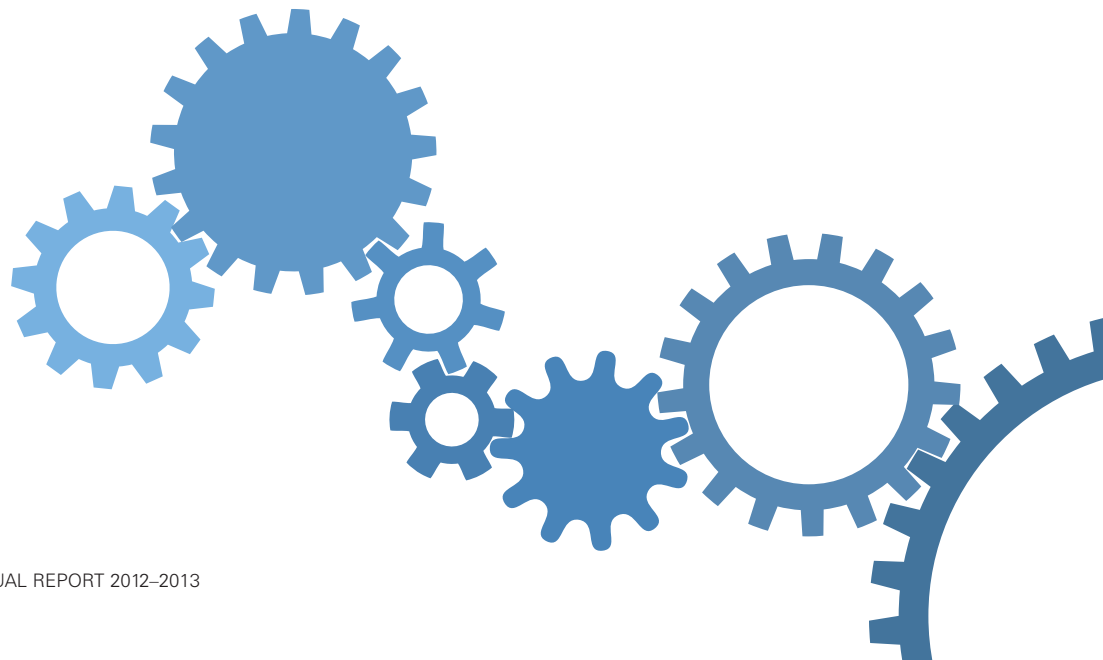
ILA is a practical and proactive organization, just like libraries themselves. Things are always changing, and we adapt or become irrelevant. ILA has moved much of its communication from print to online and found new ways to augment revenue through earned-income projects like iREAD and now through some new affinity programs that could produce both savings for libraries and benefits for the association down the line.

Just as many library patrons have had to figure out how to adapt to the new economy if they want to work, libraries and ILA have had to do the same thing. I couldn't be prouder of the way I've spent the past year, working with all of you to make sure libraries still work for all the people who use them and value them. I know you'll keep up the good work in the years to come!

Sincerely,



Pamela Van Kirk
ILA President, 2012–2013



Putting Your Dues to Work: \$3.3 Million in Library Funding Restored Statewide

In many ways, 2013 was a banner year for ILA's legislative efforts, led by the Public Policy and Advocacy Committees. These two committees are among our most active and dedicated, meeting monthly, and reviewing the entire lineup of bills at the state level that could impact libraries, as well as organizing events and campaigns to communicate with elected officials at all levels. The bulk of our work as a statewide association is at the state level. And even though most public library funding is local, the climate that all libraries in Illinois face — including school, special, and academic — has a direct correlation to the state's legal and political environment.

For the past several years, even though we have not been able to report success in directly increasing library funding, we have had a very strong legislative scorecard in securing votes for the bills we supported and against those we opposed. We have patiently cultivated and built relationships between legislators and the library supporter in their own districts, winning hearts and minds. So this year, when a bill that eventually became law — House Bill (HB) 214 — drew an amendment that came seemingly out of the blue to restore full funding for the 2014 public library per capita and equalization per capita grants, we were ready.

ILA mobilized support, and quickly saw the bill move through the Senate and on to the governor for his signature. The increase of more than \$3.3 million will be available in the coming year. While libraries have done comparatively well during the recent difficult budget years, we still suffered cuts to major grant programs. Thanks to the efforts of our members, we are among the first to have grant program budget cuts restored. In addition to full funding for the 2014 public library per capita and equalization per capita grants, the state budget also preserved level funding for library system and school grants.

In more good news, every substantive bill actively opposed by ILA was once again defeated in the recently concluded session.

- A major victory was the defeat of House Bill (HB) 89, which would have changed the tax cap statute to reduce available revenues in areas with declining property tax assessments. This is the third year this legislation was proposed, and the third year it was defeated.
- In yet another indication of the strength and credibility of ILA's legislative relations, several bills that could have impacted intellectual freedom were withdrawn after we expressed concerns.
- Concealed carry may have come to Illinois, but the new statute includes exemptions for buildings, other property, and parking areas that belong to public libraries, schools, colleges, and universities. ILA's Executive Board sought to define a position that registered opposition in principle but recognized that a federal court had mandated a change to Illinois law that could only be mitigated, not avoided.
- An initiative to encourage public access to taxpayer-funded research at Illinois public colleges and universities, supported by ILA, passed as Senate Bill (SB) 1900. The bill establishes college and university task forces charged with assessing the best approach to accomplish the goal of full access at each individual institution. This legislation was a direct result of the collaboration of library experts and a thoughtful legislative sponsor.
- On a topic sure to be continued into the coming year, the Illinois General Assembly considered, but once again did not pass, significant state pension reform legislation. The House and Senate approved differing versions of state pension reform, and have so far failed to reconcile these different approaches. ILA continues to oppose efforts that would reduce earned employee pension benefits, but supports reform initiatives that reduce cost while providing genuine choice to employees. Stay tuned!





Working Smarter: The Red Rubber Ball at Work

Why would you join a professional association unless you wanted to be the best you could be? Many of our continuing education efforts feature our own members sharing their expertise, while others showcase best practices and knowledge drawn from around the country.

If you were at the Peoria Civic Center on October 9, 2012, you may have been surprised to see a big box of red rubber balls up on stage as ILA President Pam Van Kirk was wheeled in on a book cart, tossing little bags of Red Hots® candies to the audience. It was all part of the ILA Annual Conference, inspired by keynote speaker Kevin Carroll's most recent book, *The Red Rubber Ball at Work*. Carroll was a former translator for the U.S. Air Force, as well as a trainer with the Philadelphia 76ers and brand specialist at Nike. He now runs his own company, Katalyst, that works for change through play around the world.

- Authors, exhibitors, awards, and events filled three days for the 1,124 conference attendees. Sixteen award winners were honored at the annual luncheon, and thirty-nine sponsors provided support. The exhibits floor had 124 booths representing a wide array of services to libraries, from publishers and catalog vendors to legal counsel and library architects.
- It's a conference tradition to invite one of the year's iREAD illustrators to attend; for 2013's Have Book Will Travel theme, Anna Dewdney, author of the popular *Llama, Llama* books, was the hot ticket at the Youth Services Author Breakfast.
- It's impossible to cram a full year of professional development opportunities into the few short days of the Annual Conference. Workshops for trustees and support staff are held twice each year, in two locations in the northern and southern parts of the state, and many other tips, strategies, and ideas are shared throughout the state at meetings, programs, and online.

All Work and No Play

One thing we try not to be is dull. The expansion of iREAD, ILA's summer reading program, continued into markets beyond Illinois with its adoption by the California Library Association (CLA), in addition to our now four-year-old relationship with the U.S. Department of Defense and military libraries worldwide. Sales of the Resource Guide and incentives that support each year's theme provide significant revenue to the association, but also require a support system to manage this business. From procurement to order processing and fulfillment, customer service and billing, inventory and quality control, we combine outsourcing and staffing to meet these needs. Our goal is to continue expansion into new markets to both secure this revenue source and extend the benefits of summer reading to more libraries and other locations.

In large part thanks to the success of iREAD, the association reached a major financial milestone this year. A goal proposed by the ILA Executive Board in 2004 to create an operating reserve equal to 50 percent of the annual budget — which at the time seemed an impossible task — has been met. See the financial report on pages 6–7 for details, and enormous thanks to all of you who worked to make this a reality.

Working the Room

ILA's Advocacy Committee sponsored two events to bring library supporters and legislators together around the table. The first was the President's Day Library Legislative Breakfast held in Buffalo Grove on February 20, 2012, with more than 150 attendees. This successful event is spreading to new communities in 2014, with additional gatherings planned for Lockport, Oak Brook, and Edwardsville, as well as an online communication strategy to reach statewide.

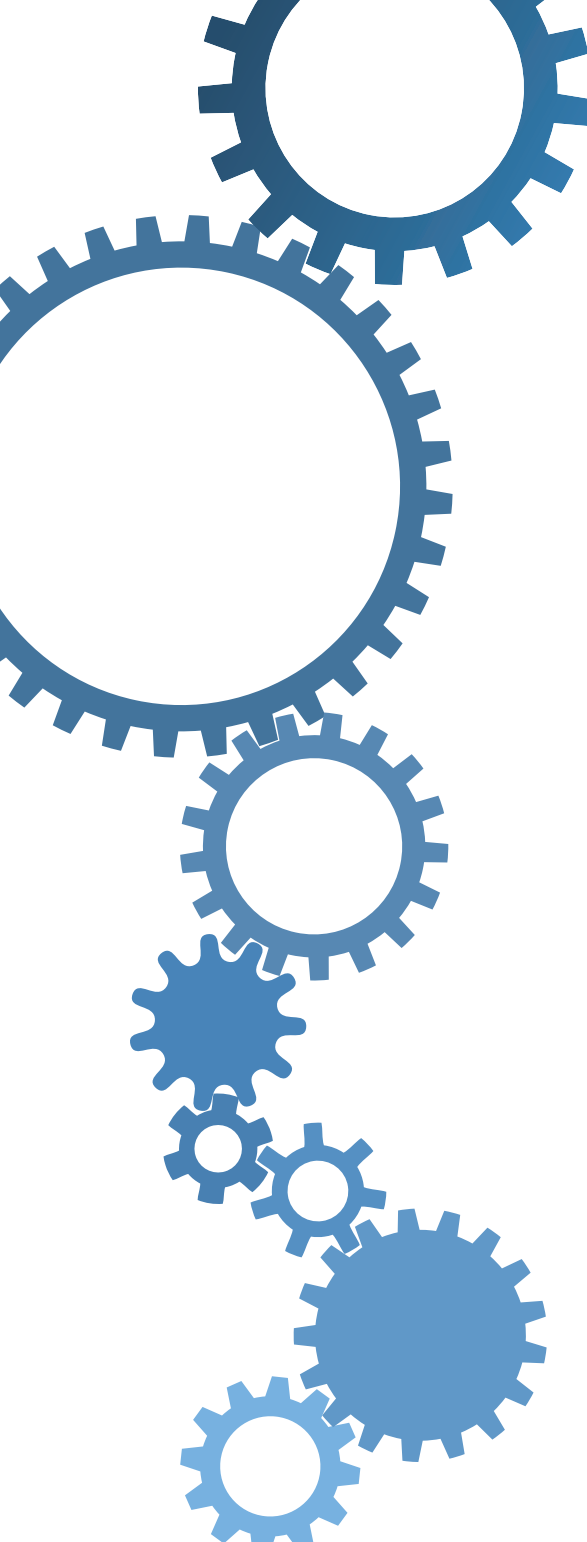
And in Washington, DC, as part of National Library Legislative Day activities, ILA's delegation sponsored a dinner on May 7 featuring an address by Carolyn Anthony, director of the Skokie Public Library, past president of the Illinois Library Association, and president-elect of the Public Library Association. Delegates from California, Kentucky, Pennsylvania, the American Library Association President and Executive Director, and others attended the dinner.

The following day as hundreds of librarians "hit the hill" to deliver the library message, ILA Executive Director Bob Doyle met with Congresswoman Jan Schakowsky, who has been particularly receptive to ILA's efforts to secure baseline funding for the U.S. Department of Defense summer reading program at military libraries. In addition to Schakowsky, ILA met with Rep. Tammy Duckworth earlier in the year at the ILA offices, and continues to seek support from Senators Durbin and Kirk and other members of the Illinois congressional delegation.

Working 'round the Clock

Along with the rest of the world, we're trying to move more of our communications and offerings to be available 24/7. Not just on our website, but you'll find us on Facebook and Twitter, asking for your opinion, reposting content, promoting events and programs. We distribute the *ILA E-Newsletter* several times each month to a list of more than 8,000 people, and the *ILA Reporter* continues to seek authors and ideas to stimulate your imagination. All back issues are available on the website, and we find readers beyond Illinois are interested and engaged by the magazine's content.

In 2012, we also began exploring new partnerships through affinity programs for members. Both ventures are still in the early stages, and the ILA Executive Board developed and approved a policy to govern such ventures that requires mission alignment and stops short of product endorsement.



ILA Fiscal Report Year Ended June 30, 2013

Revenue

General Operations	\$ 33,846
Membership	\$ 322,536
Conference	\$ 288,805
Publications	\$ 2,162,581
Public Policy	\$ 4,000
Awards	\$ 6,763
Endowment	\$ 7,506
Workshops/Projects	\$ 24,525
Reaching Forward	\$ 99,130
Total Revenue	\$ 2,949,692

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

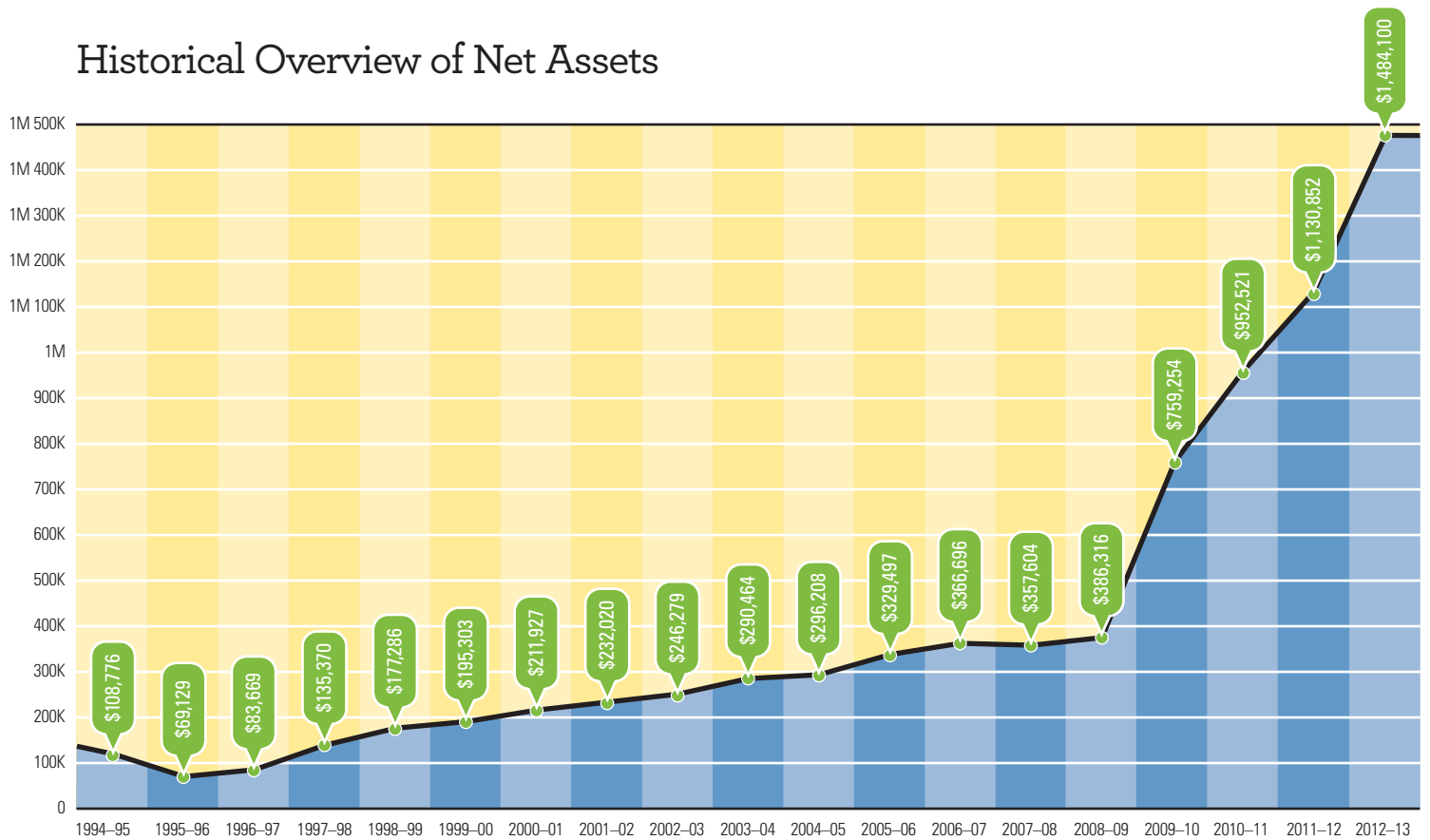
General Operations	\$ 563,474
Membership/Directory/Reporter	\$ 89,791
Conference	\$ 216,733
Board/Committee	\$ 17,047
Publications	\$ 1,547,115
Public Policy	\$ 68,372
Awards	\$ 6,766
Workshops/Projects	\$ 30,932
Forums	\$ 874
Reaching Forward	\$ 101,964
Total Expenses	\$ 2,643,068

Net Income before Gain on Long-Term Investments	\$ 306,624
Gain on Long-term Investments	\$ 46,624
Net Income	\$ 353,248
Net Assets at end of FY 2012	\$ 1,130,852
Net Assets at end of FY 2013	\$ 1,484,100

Net Assets Comprise:

Unrestricted Net Assets	\$ 1,379,357
Temporarily Restricted Assets	\$ 14,162
<ul style="list-style-type: none"> • Atkinson Memorial Award (\$3,220) • deLafayette Reid Fund for Continuing Education (\$4,283) • Robert R. McClarren Award Fund for Legislative Development (\$748) • Sylvia Murphy Williams Fund (\$1,292) • Legal Defense Fund (\$570) • Preiser Award (\$596) • Illinois Library Day (\$3,453) 	
Permanently Restricted Assets	\$ 90,581
Total Net Assets at end of FY 2013	\$ 1,484,100

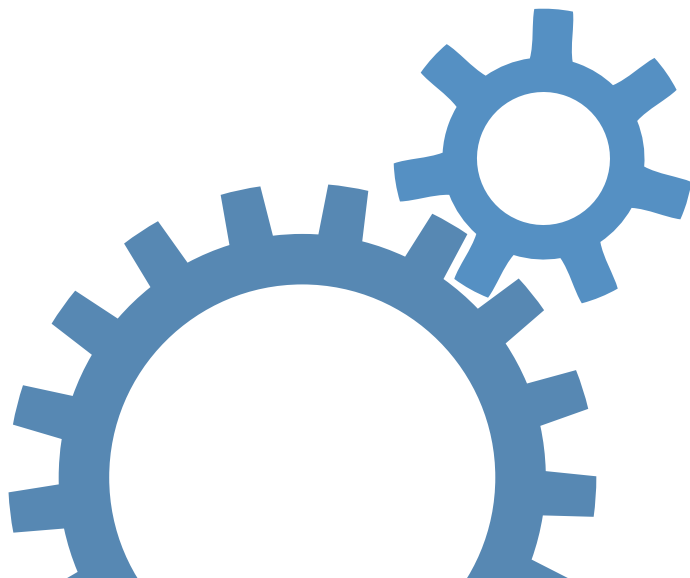
Historical Overview of Net Assets



Cumulative Surplus

After seventeen years of expanding services, reduced staffing, and aggressive cost controls, the association has ended the last seventeen fiscal years with surpluses totaling \$1,414,971.

2012-2013	\$ 353,248
2011-2012	\$ 178,331
2010-2011	\$ 193,267
2009-2010	\$ 372,938
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	\$1,414,971





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. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people. 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.

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.



Organizational Information

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 3,200 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
Leadership 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
ILA Reporter Advisory Committee
Intellectual Freedom Committee
iREAD® Committee
Marketing Committee
Membership Committee
Nominating Committee
Public Policy Committee

2012–2013 Executive Board

President

Pam Van Kirk

Vice President/President-Elect

Su Erickson, Robert Morris University

Immediate Past President

Lynn Elam, Algonquin Area Public Library District

Treasurer

Leslie Warren, American Bar Association

Directors

Laura Barnes, Illinois Sustainable Technology Center
Cynthia L. Fuerst, Vernon Area Public Library District
Kate Hall, New Lenox Public Library District
Jeanne Hamilton, Charleston Carnegie Public Library
Amanda McKay, Helen Matthes Library
Scott E. Pointon, White Oak Library District
Carol E. Reid, Heartland Community College Library
Becky Robinson, Galesburg High School
Leora Siegel, Chicago Botanic Garden
Ellen Sutton, College of DuPage Library
Susan L. Westgate, Bartlett Public Library District

ALA Councilor

Denise Zielinski, Joliet Public Library

Ex Officio

Anne B. Craig, Illinois State Library
Robert P. Doyle, Illinois Library Association

2012–2013 ILA Staff

Robert P. Doyle, Executive Director
Cynthia M. Robinson, Conference and Continuing Education Manager
Anne Bustamante, Member Services Manager
Jon Daniels, Controller



A handwritten signature in cursive script that reads 'Robert P. Doyle'.

Robert P. Doyle
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