



# The New Reality









# 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.





Dear ILA Members and Friends,

If I were to choose two words to capture the spirit of my presidential year, they would be “entrepreneurial” and “cooperative.” At first glance, they may sound contradictory, but I’d argue that they are both essential ingredients in dealing with the new reality of uncertainty in funding sources and the need to respond positively and creatively. In 2009 and 2010, I’ve watched Illinois’s librarians reinvent themselves as they faced a loss of system support at the same time their local governments were dealing with budget shortfalls and patrons were clamoring for increased services.

The remarkable thing is that in the midst of all this, libraries are thriving. Our shelves and our coffers may not be as full as we’d like, but our parking lots, meeting rooms, lists of reserved materials, and checkout lines are all overflowing. We’re open for business! We’ve all become entrepreneurs, organizing our resources and exploiting opportunities. We’re working with new partners, we’re blowing our horn, and we’re sharing our best ideas with each other.

And I’m proud to say, the Illinois Library Association (ILA) — our association — has been doing the same thing. Not only has ILA taken the lead in trying to help plan a future for statewide cooperation in the face of massive system restructuring, it has also increased its own membership and its own resources in a year when most state associations headed in the opposite direction.

How did we do it? A combination of those two words again — by being entrepreneurial and cooperative. The association has always had an entrepreneurial streak, enhancing our revenues with publishing projects, partnership ventures, and investing in our future. This year’s successful marketing of our iREAD materials to the U.S. Department of Defense resulted in nearly doubling association revenues. This success story put some strain on our operating systems, but we’re meeting the needs of our new clients while continuing to serve our members, fulfilling our mission, and helping secure our future.

We decided to share our resources by offering complimentary memberships to students in MLS degree programs at Illinois’s two ALA-accredited master in library and information science programs, a modest investment in the future leaders in our profession. We were able to add some consulting and contracted services. Much of our additional revenue is being held in reserve for future needs.

On the other side of the equation, ILA has been working with all the players in the state on the future of library cooperation. It appears as though the regional system landscape we’ve known for almost forty-five years is about to change dramatically. More than seventy members of the profession, ranging from leaders at all levels to the rank-and-file, came together at the Summit on the Future of Illinois Library Cooperation in November 2009. Through the work of the task forces that came out of the summit, we are moving forward with a plan that has stakeholder support and can help identify our priorities as statewide resources become available.

From the 2009 ILA Annual Conference theme, “Transformation: See Tomorrow Today,” through the many events of the year, the association and its members worked together to find new skills and new attitudes to adapt to this new reality. We met advocacy and legislative challenges head-on, providing information and support on home rule questions, the pros and cons of library districts, freedom of information, and a host of other issues. We focused on marketing strategies to bring in new users and find new partners and marked a single day in February as Snapshot Day to focus attention on what we all do every day, all year long.

Being president of the association has offered me the chance to share the knowledge and ideas I’ve collected over the course of my career, and to acquire new knowledge and ideas through working with all of you. I’m ready to get back to being an entrepreneur on behalf of the customers of my own library in Elgin, Illinois, but I’ll always be grateful for this year spent working on behalf of Illinois’s residents and their champions — Illinois’s librarians.



Carole Medal

ILA President, 2009-2010

# Advocating for the Public Interest: 2009–2010

Different times calls for different strategies. With state officials focused on record-setting deficits, the annual Illinois Advocacy Day typically held in Springfield in April gave way to a statewide campaign in February. If there was a position the association tried to maintain throughout, it was one of cooperation and calm, keeping an eye on our key positions on public policy issues and maintaining lines of communication with legislators and local officials.

## Snapshot! One Day in the Life of Illinois Libraries

On Wednesday, February 10, 2010, libraries across the state of Illinois participated in this one-day celebration of “all things library.” Coordinated and supported by ILA, the idea was to make a concentrated, statewide splash in the eyes of our patrons, public officials, and the media. More than 300 participating libraries reported approximately 200,000 visitors and nearly 300,000 items being checked out, a very impressive “snapshot” of what goes on every day at Illinois libraries.

All types of libraries participated, collecting a day’s worth of comments, quotes, statistics, and images of a day in the life of their library. The result is a great advocacy document for each individual library, as well as a collective snapshot to use in talking to library boards and supporters, local and state officials, and others in showing how much happens in just a single day.



## Resources and Support

Most local issues need to be solved at the local level, but sharing our knowledge and resources can help. During the course of the past year, ILA and its various committees and consultants prepared briefs, letters of support, and provided information for local levy disagreements, provisions of the state’s new open meetings law, pension reform, and many other statewide issues with significant local impact. The association’s communications network kept members informed about what their neighbors were facing, especially as a wave of city governments in the northern tier of the state moved in on library budgets.

## State Legislative Scorecard

There was no good financial news out of Springfield this year. The only consolation might be that libraries fared as well as anyone else. A budget deal in the spring session reduced the state’s \$13 billion deficit to approximately \$10 billion, mostly through juggling future revenue against cuts and transfers. The remaining \$10 billion shortfall means approximately \$6 billion in payments — including those to schools, libraries, and other typically “core” services — are being postponed for payment in FY2012, while the state’s mandatory \$3.7 billion pension payment remains unfunded.

By tracking more than one hundred bills and resolutions on a variety of issues of importance to the library community, ILA succeeded in blocking all bills opposed. Several bills supported by the association failed to make it successfully through the legislative process, but may be reintroduced in the future.

## Bills Opposed and Defeated

- ▶ **House Bill 1312** would have created the Social Networking Web Site Access Restriction Act. Compliance with this legislation would have been impossible for social networking sites and would have resulted in blocking access.
- ▶ **House Bill 4808** would have amended the Property Tax Code to provide that if property were annexed or disconnected from any taxing district at any time during the taxable year, the taxpayer would be entitled to a refund. This legislation would have decreased revenue to taxing bodies including public libraries.
- ▶ **House Bill 5116** would have amended the Property Tax Code to require county assessors to determine if housing values declined by 10 percent or more in any twelve-month period. If the assessor made such a determination, this legislation would have resulted in large and unfair reductions in assessments and a subsequent decline in revenues to local taxing bodies including libraries.
- ▶ **House Bill 5320** would have amended the Harassing and Obscene Communications Act to include additional factors that constitute violations of the Act by harassment through electronic communications. The legislation would have potentially criminalized some protected First Amendment speech.
- ▶ **House Bill 6104** would have amended the Criminal Code of 1961 to make it a petty offense punishable by a \$500 fine for a sex offender to knowingly be present in any public library unless the offender has permission from the head librarian on duty the day the offender planned to be present. ILA opposed this legislation because it would have required library professionals to in essence act as probation officers for sex offenders and specifically monitor those individuals. ILA supports the power of individual libraries to set policies for who may use facilities and opposes making libraries responsible for monitoring offenders.

## Bills Supported, Not Passed

- ▶ **House Bill 5289** would have provided for a Public Library Support Fund equal to \$20 multiplied by the number of residents of each public library district in the state in which at least 30 percent of the residents report a household income at or below the federal poverty level. This modest program would have provided some additional funds to the most economically disadvantaged areas in the state.
- ▶ **House Bill 5345, House Bill 5779 and Senate Bill 3195** would have amended the Property Tax Extension Limitation Law (tax caps) to provide that the extension limitation may not be less than a certain percentage thus ensuring that assessments would be allowed to rise at a fair rate.
- ▶ **House Bill 6196** would have amended the Illinois Local Library Act to require the corporate authorities of an incorporated town, village, or township to levy taxes sufficient to pay the costs incurred by the library for payments under the Illinois Pension Code. The monies collected for those purposes must be transferred to the library within thirty days after receipt by the corporate authorities. This legislation was withdrawn at the request of the library who originally proposed the legislation.
- ▶ **Senate Bill 2575** would have amended the Property Tax Extension Limitation Law (tax caps) to exempt from the definition of "aggregate extension," all contributions to a pension fund. The legislation would have removed local government pension costs from the tax cap limitation.
- ▶ **House Joint Resolution Constitutional Amendment 52 and Senate Joint Resolution Constitutional Amendment 94** proposed an amendment to the Local Government Article of the Illinois Constitution. It would have required the State to reimburse units of local government for increased expenses resulting from activities mandated by the general assembly or state executive action. Mandates requested by a local government or predating the effective date would be excluded. Unfunded mandates would be unenforceable unless passed by three-fifths of the members elected to each house of the general assembly and specifically characterized as non-reimbursable.

# Promoting Professional Excellence: 2009–2010

Maintaining the highest level of service for our patrons, especially in the face of declining financial resources, means we have to work smarter. Professional development and continuing education are tools we can't afford to lose.

## 2009 Annual Conference

This year's conference focused on taking charge of our own destinies, transforming ourselves and our institutions before we become transformed by them.

"Transformation: See Tomorrow Today," the conference theme, presented thoughtful and topical speakers, programs, and exhibits to help develop strategies to make libraries relevant now and in the future.

Conference highlights included:

- ▶ Omar Wasow — described by the *The New York Times* as "Silicon Valley's philosopher-prince" — addressed the Opening General Session with a keynote speech that set the tone. Wasow's pioneering work on social and Internet media sites, such as BlackPlanet.com, and his commentary on NBC have earned him a national reputation in the world of new media.
- ▶ Transformation continued to be the theme of a Speakers' Series, featuring Al Gini, professor of philosophy at Loyola University Chicago, and Tom Galante, director of the Queens Borough (N.Y.) Public Library System. From Abraham Lincoln's bicentennial year, the backdrop for Gini's contemplation of "Lincoln's Ten Critical Tasks of Transformational Leadership," to how Galant and his staff are serving Queens' remarkably diverse population by transforming library culture, conference attendees soaked up new ideas and inspiration.
- ▶ 2009 iREAD author/illustrator Jill Thompson spoke at the Youth Services Breakfast, an entire day was designed specifically for library trustees, and the Illinois Authors' Luncheon featured Vicki Myron, former director of Spencer Public Library (Iowa) and author of *Dewey: The Small-Town Library Cat Who Touched the World*.

During the course of the conference, members and guests attended more than seventy sessions addressing a wide variety of topics. Attendance of 997 included 187 exhibitor representatives, and 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.

## Professional Development and Continuing Education

Maintaining a year-round calendar of educational opportunities remains a priority of the association. Just a few examples from 2009-2010 include:

- ▶ The Illinois Library Trustee Forum sponsored their annual Spring Workshop at the Hickory Ridge Marriott Conference Hotel in Lisle in February.
- ▶ In March, the Illinois Association of College and Research Libraries held their conference "Thriving While Surviving: The Complete 21st Century Librarian" in Springfield. Beverly Lynch, UCLA Graduate School of Education and Information Studies, and R. David Lankes, Syracuse University, presented the keynote address. More than twenty peer-reviewed sessions, preconferences, and vendor exhibits rounded out the program.
- ▶ The Youth Services Forum sponsored a May workshop in Edwardsville on the topic of "Programming Ideas for Shoestring Budgets."
- ▶ On Friday, April 30, 2009, the twentieth annual Reaching Forward Conference of Library Assistants drew more than 1,000 attendees to the Rosemont Donald E. Stephens Convention Center. Keynote speaker Mikki Williams presented "The Whole Life Trilogy," addressing the complexities, challenges, and joys of life, and the rewards offered through a life lived in harmony with one's values.



## Publications

The association's electronic newsletter, *ILA E-news*, marked its second year of publication with timely issues on legislative and newsworthy topics. This vehicle has allowed us to communicate more effectively and efficiently with members, keeping them up to date with concise information in a predictable and attractive format.

Our newly redesigned Web site was launched in March 2010, giving us much greater flexibility to update and adapt content. The lengthy process of migrating to the new technologies used to maintain the site have already paid off in increased functionality, higher visitor counts, greater customer satisfaction, and much improved visual appeal.

The evolution of the *ILA Reporter* into a bimonthly magazine with content that provides ideas, inspiration, and innovation for its readers continued as well. The series of lead articles that began in February 2010 on the theme of *Bringing the Outside In... and the Inside Out* explored how librarians integrate societal changes in technology, communication, community, and the economy with how, when, where, and to whom they offer services.

In keeping with our streamlined publication plan, three special inserts were bundled with *ILA Reporter* issues to facilitate distribution, including: *Books Challenged or Banned, 2008–2009* (August 2009); *2008–2009 ILA Annual Report: Transforming Challenges into Opportunities* (October 2009); *2010 ILA Annual Conference Preliminary Program* (June 2010).



# Preparing for the Future: 2009–2010

This year, more than ever, ILA continued to diversify its funding streams. The result is our strongest performance ever, in one of the most challenging and difficult economic environments.

A combination of factors contributed to our success this year. The largest in terms of revenue was a significant increase in product sales for our iREAD summer reading initiative. This was aided by an order from the U.S. Department of Defense who implemented the iREAD summer reading program on military bases worldwide. But we never would have been in a position to reap these benefits without a sustained and disciplined effort to plan for and take control of our own future. The artist and theme selected for iREAD in 2011 is David Catrow for "A Midsummer Knight's Read."

In addition to earned income, voluntary contributions also increased with several additions to the ILA Library Luminaries Fund. Begun in 2008, there are now thirteen luminaries, each bringing a minimum of \$1,000 to the ILA Endowment – Peggy Sullivan, Judith F. Krug, Patricia Scarry, Michael Madden, Sarah Ann Long, Bridget Lamont, Mary Booth, Sharon Ball, Barry Levine, Robert McClarren, Burton Joseph, Elmer C. "Mike" Alft, Jr., and Robert Wedgeworth.

Two grant-supported projects not only brought revenue into the association, but are being used for initiatives with future impact. The Future of Illinois Library Cooperation (FILC) initiative received support from the Illinois State Library using funds provided by the Institute of Museum and Library Services (IMLS) under the federal Library Services and Technology Act (LSTA), and a grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) was awarded in response to a proposal from the ILA Marketing Committee to support Go Green, a training and public outreach project for libraries that will continue in 2010–2011.

On the membership front, one of the year's innovations was a partnership with Illinois's two ALA-accredited master in library and information science programs, University of Illinois at Urbana-Champaign and Dominican University. Through discussions with deans of both schools, students enrolled in MLS-degree programs were invited to accept a one-year complimentary membership in ILA.

All told, despite the economic downturn and devastating state funding cuts, the association ended FY 2009–2010 with a \$372,938 surplus. This is the strongest performance in the history of the association. ILA's auditors, Weiss, Sugar, Dvorak & Dusek, Ltd., said, "The current fiscal year results provide great near-term security to the association, and we commend the officers and staff for both their foresight and oversight. In addition to allowing the association to offer greater services to its members, it also provides for a combination of growth and stability in order to be able to take advantage of opportunities in the future. While we applaud your success, we also advise continued fiscal responsibility to conserve assets, preserve liquidity, and manage cash flow in the future."





# ILA Fiscal Report Year Ended June 30, 2010

## Revenue

General Operations	\$ 34,140
Membership	\$ 316,689
Conference	\$ 249,288
Publications	\$ 1,600,440
Public Policy	\$ 4,000
Awards	\$ 1,501
Endowment	\$ 23,303
Workshops/Projects	\$ 45,995
Reaching Forward	\$ 114,630
<b>Total Revenue</b>	<b>\$2,389,986</b>

## Expenses

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

General Operations	\$ 453,676
Membership/Directory/Reporter	\$ 99,379
Conference	\$ 179,766
Board/Committee	\$ 6,858
Publications	\$ 1,057,987
Public Policy	\$ 64,661
Awards	\$ 6,002
Workshops/Projects	\$ 60,944
Professional Development	\$ 1,604
Forums	\$ 9,492
Reaching Forward	\$ 111,151
<b>Total Expenses</b>	<b>\$2,051,520</b>

Net Income before Gain on Long-Term Investments	\$ 338,466
Gain on Long-term Investments	\$ 34,472
Net Income	\$ 372,938
Net Assets at end of FY 2009	\$ 386,316
Net Assets at end of FY 2010	\$ 759,254

Net Assets Comprise:

Unrestricted Net Assets	\$ 676,096
Temporarily Restricted Assets	\$ 20,813

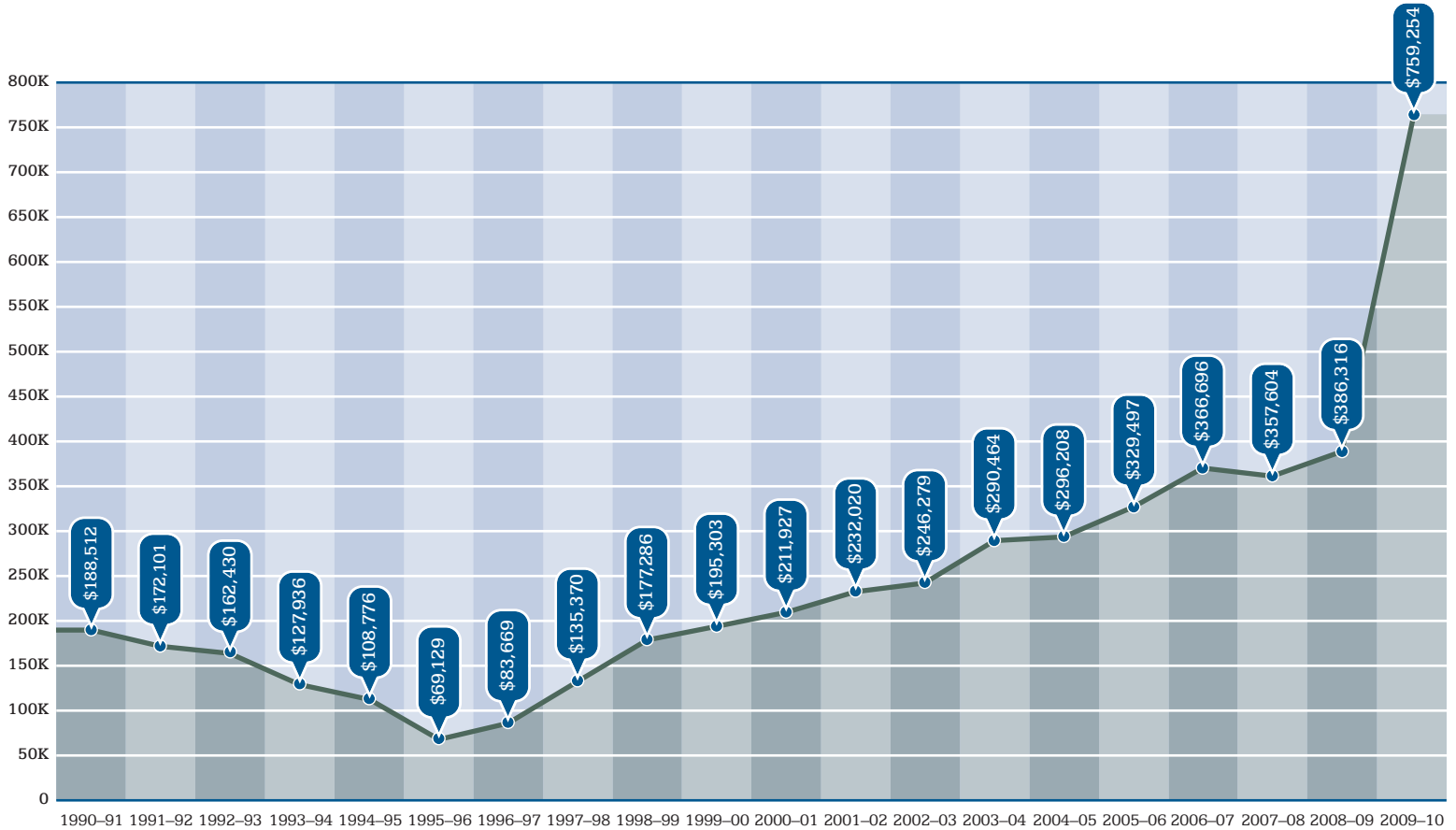
- Atkinson Memorial Award (\$3,526)
- Student Librarian Scholarship (\$979)
- deLafayette Reid Fund for Continuing Education (\$4,283)
- Robert R. McClarren Award Fund for Legislative Development (\$699)
- Sylvia Murphy Williams Fund (\$4,321)
- Legal Defense Fund (\$555)
- Preiser Award (\$1,703)
- Illinois Library Day (\$4,747)

Permanently Restricted Assets	\$ 62,345
<b>Total Net Assets at end of FY 2009</b>	<b>\$ 759,254</b>





# Historical Overview of Net Assets



## Cumulative Surplus

After fourteen years of expanding services, reduced staffing, and aggressive cost controls, the association has ended the last fourteen fiscal years with surpluses totalling \$690,125.

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
<b>Total</b>	<b>\$690,125</b>



## 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 3,600 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



## 2009/2010 Executive Board

### President

Carole Medal, Gail Borden Public Library District

### Vice President/President-Elect

Gail Bush, National-Louis University

### Immediate Past President

Donna Dziedzic, Naperville Public Library

### Treasurer

Theodore C. Schwitzner, Illinois State University

### Directors

Betsy Adamowski, Itasca Community Library

Terry Cottrell, University of St. Francis Library

Halle Cox, Kane County Law Library

Carole Dickerson, Freeport Public Library

David Hamilton, CARLI: Consortium of Academic and Research Libraries in Illinois

Dianne Happ, Peoria Public Library

Robyn Hendricks, Decatur Public Library

Sheree Kozel-La Ha, Homer Township Public Library District

Phyllis C. Self, Western Illinois University

Diana Brawley Sussman, Southern Illinois Talking Book Center

Rebecca Teasdale, Schaumburg Township District Library

### ALA Councilor

Donald L. Roalkvam, Indian Trails Public Library District

### Ex Officio

Robert P. Doyle, Illinois Library Association

Anne B. Craig, Illinois State Library

