



**Normal Public Library Board of Trustees  
Agenda for Monthly Board Meeting  
October 30, 2019 at 5:30 PM**

**Location: Normal Public Library - Board Room | 206 W. College Ave., Normal, IL 61761**

1. Review of the Agenda: Corrections or Additions
2. Approval of the Minutes of the Previous Meeting (Action)
3. Approval of Expenditures (Action)
4. President's Report
5. Public Comment
6. Library Director's Report
7. Foundation Report
8. New Business
  - A. Closed Dates 2020 (Action)
  - B. Seating Purchase (Action)
  - C. FY2020 Illinois Public Library Per Capita Grant Requirements (Discussion)
  - D. FY2020-2025 Budget (Discussion)
  - E. Executive Session: Section 2(c)(1) Personnel (Discussion)
9. Unfinished Business (None)
10. Suggested Items for the Next Agenda
11. Next Meeting Date: November 20, 2019
12. Adjournment

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The Board of Trustees of Normal Public Library may attend the regular meetings of the Normal Town Council, which take place at 7:00 pm on the first and third Monday of each month at City Hall, Fourth Floor, 11 Uptown Circle, Normal, IL 61761. Parking is available in the Uptown Station Parking Deck. The Board may also attend special Council meetings, work sessions and other events, all scheduled as needed.

**Minutes of the Board of Trustees  
Normal Public Library  
September 25, 2019**

**Call to order:** A regular meeting of the Board of Trustees of the Normal Public Library was held in the Board Room of the Normal Public Library, Normal, Illinois on Wednesday, September 25, 2019. The meeting convened at 5:30 pm, President Jess Ray presiding, and Jd Davis, secretary.

**Members Present:** Jess Ray, President, Terry Lindberg, Vice President, Jd Davis, Secretary, Pam Lewis, Jim Rogal, Erin Ripley-Gataric, and Katelyn Trunnell.

**Members Absent:** N/A

**Library Staff Present:** Brian Chase, Library Director, Jeanne Moonan, Technical Services and AV Manager, and Tori Melican, Children's Services Manager.

**Community Members Present:** Andrew Huhn, Director of Finance, Town of Normal

**Review of the Agenda:** No additions or corrections noted.

**Approval of Minutes:** Ms. Lewis moved to approve the minutes of the August 28, 2019 meeting. Mr. Rogal seconded. Motion carried 7-0.

**Approval of Expenditures:** Mr. Lindberg moved to approve the expenditures of \$47,346.97 and two payrolls of \$168,252.93. Ms. Lewis seconded. Motion carried 7-0.

**President's Report:** The Pantagraph and the Community News ran the story mentioned last month about the Library. Mr. Ray thanked the Library staff for everything that they do, which included a very successful book sale. He noted that the Illinois State University Gamma Phi Circus is going to the Macy's Day Parade, which is a great representation of the Town of Normal.

During the report, Ms. Lewis related a story about a patron who expressed her satisfaction with the new parking lot.

**Public Comment:** None

**Library Director's Report:** Mr. Chase introduced Mr. Huhn, who is the Director of Finance for the Town of Normal. Mr. Chase informed the Board that the Live and Learn Grant was received, and plans involving this will be moving forward in the next few months. The Per Capita Grant funds were received this month as well.

The second floor drinking fountain will be replaced. The Library is completing a network refresh, with the goal of maximizing security. This involves training and awareness for the staff, as well as analyzing current procedures.

Parking lot improvement work starts October 7, making the north doors inaccessible for a brief period. The Board discussed accommodations that could be made to ease any inconvenience for patrons, such as moving the book drop. Advanced notice will be given regarding the closed parking lot as well as services moving to the leased lot.

Mr. Chase briefly noted other items included in his report in the Board Packet.

**Foundation Report:** The Foundation Board is looking to shift their fundraising focus to individual meetings with donors. Ms. Lewis expressed interest in how these conversations will be structured, and what the characteristics of a good donor are. Ms. Trunnell noted that the ARC at Illinois Wesleyan University has resources for helping non-profits build fundraising skills.

#### **New Business**

##### **Architectural Services for West Roof (Action)**

Mr. Lindberg moved to approve a contract (\$9,100.00 plus reimbursable expenses) with StudioGC Architecture for architectural services related to the west roof replacement. Ms. Lewis seconded. The motion passed 7-0.

##### **Cost of Living Adjustment (Action)**

Ms. Lewis moved to approve the 2% Cost of Living Adjustment for library staff. Mr. Rogal seconded. The motion passed 7-0.

##### **FY2019 Audit (Discussion)**

The Town audit, Foundation audit, and Library audit went smoothly. Pension funding and OPEB were noted as growing liabilities both locally and statewide.

##### **FY2020-2025 Budget (Discussion)**

Mr. Chase explained changes in the budget plan from last month, with Mr. Huhn adding clarity as needed. The creation of the Special Reserve Fund required initial funding from both the operating and replacement fund balances. The Special Reserve Fund is now available for major facility-related expenses.

##### **Six-Month Review/Approval of Executive Session Minutes: Section 2(c)(21) (Action)**

The Board agreed to move this agenda item to the end of meeting in consideration of community members' and Library staff time.

Ms. Davis moved to go into Executive session. Ms. Lewis seconded. Motion passed 7-0.

Executive Session was entered at 7:04 pm. Upon exiting the Executive Session at 7:06pm, Ms. Davis moved to approve the executive session minutes but not release any at this time. Ms. Lewis seconded. Motion passed 7-0.

#### **Unfinished Business:**

##### **Board Bylaws (Action)**

Mr. Chase noted that Article IV lists A, B and C statements, but the Board had discussed moving this to a single, concise paragraph. Mr. Ray read this paragraph, from the Director's Report, aloud. One change was made: To remove the word "entire" from the second sentence, and leave it as a presumed quorum of Board members present at the meeting.

Mr. Lindberg moved to approve the bylaws as amended. Ms. Lewis seconded. Motion passed 7-0.

##### **Electronic Meetings Policy (Action)**

Ms. Ripley-Gataric moved to approve the Electronic Meetings Policy as presented. Ms. Lewis seconded. Motion passed 7-0.

**Next meeting agenda**

Staff seating

Close dates 2020

Per capita grant requirements

**Adjournment**

Meeting adjourned at 7:07 pm.

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Secretary

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Date

**Town of Normal Expenditures to be approved for Payments**  
**Between Sep 19, 2019 and Oct 23, 2019**

**Library Fund**

<u>Vendor Name</u>	<u>Payment Description</u>	<u>Transaction Amount</u>
ILLINOIS DEPARTMENT OF REVENUE	SALES TAX PAYMENT	39.00
Illinois State University,	JULY 1, (55 GUESTS)	165.00
Illinois State University,	JULY 2, (56 GUESTS)	168.00
US BANK/P-CARD	Dinner for Book Sale Volu	108.66
US BANK/P-CARD	Food Items for Book Sale	6.87
US BANK/P-CARD	Mailed Signature Sheets &	4.05
US BANK/P-CARD	Pizza For Book Sale (NPL	38.95
US BANK/P-CARD	Snacks for Booksale Volun	20.46
Library Fund	- Total	550.99

**Library Fund      Library      Administration**

<u>Vendor Name</u>	<u>Payment Description</u>	<u>Transaction Amount</u>
BAKER & TAYLOR COMPANIES	ADULT BOOKS	2,566.17
BAKER & TAYLOR COMPANIES	ANNUAL SUBSCRIPTION FEE	2,295.00
BAKER & TAYLOR COMPANIES	CHILDRENS BOOKS	4,481.89
BAKER & TAYLOR COMPANIES	YA BOOKS	544.90
BAKER & TAYLOR CONTINUATION	TRAVEL GUIDES	473.97
BARNES & NOBLE INC	NEWSPAPER,BOOKS	28.26
BRODART COMPANY	DVD PAK W/STRIP PACK CARD	120.94
CDW GOVERNMENT INC	NETWORK RACK	4,477.44
CENGAGE LEARNING INC	OCT BASIC 8 PLAN	235.41
CENGAGE LEARNING INC	OCT BIOGRAPHY 2 PLAN	51.73
CENGAGE LEARNING INC	OCT CHRISTIAN FICTION 4PL	147.69
CENGAGE LEARNING INC	OCT CHRISTIAN ROMANCE 2PL	95.21
CENGAGE LEARNING INC	OCT REVIEWERS CHOICE 2PLN	47.23
CENGAGE LEARNING INC	OCT WHEELER HRDCVR 5 PLAN	247.41
CENGAGE LEARNING INC	SEPT LARGE PRINT 6 PLAN	65.99
CENGAGE LEARNING INC	SEPT MYSTERY SAMPLER 3PLN	67.47
CENGAGE LEARNING INC	SEPT PEER PICKS 2 PLAN	47.23
CENGAGE LEARNING INC	SEPTEMBER CORE 8 PLAN	212.92
CENTER POINT LARGE PRINT	LARGE PRINT BOOKS	318.99
CIRBN, LLC	INTRANET SUBSCRIBER	76.08
CLIFTONLARSONALLEN LLP	TECH & IT ASSESSMENT/NPL	2,142.80
COMCAST CORPORATION	6 MTHS PAYMENT FOR TV DIG	35.82
COMMUNICATION REVOLVING FUND	COMMUNICATION CHARGE	50.00
CONSTELLATION ENERGY SERVICES INC	ENERGY USAGE	8,513.39
CUSHINGS COMMERCIAL CARPETS INC	REPAIR & PATCH FLOORING	365.00

**Town of Normal Expenditures to be approved for Payments**  
**Between Sep 19, 2019 and Oct 23, 2019**

<b>Vendor Name</b>	<b>Payment Description</b>	<b>Transaction Amount</b>
DAVID SMITH RADON REMEDIES INC	RADON MITIGATION SYSTEMS	22,000.00
DIVERSIFIED MECHANICAL INC	TEMP CONTROL BILLING	712.10
EDUCATIONAL DEVELOPMENT CORPORATION	CHILDRENS BOOKS	2,846.01
ELM USA INC	YELLOW & GREEN PADS	220.50
FINDAWAY WORLD LLC	PLAYAWAY	19.99
FINDAWAY WORLD LLC	PLAYAWAYS	1,592.24
FINDAWAY WORLD LLC	PLAYWAYS	19.99
FRONTIER	PHONE SERVICE MONTHLY - L	127.92
KROGER-INDY CUSTOMER CHARGES	AUG-SEPT/MISC SUPPLIES	476.40
LE PRINT EXPRESS	BUSINESS CARDS	99.67
LE PRINT EXPRESS	FALL 2019 ACTIVITY GUIDE	1,610.93
LE PRINT EXPRESS	SPRING-19 ACTIVITY GUIDE	1,931.67
LE PRINT EXPRESS	WELCOME BROCHURES	463.38
MCLEAN COUNTY GLASS	HINGE WORK	110.00
MENARDS	BATTERIES,FLASHLIGHTS	39.77
MENARDS	MISC SUPPLIES	15.95
MIDWEST EQUIPMENT II	PRIMER BULB	3.93
MIDWEST TAPE	DVD	12.99
MIDWEST TAPE	DVD'S	81.69
MIDWEST TAPE	DVDS	300.87
MIDWEST TAPE	MUSIC CDS	92.93
MILLER JANITOR SUPPLY	LAUNDRY BAG	16.00
MILLER JANITOR SUPPLY	PEROXY WIPES	55.80
MILLER JANITOR SUPPLY	TOWELS,TOILET PAPER	284.65
NEWS GAZETTE	ACCT.# 20000861 FOR NORMA	212.64
NEWSBANK INC	SUBSCRIPTION RENEWAL	1,349.00
NICOR GAS	ENERGY USAGE	225.94
OVERDRIVE, INC	DEPOSIT ACCOUNT CONTENT	10,000.00
PROQUEST INFORMATION & LEARNING	ANCESTTY LIBRARY	2,434.64
PROQUEST INFORMATION & LEARNING	HERITAGE QUEST ONLINE	976.56
PURITAN SPRINGS WATER	NPL WATER SERVICES	54.04
RANDOM HOUSE, INC.	CD'S	-311.25
RECORDED BOOKS LLC	AUDIOBOOKS	11,172.00
ROYAL PUBLISHING INC	NPL PROGRAM ADS	520.00
SAM LEMAN INC	OIL CHANGE,WINDOW REPAIR	209.41
Sam's Piano Service	MASTER TUNING FOR PIANO O	110.00
SAMS CLUB	SEPT STMT/MISC SUPPLIES	174.90

**Town of Normal Expenditures to be approved for Payments**  
**Between Sep 19, 2019 and Oct 23, 2019**

<b>Vendor Name</b>	<b>Payment Description</b>	<b>Transaction Amount</b>
STUARD & ASSOCIATES INC	ELEVATOR INSPECTION	215.00
The Saturday Evening Post	ACCT.#019399799 -NORMAL P	50.00
TODAYS BUSINESS SOLUTIONS TBS INC	ANNUAL LICENSE & SUPPORT	795.00
UNIQUE MANAGEMENT SERVICES INC	31 PLACEMENTS	277.45
US BANK/P-CARD	2019 ILA Membership Renew	200.00
US BANK/P-CARD	4 Qty. Halco 130V 250W Ha	158.10
US BANK/P-CARD	Antivirus Software	600.00
US BANK/P-CARD	Background Check for Mega	35.00
US BANK/P-CARD	Banner Paper For Programm	3.60
US BANK/P-CARD	Board Packets Mailed	7.80
US BANK/P-CARD	Credit For Ret. DVD - BIG	-67.12
US BANK/P-CARD	Credit for Ret. DVDs - Po	-143.92
US BANK/P-CARD	Disinfectant Wipes/Kleene	138.11
US BANK/P-CARD	DVD COLLECTION	375.00
US BANK/P-CARD	Food For Board Meeting	19.24
US BANK/P-CARD	Game - Library of Things	264.58
US BANK/P-CARD	Library Podcast Hosting S	15.00
US BANK/P-CARD	New Audio book Rel. - The	71.88
US BANK/P-CARD	New Rel DVD - Biggest Lit	67.12
US BANK/P-CARD	New Rel. DVD - Aladdin (4	178.70
US BANK/P-CARD	New Rel. DVD - CHANGELAND	59.97
US BANK/P-CARD	New Rel. DVD - SAINT JUDY	41.85
US BANK/P-CARD	New Rel. DVD - SQUADRON 3	12.99
US BANK/P-CARD	New Rel. Music - Lover by	12.97
US BANK/P-CARD	Office Supplies	80.99
US BANK/P-CARD	Office Supplies - USB Dri	88.77
US BANK/P-CARD	Pantagraph Subscription -	989.60
US BANK/P-CARD	Patron Req. - Retire befo	15.69
US BANK/P-CARD	Program Supplies - Childr	31.58
US BANK/P-CARD	Repl. DVD - BLACK HAWK DO	7.99
US BANK/P-CARD	Repl. DVD - DOLPHIN TALE	10.98
US BANK/P-CARD	Repl. DVD - EMPEROR'S NEW	19.79
US BANK/P-CARD	Repl. Game - MEGAMIND: UL	15.75
US BANK/P-CARD	Request /Music CD - No. 6	11.88
US BANK/P-CARD	Stretch Table Cover - NPL	323.00
US BANK/P-CARD	Supplies for Light the Ni	19.90
US BANK/P-CARD	Supplies for Partner in R	8.99
US BANK/P-CARD	Supplies for Pokemon Part	97.03

**Town of Normal Expenditures to be approved for Payments**  
**Between Sep 19, 2019 and Oct 23, 2019**

<u>Vendor Name</u>	<u>Payment Description</u>	<u>Transaction Amount</u>
US BANK/P-CARD	Supplies for Polar Expres	194.48
US BANK/P-CARD	Sylvania Ballast Quicktro	37.40
US BANK/P-CARD	Tools - Laser Measure & H	87.94
US BANK/P-CARD	Toughbag 55-60 Gal. Trash	53.98
US BANK/P-CARD	TV SERIES - CHICAGO FIRE	15.38
US BANK/P-CARD	TV Series - NCIS: New Orl	29.96
US BANK/P-CARD	Website Hosting	251.37
VERIZON WIRELESS - PA	ACCT# 880398978-00001	403.05
WALMART COMMUNITY BRC	SEPT STMT/MISC SUPPLIES	2,266.11
WATTS COPY SYSTEMS, INC.	IMAGE CHARGES/NPL	1,139.71
<b>Library Fund</b>	<b>Library                      Administration                      - Total</b>	<b>97,561.84</b>
<b>Overall - Total</b>		<b>98,112.93</b>



## **Director's Report October 30, 2019**

### **1. Monthly Financial Report**

**Revenue:** The September operating revenues are up 0.67% compared to this time last year. Both the FY2019 Per Capita Grant check and the Live and Learn Construction Grant check were recently received.

**Expenses:** An expenditures report as of October 23 is included in this packet.

### **2. Circulation**

Circulation was down from September 2018 by 419 transactions, a decrease of 0.8%. YTD circulation is down by 16,596, a decrease of 4.4%.

### **3. Board Email Addresses**

Please regularly check your normalpl.org email accounts.

### **4. FY2019 Live and Learn Construction Grant Opportunity [Accessible Restrooms Project]**

Bid documents for the accessible restroom project will be posted in the near future. We will seek Board approval of a bid at either the November or December meeting, and plan for the project to be complete by April 2020.

### **5. Parking Lot Project**

The parking lot project is complete. We have received many positive comments on the new design, which includes diagonal parking, a third accessible space, and a dedicated pedestrian path and crossing. Many thanks to Town of Normal Engineering and Public Works staff for their efforts on this project!

### **6. West Roof Replacement**

StudioGC Architecture staff completed a site visit in preparation for the west roof project. We plan to get this project out for bid this winter and complete the work by May 2020.

### **7. 2020 Closed Dates**

We seek Board approval of the proposed 2020 closed dates, a list of which is included in this packet.

### **8. Staff Seating**

We seek Board approval for the purchase of staff seating via the U.S. Communities local government cooperative purchasing program. Staff have worked with Widmer Interiors to identify seating that is of appropriate quality for our work environment, and that is ergonomically correct for our staff. This is a budgeted expense, with adequate funds available in our replacement fund.

## 9. **FY2020 Illinois Public Library Per Capita Grant**

The FY2020 Illinois Public Library Per Capita Grant application has been released. The Board must complete the following requirements:

- a) Standards Chapter Review, Public Service: The library director and the Board of Trustees shall review Chapter 3, "Personnel," of "Serving Our Public 3.0: Standards for Illinois Public Libraries, 2014." Review the checklist at the end of the chapter and report on progress toward meeting any items left unchecked. If all items are checked, please indicate as such.
- b) Trustees Facts File: The Board of Trustees shall review chapters 11-14 and all appendices of the "Trustee Facts File Third or Fourth Edition" – <https://www.cyberdriveillinois.com/departments/library/libraries/pdfs/trusteefacts.pdf>. As a result of this review, indicate any modification to current practices or policies that may occur in the forthcoming year.
- c) Continuing Education: Library staff and at least one trustee shall have completed an educational program in calendar year 2019 focusing on organization management. The requirement could have been met via live presentation or free online courses. Providers may include, but are not limited to, the Illinois State Library, an Illinois Library System and the Illinois Library Association. The library may choose to have an in-house staff day and have someone come in to discuss organizational management. Because libraries throughout the state vary in staff size and need, the individual library will decide on the area of focus. List the organization management program attended and indicate any modification to current practices or policies that may occur in the forthcoming year. [Note: an approved list of courses to satisfy this requirement is available at <https://www.railslibraries.info/news/169820>. Pam completed this requirement on October 23, 2019.]
- d) Outreach: Having familiarized library staff and the Board of Trustees with the Illinois Digital Archives (IDA): <http://www.idaillinois.org/> and the Digital Public Library of America (DPLA): <https://dp.la/>, does the library have a collection of original source materials relevant to Illinois' history and culture that would be appropriate for possible inclusion in the DPLA and the IDA? Would the library like to receive a follow up call from the Illinois State Library? [Yes/No] Describe the library's role in the collection, exhibition and promotion of local history in your community.

## 10. **Budget Preparation**

I recently met with the Town Budget Committee. The remaining budget process will be challenging, primarily due to increased pension expenses.

Town of Normal  
Statement of Revenues - Library Fund  
Budget and Actual  
As of September 30, 2019

	Current Budget	YTD Revenues	% of Current Budget	Last Years Actual	% Change From Last Year
<b>LIBRARY FUND 221</b>					
Property Tax	\$ 3,870,800	\$ 3,807,550	98.37	\$ 3,794,687	0.34
State Replacement Taxes	100,100	77,097	77.02	65,344	17.99
State Library Aid	40,000	65,621	164.05	65,621	0.00
Fees	33,000	19,041	57.70	20,381	(6.58)
Fines	18,000	8,391	46.62	7,390	13.55
Investment Income	46,500	27,197	58.49	23,646	15.02
Contributions & Donations	200	725	362.50	720	0.69
Miscellaneous Revenue	200	159	79.27	1,157	(86.30)
Transfers	-	-	100.00	-	-
Sale of Assets	6,000	-	-	-	-
Library Fund Total	4,114,800	4,005,781	97.35	3,978,946	0.67
<b>LIBRARY REPLACEMENT FUND 222</b>					
Investment Income	17,160	12,622	73.55	8,724	44.68
Miscellaneous Revenue	-	-	-	-	-
Transfers	155,697	77,849	50.00	102,000	(23.68)
Library Replacement Fund Total	172,857	90,470	52.34	110,724	(18.29)
<b>LIBRARY SPECIAL REVENUE FUND 223</b>					
Investment Income	100	1,180	1,179.65	-	100.00
Miscellaneous Revenue	-	50,000	-	-	100.00
Transfers	1,186,119	1,186,119	100.00	-	100.00
Library Special Revenue Fund Total	1,186,219	1,237,299	104.31	-	100.00
<b>Total For All Funds</b>	<b>\$ 5,473,876</b>	<b>\$ 5,333,550</b>	<b>254</b>	<b>\$ 4,089,670</b>	<b>30.42</b>

Town of Normal  
Statement of Expenditures - Library Fund  
Budget and Actual  
As of September 30, 2019

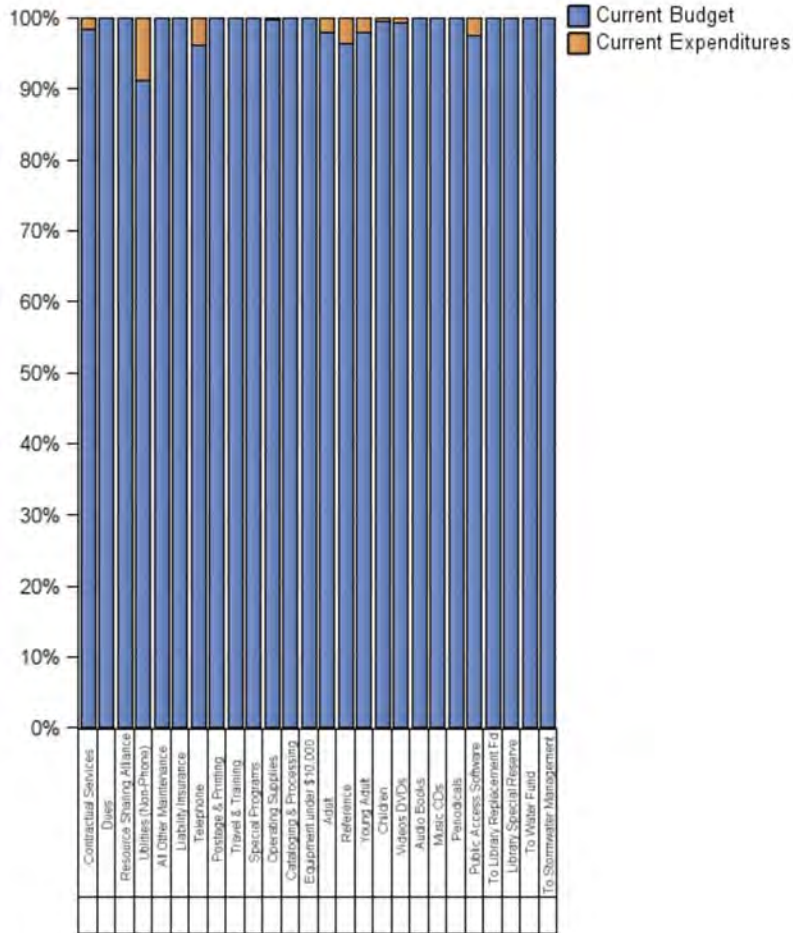
	Current Budget	YTD Expenses	Encumbered	Balance	Last Years Actual	% Remaining
LIBRARY FUND 221						
Administration	\$ 5,068,159	\$ 2,738,377	\$ 202,274	\$ 2,127,508	\$ 1,691,967	41.98
Library Fund Total	5,068,159	2,738,377	202,274	2,127,508	1,691,967	41.98
LIBRARY REPLACEMENT FUND 222						
Administration	655,431	230,918	-	424,513	4,490	64.77
Library Replacement Fund Total	655,431	230,918	-	424,513	4,490	64.77
LIBRARY SPECIAL REVENUE FUND 223						
Administration	1,000	-	-	1,000	-	100.00
Library Special Revenue Fund Total	1,000	-	-	1,000	-	100.00
Total For All Funds	\$ 5,724,590	\$ 2,969,295	\$ 202,274	\$ 2,553,021	\$ 1,696,457	44.60

**Town of Normal**  
**Statement of Cash and Investment Balances**  
**Library Funds**  
**As of September 30, 2019**

		As of	As of	
		September 30, 2019	March 31, 2019	Net Change
221	Library Fund	\$ 4,571,556.21	\$ 3,456,484.55	\$ 1,115,071.66
222	Library Replacement Fund	\$ 2,004,268.33	\$ 2,104,722.90	\$ (100,454.57)
223	Library Reserve Fund	\$ 1,237,298.65	\$ -	\$ 1,237,298.65
	Totals	<u>\$ 6,575,824.54</u>	<u>\$ 5,561,207.45</u>	<u>\$ 1,014,617.09</u>

### Budget to Actual Expenditures

Library - Administration (Library Fund )

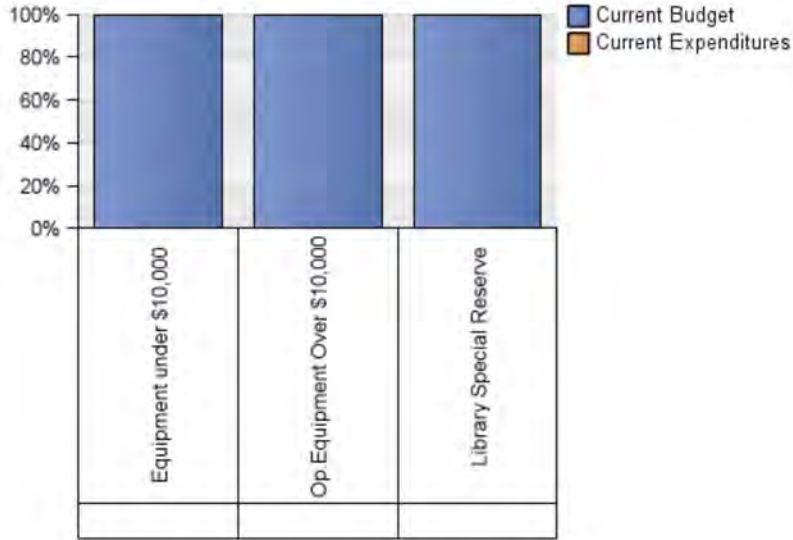


Expenditure Fiscal Year				Current Expenditures	Year to Date Expenditures	Current Encumbered Amount	Current Budget	Variance	Original Budget	% Remaining	Exp + Enc
Library Fund	Library	Administration	<a href="#">221-9010-455.20-10</a>	Contractual Services	\$1,784.55	\$55,369.17	\$15,818.85	\$110,343.00	\$37,370.43	34%	\$17,603.40
			<a href="#">221-9010-455.20-20</a>	Dues	\$0.00	\$2,214.00	\$0.00	\$5,305.00	\$3,091.00	58%	\$0.00
			<a href="#">221-9010-455.24-10</a>	Resource Sharing Alliance	\$0.00	\$62,439.00	\$0.00	\$63,174.00	\$735.00	1%	\$0.00
			<a href="#">221-9010-455.25-10</a>	Utilities (Non-Phone)	\$4,620.63	\$14,264.30	\$0.00	\$48,100.00	\$29,215.07	61%	\$4,620.63

<a href="#">221-9010-455.25-60</a>	All Other Maintenance	\$57.97	\$30,131.15	\$18,575.54	\$66,327.00	\$17,562.34	\$66,327.00	26%	\$18,633.51
<a href="#">221-9010-455.30-10</a>	Liability Insurance	\$0.00	\$31,724.00	\$3,276.00	\$36,006.00	\$1,006.00	\$36,006.00	3%	\$3,276.00
<a href="#">221-9010-455.30-15</a>	Telephone	\$479.13	\$3,729.96	\$801.67	\$12,096.00	\$7,085.24	\$12,096.00	59%	\$1,280.80
<a href="#">221-9010-455.30-25</a>	Postage & Printing	\$0.00	\$13,944.33	\$8,892.75	\$24,624.00	\$1,786.92	\$24,624.00	7%	\$8,892.75
<a href="#">221-9010-455.30-35</a>	Travel & Training	\$0.00	\$7,187.18	\$0.00	\$25,833.00	\$18,645.82	\$25,833.00	72%	\$0.00
<a href="#">221-9010-455.30-40</a>	Special Programs	\$0.00	\$450.21	\$0.00	\$7,862.00	\$7,411.79	\$7,862.00	94%	\$0.00
<a href="#">221-9010-455.35-10</a>	Operating Supplies	\$147.73	\$18,180.53	\$13,919.57	\$42,628.00	\$10,380.17	\$42,628.00	24%	\$14,067.30
<a href="#">221-9010-455.35-15</a>	Cataloging & Processing	\$0.00	\$5,871.05	\$9,127.43	\$17,869.00	\$2,870.52	\$17,869.00	16%	\$9,127.43
<a href="#">221-9010-455.35-80</a>	Equipment under \$10,000	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	100%	\$0.00
<a href="#">221-9010-455.36-10</a>	Adult	\$1,993.93	\$45,534.30	\$29,892.44	\$97,850.00	\$20,429.33	\$97,850.00	21%	\$31,886.37
<a href="#">221-9010-455.36-15</a>	Reference	\$231.00	\$4,348.00	\$1,396.00	\$6,000.00	\$25.00	\$6,000.00	0%	\$1,627.00
<a href="#">221-9010-455.36-20</a>	Young Adult	\$249.27	\$2,752.65	\$6,598.08	\$12,360.00	\$2,760.00	\$12,360.00	22%	\$6,847.35
<a href="#">221-9010-455.36-25</a>	Children	\$361.80	\$24,626.87	\$58,108.16	\$85,591.00	\$2,494.17	\$82,400.00	3%	\$58,469.96
<a href="#">221-9010-455.37-15</a>	Videos DVDs	\$260.89	\$15,411.35	\$19,184.45	\$41,200.00	\$6,343.31	\$41,200.00	15%	\$19,445.34
<a href="#">221-9010-455.37-20</a>	Audio Books	\$0.00	\$9,665.73	\$26,204.97	\$44,290.00	\$8,419.30	\$44,290.00	19%	\$26,204.97
<a href="#">221-9010-455.37-30</a>	Music CDs	\$0.00	\$1,356.67	\$3,514.56	\$6,180.00	\$1,308.77	\$6,180.00	21%	\$3,514.56
<a href="#">221-9010-455.38-10</a>	Periodicals	\$0.00	\$2,746.98	\$11,816.00	\$16,019.00	\$1,456.02	\$16,019.00	9%	\$11,816.00
<a href="#">221-9010-455.38-20</a>	Public Access Software	\$3,411.20	\$97,782.42	\$479.40	\$132,300.00	\$30,626.98	\$132,300.00	23%	\$3,890.60
<a href="#">221-9010-455.92-22</a>	To Library Replacement Fd	\$0.00	\$77,848.50	\$0.00	\$155,697.00	\$77,848.50	\$155,697.00	50%	\$0.00
<a href="#">221-9010-455.92-23</a>	Library Special Reserve	\$0.00	\$955,201.00	\$0.00	\$955,201.00	\$0.00	\$955,201.00	0%	\$0.00
<a href="#">221-9010-455.95-02</a>	To Water Fund	\$0.00	\$1,221.24	\$0.00	\$3,080.00	\$1,858.76	\$3,080.00	60%	\$0.00
<a href="#">221-9010-455.95-10</a>	To Stormwater Management	\$0.00	\$303.60	\$0.00	\$773.00	\$469.40	\$773.00	61%	\$0.00
<b>Summary</b>		<b>13,598.10</b>	<b>1,484,304.19</b>	<b>229,905.87</b>	<b>2,017,708.00</b>	<b>289,899.84</b>	<b>2,014,407.00</b>	<b>0.14</b>	<b>243,503.97</b>

### Budget to Actual Expenditures

Library - Administration (Library Replacement Fund)



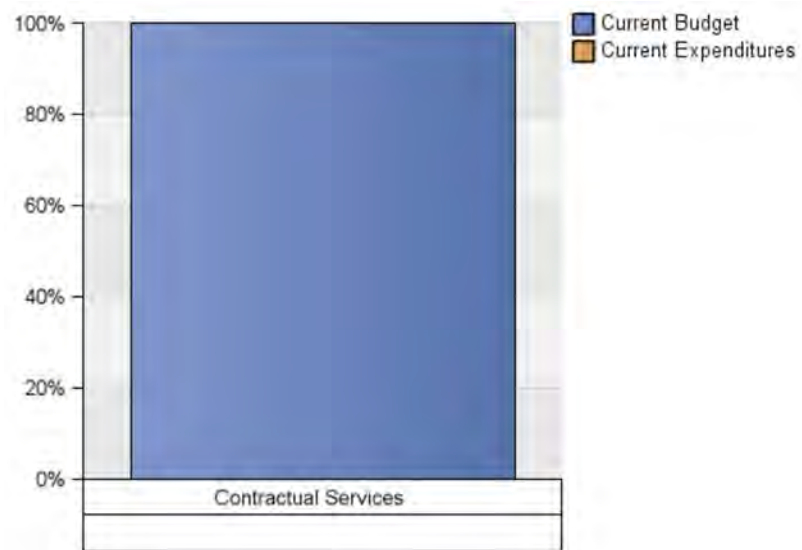
Expenditure Fiscal Year

Expenditure Fiscal Year				Current Expenditures	Year to Date Expenditures	Current Encumbered Amount	Current Budget	Variance	Original Budget	% Remaining	Exp + Enc
Library Replacement Fund	Library	Administration	<a href="#">222-9010-455.35-80</a> Equipment under \$10,000	\$0.00	\$0.00	\$0.00	\$255,490.00	\$255,490.00	\$121,150.00	100%	\$0.00
			<a href="#">222-9010-455.75-10</a> Op.Equipment Over \$10,000	\$0.00	\$0.00	\$0.00	\$169,023.00	\$169,023.00	\$125,000.00	100%	\$0.00
			<a href="#">222-9010-455.92-23</a> Library Special Reserve	\$0.00	\$230,918.00	\$0.00	\$230,918.00	\$0.00	\$230,918.00	0%	\$0.00
			<b>Summary</b>	<b>0.00</b>	<b>230,918.00</b>	<b>0.00</b>	<b>655,431.00</b>	<b>424,513.00</b>	<b>477,068.00</b>	<b>0.65</b>	<b>0.00</b>



### Budget to Actual Expenditures

Library - Administration (Library Special Reserve )



Expenditure Fiscal Year					Current Expenditures	Year to Date Expenditures	Current Encumbered Amount	Current Budget	Variance	Original Budget	% Remaining	Exp + Enc
Library Special Reserve	Library	Administration	<a href="#">223-9010-455.20-10</a>	Contractual Services	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	100%	\$0.00
Summary					<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,000.00</b>	<b>1,000.00</b>	<b>1,000.00</b>	<b>1.00</b>	<b>0.00</b>

SEPTEMBER 2019  
Monthly Statistics

Normal Public Library  
Circulation - FY 2018-2019

	FY 2019-2020		FY 2018-2019		FY 2017-2018	
	SEPTEMBER	YTD	SEPTEMBER	YTD	SEPTEMBER	YTD
Juvenile - Fiction	11,316	71,649	11,721	77,661	10,726	72,778
Nonfiction	4,341	24,800	4,274	26,225	4,413	24,754
Paperbacks	13,412	91,290	13,371	96,844	13,928	95,891
Magazines	77	321	63	398	25	292
Juvenile - AV	843	5,668	753	5,557	667	4,956
Juvenile - Other	36	201	22	158	20	99
Juvenile - Total	30,025	193,929	30,204	206,843	29,779	198,770
Teen - Fiction	1,096	8,495	1,072	9,279	1,074	8,405
Paperbacks	97	869	99	914	128	1,073
Magazines	2	6	-	31	7	26
Teen - Total	1,195	9,370	1,171	10,224	1,209	9,504
Adult - Fiction	3,938	26,256	4,064	28,605	4,020	27,285
Nonfiction	2,920	19,269	2,904	20,794	3,384	22,137
Paperbacks	691	4,505	780	5,703	991	6,193
L.P. paperbacks	156	995	79	376	76	450
Large Print	1,680	10,901	1,773	11,740	1,698	11,104
Magazines	340	2,125	331	2,360	359	2,904
Other	652	4,439	590	4,518	645	4,640
Adult - Total	10,377	68,490	10,521	74,096	11,173	74,713
DVD	2,810	19,008	3,003	22,080	3,456	24,532
CD	984	6,160	1,001	6,373	1,322	8,459
Books on CD	773	5,184	859	5,951	1,073	7,031
MP3	34	324	78	547	87	645
Streaming Video	114	719	179	635	74	421
Downloadable Music	563	3,471	1,834	5,201	732	4,512
eAudiobooks	1,940	11,400	1,176	7,172	812	4,250
eBooks	2,734	17,015	2,032	12,652	1,590	8,810
Zinio eMagazines	124	632	56	303	64	373
Playaways	392	2,247	359	2,502	370	2,250
Software/Hardware	81	434	105	640	92	565
Video Games	317	2,536	304	2,296	261	2,079
AV - Total	10,866	69,130	10,986	66,352	9,933	63,927
<b>Subtotal - Circulation</b>	<b>52,463</b>	<b>340,919</b>	<b>52,882</b>	<b>357,515</b>	<b>52,094</b>	<b>346,914</b>
<Add deposits: 1500>	1,500	9,000	1,500	9,000	1,500	9,000
<Add in-library use: 1100>	1,100	6,600	1,100	6,600	1,100	6,600
<b>Total Circ</b>	<b>55,063</b>	<b>356,519</b>	<b>55,482</b>	<b>373,115</b>	<b>54,694</b>	<b>362,514</b>

SEPTEMBER 2019

Normal Public Library

Monthly Statistics

Collection Development - FY 2019-2020

	Beginning Total	Ending Total	Current Month		YTD	
			Added (+)	Withdrawn (-)	Added (+)	Withdrawn (-)
Juvenile - Fiction	28,603	28,501	109	211	1,249	977
Nonfiction	19,635	19,693	215	157	719	501
Paperbacks	33,378	32,738	240	880	1,911	2,246
Magazines	272	285	13	-	77	3
Juvenile - AV	2,472	2,493	25	4	247	127
Juvenile - Other	89	89	-	-	-	1
<b>Juvenile - YTD Total</b>	<b>84,449</b>	<b>83,799</b>	<b>602</b>	<b>1,252</b>	<b>4,203</b>	<b>3,855</b>

Teen - Fiction	5,138	5,071	52	119	375	587
Paperbacks	901	902	2	1	3	122
Magazines	76	78	2	-	12	-
<b>YTD Total</b>	<b>6,115</b>	<b>6,051</b>	<b>56</b>	<b>120</b>	<b>390</b>	<b>709</b>

Adult - Fiction	22,157	22,259	122	20	962	945
Nonfiction	22,269	22,275	94	88	693	165
Paperbacks	7,118	7,132	17	3	227	27
LP paperbacks	778	777	-	1	36	6
Large Print	8,949	9,003	57	3	379	619
Magazines	3,311	3,455	148	4	938	81
Other	1,168	1,196	29	1	62	3
<b>YTD Total</b>	<b>65,750</b>	<b>66,097</b>	<b>467</b>	<b>120</b>	<b>3,297</b>	<b>1,846</b>

DVD	17,750	17,889	143	4	961	559
CD	9,172	8,767	31	436	106	1,482
Books on CD	5,697	5,718	21	-	111	351
MP3	881	812	-	69	1	157
Playaways	1,977	1,998	22	1	139	2
Software/Hardware	48	48	-	-	-	-
eContent	8,053	8,053	-	-	696	1,915
Video Games	704	704	-	-	62	3
<b>YTD AV Total</b>	<b>44,282</b>	<b>43,989</b>	<b>217</b>	<b>510</b>	<b>2,076</b>	<b>4,469</b>

<b>Total Collection</b>	<b>200,596</b>	<b>199,936</b>	<b>1,342</b>	<b>2,002</b>	<b>9,966</b>	<b>10,879</b>
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**SEPTEMBER 2019**

**Normal Public Library**

Monthly Statistics	Registration - FY 2019-2020			
	Beginning count (YTD)	Registered	Purged	Cards in force YTD
Adult	32,864	339	15	33,188
Teen	3,177	106	3	3,280
Juvenile	7,951	487	8	8,430
<b>Total</b>	<b>43,992</b>	<b>932</b>	<b>26</b>	<b>44,898</b>

2020 YTD	2019 YTD	2018 YTD
33,188	30,191	27,031
3,280	1,782	1,612
8,430	6,944	4,988
<b>44,898</b>	<b>38,917</b>	<b>33,631</b>

Patron Count	
Patron Count: Month	22,177
Offsite programs (est)	-
Previous Month YTD	127,190

149,367	152,949	146,889
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Interlibrary Loan and System Holds		
	SEPTEMBER 2019	Previous Month YTD
Borrowed/Rec'd	1,499	6,622
Loaned	1,594	7,344
Reciprocal borrowing	16,605	93,011

8,121	7,120	5,838
8,938	7,566	6,567
109,616	121,100	125,488

Public PC Area	Total Uses	Total Time (hrs)	Average Session (min)
Children	256	239	56
Adult	1,528	1,349	53
Public Laptop	146	192	79
<b>TOTALS</b>	<b>1,930</b>	<b>1,780</b>	<b>55</b>

YTD Uses
2,326
9,734
874
<b>13,409</b>

Normal Public Library  
Closed dates - 2020

Wednesday, January 1	Closed
<i>[Monday, January 20</i>	<i>Float; library is open (full-time holiday to be used within 30 days)]</i>
Sunday, April 12	Closed
Sunday, May 24	Closed
Monday, May 25	Closed
Friday, July 3	Closed
Saturday, July 4	Closed
Sunday, September 6	Closed
Monday, September 7	Closed
Wednesday, November 25	Close at 5:00 PM
Thursday, November 26	Closed
Friday, November 27	Closed
Thursday, December 24	Closed
Friday, December 25	Closed
Thursday, December 31	Close at 5:00 PM



2203 E. Empire St., Suite A  
 Bloomington, IL 61704  
 Ph: 309.454.7888

**Date:** 10-14-2019  
**Sales:** Laura Sammer  
**Phone:** 309.451.0486  
**Email:** lsammer@widmerinteriors.com

**Project Name: Normal Public Library - Brian Chase**

**Prepared For:**

Brian Chase  
 Normal Public Library  
 206 W. College Ave.

Normal, IL 61761



**Install Address:**

Brian Chase  
 Normal Public Library  
 206 W. College Ave.

Normal, IL 61761

**Comments:**

Prices are based on using the Herman Miller US Communities contract. AG0607.

Preview	Cat	Qty	Part Number	Part Description	Unit	Extended
	HST	39	AER1B23DW ALP G1 G1 G1 BB BK 231 03	+Work Chair,New Aeron,B Size,Std-Hgt Range Adj,Tlt Lim and Seat Angle,Fully Adj Arms,Non-Uphst Armpads +adjustable posturefit SL +graphite +graphite +graphite +2 1/2" hard caster, black yoke, carpet only +black +8Z Pellicle-Pr Cat 1 +8Z Pellicle graphite	Sell: \$843.78	\$32,907.42
	HST	6	AER1C23DW ALP G1 G1 G1 BB BK 231 03	+Work Chair,New Aeron,C Size,Std-Hgt Range Adj,Tlt Lim and Seat Angle,Fully Adj Arms,Non-Uphst Armpads +adjustable posturefit SL +graphite +graphite +graphite +2 1/2" hard caster, black yoke, carpet only +black +8Z Pellicle-Pr Cat 1 +8Z Pellicle graphite	Sell: \$843.78	\$5,062.68
<b>Tag 1</b>					<b>Sell Subtotal:</b>	<b>\$37,970.10</b>

<b>Subtotal:</b>	<b>\$37,970.10</b>
Install	\$474.00
<b>Grand Total:</b>	<b>\$38,444.10</b>

Accepted by: \_\_\_\_\_

Date: \_\_\_\_\_

Normal Public Library Seating 9-23-19

Terms & Conditions

1. Pricing: Prices quoted are valid for 30 days unless otherwise specified. Prices quoted may not include applicable sales tax. All orders are subject to approval by our credit department.
2. Deposit: A 50% deposit is requested prior to order entry.
3. Installation: Customer shall provide adequate facilities for off-loading, staging, moving and handling of furniture. Unless otherwise noted on the proposal, elevator availability and use is assumed when product is to be installed anywhere besides the ground level. Stair carry will incur additional cost when not noted at time of quoting. Unless otherwise noted, delivery and installation will be made during normal business hours and based on non-prevailing wage labor. Additional costs will apply for overtime or additional work requested by the customer. Risk of loss transfers to the customer once the product is on site.
4. Installation Delays: If job site is not ready for furniture on the agreed scheduled installation date, additional charges may apply for extra handling and warehouse storage fees. Widmer will make every effort to minimize additional charges in the event of a delay. In the event of a delay, the merchandise will be considered accepted by the customer for purposes of payment. The customer may withhold the installation amount of the invoice against completion of delivery.
5. Returns: All product is made to order; therefore, all sales are final. All requests for changes in quantity or specification shall be in writing and if approved, additional charges may apply.
6. Direct Shipping Product: When the customer receives a direct shipment of product, it is the customer's responsibility to inspect the merchandise at time of receipt and file any freight claims within the manufacturer's required timeframe. While Widmer will assist as much as possible, Widmer cannot be held responsible for freight damage when product is shipping directly to the customer.
7. Payment Terms: Terms are net 15 days from date of invoice. A service charge of 2% per month will be added to all delinquent invoices. Customer shall not withhold payment in excess of the selling price of the specific merchandise that has not been delivered or is subject to repair and/or replacement.
8. Payment Method: Pricing is based on payment in cash, check or ACH. A 3% convenience fee will be added to invoice if a credit card (American Express, Visa or Mastercard) is used for purchases over \$2,500. Credit cards will be charged in full at time of order.

A good public library has at its heart qualified staff that is paid competitive salaries. The staff is well trained through an ongoing program of staff development that includes both in-service training and participation in relevant classes, workshops, and meetings outside the library. Staff has a thorough understanding of all library policies and is able to interpret those policies to library patrons. The public library has access to the services of a qualified librarian.

For the purposes of this document, a full-time equivalent employee (FTE) works 37.5 hours per week including paid breaks of 15 minutes or less but excluding paid or unpaid meal breaks of 20 minutes or more.

**APPLICABLE CORE STANDARDS** – Please see Core Standards 1, 4, 5, 6, 8, 13, 16, and 20 in Chapter 1.

### PERSONNEL STANDARDS

1. To ensure that library staff has a clear understanding of their responsibilities and rights as employees, the library has a board-approved personnel policy. The policy is developed by the library administrator with input from the staff. (See Appendix J)
2. Staffing levels are sufficient to carry out the library's mission, develop and implement the library's long-range/strategic plan, and provide adequate staff to offer all basic services during all the hours that the library is open. The library's level of self-service vs. assisted staffing should be considered when calculating adequate staffing levels. Basic services include circulation and reference. (See Appendix K)
3. Job descriptions for all positions and a salary schedule are included in the personnel policy or provided elsewhere. The job descriptions and salary schedule are reviewed periodically (preferably annually, but at least every three years) and revised as needed. Staff members have access to these documents.
4. Personnel policy, job descriptions, and hiring practices are in compliance with the Equal Employment Opportunity Commission (EEOC) guidelines and the requirements of the *Americans with Disabilities Act*.
5. The library compensates staff in a fair and equitable manner. Salaries alone typically account for up to 60 percent of the total operation budget. Salaries plus fringe benefits (FICA, pension such as IMRF, and health insurance) account for up to 70 percent. The library compensates qualified entry-level librarians with a salary that meets the current recommendations of the Illinois Library Association or at the same rate received by an entry-level public school teacher with a master's degree, adjusted to reflect a twelve-month work year.  
**Example:** In 2012–13, the median salary of an entry-level public school teacher with a master's degree was \$40,160. Divide this amount by 10 and multiply the result by 12.  $\$40,160/10 = \$4,016 \times 12 = \$48,192$ . (The figures are from the *Illinois Teacher Salary Study*, conducted annually by the Illinois State Board of Education, Data Analysis and Accountability Division; [www.isbe.state.il.us/research/htmls/teacher\\_salary.htm](http://www.isbe.state.il.us/research/htmls/teacher_salary.htm))  
The library compensates all other staff at a level that is competitive with salaries paid for equivalent positions in other public agencies within the same or approximately the same service area.
6. The library gives each new employee a thorough orientation and introduces the employee to the particular responsibilities of the new employee's job. The orientation includes but is not limited to the mission statement, library policies, guidelines, services of the library, employment benefits, and opportunities for continuing education.
7. The library has a performance appraisal system in place that provides staff with an annual evaluation of current performance and guidance in improving or developing new skills.
8. The library supports and encourages staff to acquire new skills, keep current with new developments in public libraries, and renew their enthusiasm for library work. Attendance at local, regional, state, and national conferences; relevant courses, workshops, seminars, and in-service training; and other library-related meetings provide a variety of learning experiences. The library provides paid work time and funding for registration and related expenses. While funding constraints may limit the total number of staff who can attend conferences, the attendance of at least the library administrator at the state library association conference is encouraged and funded.
9. The library provides funding to train staff in the use and maintenance of new technology and equipment.
10. The library provides access to library journals and other professional literature for the staff.



## Chapter 3 [Personnel]

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11. Public library trustees and administrators are aware of federal, state, and local statutes and regulations relevant to personnel administration. Principal regulations include:

*Fair Labor Standards Act* [29 U.S.C. 201 *et seq.*]  
*Illinois Human Rights Act* [775 ILCS 5/1-101 *et seq.*]  
*Americans with Disabilities Act* [42 U.S.C. 12101 *et seq.*]  
*Illinois Collective Bargaining Successor Employer Act* [820 ILCS 10/0.01 *et seq.*]  
*Illinois Public Labor Relations Act* [5 ILCS 315/1 *et seq.*]  
*Occupational Safety and Health Act* [29 U.S.C. 651 *et seq.*]  
*Family and Medical Leave Act of 1993* [29 U.S.C. 2601 to 2654]  
*Civil Rights Act* (Title VII) [42 U.S.C. 2000e]

12. The library complies with state and federal laws that affect library operations. These laws include:

*Environment Barriers Act* [410 ILCS 25/1 *et seq.*]  
*Illinois Accessibility Code* [71 Adm. Code 400 *et seq.*]  
*Open Meetings Act* [5 ILCS 120/1 *et seq.*]  
*Illinois Freedom of Information Act* [5 ILCS 140/1 *et seq.*]  
*Local Records Act* [50 ILCS 205/1 *et seq.*]  
*State Records Act* [5 ILCS 160/1 70/2 and 5/1-7 *et seq.*]  
*Library Records Confidentiality Act* [75 ILCS 70/1 *et seq.*]  
*Drug Free Workplace Act* [30 ILCS 580/1 *et seq.*]  
*Americans with Disabilities Act* [42 U.S.C. 12101 *et seq.*]  
*Fair Labor Standards Act* [29 U.S.C. 201 *et seq.*]  
*Bloodborne Pathogens Standard* [29 C.F.R. 1910.1030]  
*Wage Payment and Collection Act* [820 ILCS 115/1 *et seq.*]  
*Minimum Wage Act* [820 ILCS 105/1 *et seq.*]  
*Public Officer Prohibited Activities Act* [50 ILCS 105/3 *et seq.*]  
*Disclosure of Economic Interests Act* [5 ILCS 420/4A-101 *et seq.*]  
*Personnel Record Review Act* [820 ILCS 40/0.01 *et seq.*]  
*Local Governmental Employee Political Rights Act* [50 ILCS 135/1 *et seq.*]  
*Privacy in the Workplace Act* [820 ILCS 55/1 *et seq.*]  
*Victims' Economic Security and Safety Act* [820 ILCS 180/1 *et seq.*]  
*School Visitation Rights Act* [820 ILCS 147 *et seq.*]  
*Identity Protection Act* [5 ILCS 179/1 *et seq.*]

### PERSONNEL CHECKLIST

- Library has a board-approved personnel policy.
- Library has staffing levels that are sufficient to carry out the library's mission.
- Library has a long-range/strategic plan.
- Library has job descriptions and a salary schedule for all library positions. The job descriptions and salary schedule are periodically reviewed and revised as needed.
- Library's hiring practices are in compliance with EEOC guidelines and the *Americans with Disabilities Act*.
- Library salaries and fringe benefits account for up to 70 percent of total operations budget.
- Library gives each new employee a thorough orientation.
- Library evaluates staff annually.
- Library staff and administration attend local, regional, state, and national conferences as well as training workshops and seminars where feasible.
- Library provides staff access to library literature and other professional development materials.
- Public library trustees and administrators are aware of federal, state, and local statutes and regulations relevant to personnel administration.
- The library complies with state and federal laws that affect library operations.

### BIBLIOGRAPHY

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- Singer, Paula M. and Laura L. Francisco. *Developing a Compensation Plan for Your Library*. 2nd ed. Chicago: American Library Association, 2009.
- Stanley, Mary. *Managing Library Employees*. New York: Neal-Schuman, 2008.
- Stueart, Robert D. and Maureen Sullivan. *Developing Library Leaders: A How-to-Do-It Manual for Coaching, Team Building, and Mentoring Library Staff*. New York: Neal-Schuman, 2010.
- Trotta, Marcia. *Supervising Staff: A How-to-Do-It Manual for Librarians*. New York: Neal-Schuman, 2006.

### WEBSITES

American Library Association  
[www.wikis.ala.org/professionaltips](http://www.wikis.ala.org/professionaltips)  
[www.ala-apa.org/](http://www.ala-apa.org/)

## Chapter 11

# FUNDRAISING



The bulk of funding for public libraries in our communities comes from local property tax revenue. This is as it should be; public libraries are truly people's institutions, administered for the benefit of the local community and its residents.

Today, many local and state governments face mounting financial pressures, to which they often respond by curtailing the annual growth of public funding. Now more than ever, it is important for libraries to seek additional sources of funding through grants and fundraising campaigns.

For libraries experiencing financial limitations, library administrators should pursue relevant grant opportunities aggressively. For information about accessing federal and state grant money, see Chapter 10, "Budgeting and Financial Management."

Library trustees and staff should also consider fundraising options when the need to supplement standard appropriations looms large.

### *To Incorporate or Not?*

In Chapter 10, "Budgeting and Financial Management," you read that a public library can receive charitable donations in its role as a sovereign political entity or part thereof. Donations vest in the library board of trustees, and the board becomes the special trustee of the donated property. No special legal steps or fees are required to raise funds on this basis.

Many libraries, however, find that they have strong incentives to set up a tax-exempt charitable foundation under Internal Revenue Service (IRS) Code §501(c)(3). Many donors, especially corporations and foundations, give only to IRS-qualified foundations to ensure the tax-deductible status of their contributions. Moreover, corporations offer employee matching-gift programs only to 501(c)(3) or similar incorporations. Because a foundation is permanent, its existence may encourage planned, annual giving as well as memorial or other bequests.

The downsides of the 501(c)(3) foundation are that the library must:

- allocate startup funds for fees related to setting up a foundation, including attorney fees, incorporation fees, and other costs.
- budget annual costs related to the foundation, such as attorney fees and preparation fees for tax returns and annual reports.
- provide staff to administer foundation activities as well as space dedicated to foundation

operations.

### **An Alternative: The Fund for Illinois Libraries**

For small libraries, the costs related to foundation incorporation may be too large to justify the foundation approach to fundraising. Similarly, libraries whose fundraising needs are largely focused on a one-time project such as a building program may not wish to incur the overhead of incorporating. Such libraries may be able to take an alternative approach by using the Fund for Illinois Libraries.

The Fund for Illinois Libraries, a 501(c)(3) foundation, was created to serve as a clearing-house for corporations or individuals wishing to make donations only to tax-exempt foundations. Administered by the Illinois Library Association (ILA), the fund will process the original donation and issue a check to the library that the donor wishes to have the money. For more information, go online to <http://www.ila.org/fund>.

### **The Charitable Foundation**

When the library board concludes that setting up a charitable foundation is in its best interests, the board is well advised to consult an attorney or CPA who has experience with tax-exempt foundations.

Additionally, a detailed description of the incorporation process is available online at the Illinois State Library Administrative Ready Reference, <http://www.webjunction.org/partners/illinois/il-topics/readyref.html>: select **Charitable Giving**. Then select **Steps in Organizing a Not-for-Profit Corporation**.

### **A Board of Directors**

A tax-exempt foundation is administered by its own board of directors. Choosing the individuals to serve on this board is critically important to the ultimate success of fundraising activities. This selection task typically falls to the library board of trustees.

Each candidate for membership on the foundation board of directors should be a responsible community member who is familiar with the role of the public library in the community and is willing to devote time to his or her foundation involvement. Foundation board members control investment of donated funds, so at least some of the members should have solid financial experience. Members should also have strong connections in the community so they bring a base of contacts for potential donors.

## *Fundraising Campaigns*

As a trustee of a public library, one of your primary responsibilities is to advocate for resources that the library needs to carry out its mission. In other chapters of this book, you have considered how to go about negotiating budgets with municipal officials or how to request state or federal grants. Your fiduciary role as trustee may also require you to go among your neighbors in the community to ask for money.

The library director shares fundraising responsibilities with members of the library board. Obviously board members and the director will want to coordinate their fundraising activities.

Small or mid-sized libraries will probably do best to dispense with the services of professional fundraisers. Donors may prove more generous if they feel that all their giving goes directly to support the library. On the other hand, a large library may need to rely on professional services.

As with other endeavors, fundraising requires careful, thoughtful planning. The way in which you and other library officials approach the community "with hat in hand" could make a big difference in the ultimate results of a fundraising campaign. The following list summa-

rizes points for conducting a successful fundraising campaign.

### ***Tips for Successful Fundraising . . .***

- Identify a specific monetary need. Develop a convincing justification for the need, and state it clearly and succinctly.
- Set and publicize a monetary goal for the campaign; the figure chosen should be feasible within the community's means.
- Budget costs for the fundraising campaign; these are likely to include publicity materials, media time for publicity, and perhaps personnel.
- Set up a campaign timetable with specific monetary goals aligned to specific "mileposts."
- Work to identify potential donors within the community. If possible, elicit commitments for significant contributions before publicizing the campaign. The campaign can then kick off with the announcement of "leading donors."
- Seek endorsements from community leaders.
- Carefully assign responsibilities for all aspects of the campaign; solicit volunteer support to as full an extent as possible.
- Develop attractive, interesting brochures, posters, gift cards, mailings, and other materials to publicize and implement the campaign.
- Plan exhibits in prominent public places.
- Implement an effective public relations campaign in community media before and during the campaign.
- Don't extend fundraising beyond the stated end date; it is more effective to start up a new campaign later than to break faith with the public by extending the end date.

### **From the Donors' Point of View**

People's motivations for giving to charitable causes vary widely, but nearly all donors expect a few modest benefits in return. Most donors expect to receive some kind of acknowledgment of their gift. They want to feel assured that the money will be used for designated purposes and not be used up by incidental costs such as fundraisers' fees. They want to have confidence in the competence and propriety of the charitable organization's managers. And donors want to receive the maximum tax advantages allowed by law for their donations.

By considering fundraising activities from the donors' point of view, you and your fellow fundraisers on the board of trustees and the staff can maximize the appeal of a fund drive to potential donors. Put simply, you want your donors to feel great about the act of giving—so they will give and give again.

The following list identifies positive ways to communicate with your potential donor base in the community during a fundraising campaign.

### ***Fundraising with Donors in Mind . . .***

- Provide a clear statement of the goals of the campaign and what the library intends to use the money for.
- Publicize a positive, appealing message, rather than a negative message accompanied by scare tactics or prophecies of doom.
- Accept "no" as an answer; many people dislike being harassed by fundraisers and some will turn against even a worthy organization if it uses overly aggressive solicitation tactics.
- Be prepared to provide up-to-date financial reports of the library upon request.
- Be prepared to identify the board of trustees and library director upon request.
- Assure donors that their contribution will be treated confidentially and that data about them will not be given or sold to other organizations.
- Give donors the opportunity to use the widest possible variety of payment methods;

- accept pledges to pay within a specific period of time. Allocate staff to follow up on unpaid pledges, and build a 10-percent nonpayment rate into your financial calculations.
- Acknowledge every gift with a personalized “thank-you” letter, clearly stating the tax deductibility status of the gift.

## *Friends of the Library and Fundraising*

Many public libraries are fortunate to have the support of a Friends of the Library organization. The range of activities of most Friends’ groups can vary, but they are often focused on fundraising activities such as book sales, bake sales, or membership dues. To encourage donations, some Friends groups have established themselves as tax-exempt charitable foundations and have become very successful fundraising auxiliaries for the library. For best results, Friends, trustees, and the library director should carefully coordinate fundraising activities.

## *Resources*

- Crowther, Janet H., and Barry Trott. *Partnering with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations*. Westport, Conn.: Libraries Unlimited, 2004.
- Grant Thornton, LLP. *Planned Giving: A Board Member’s Perspective*, revised. Washington, D.C.: Board Source, 2003.
- Greenfield, James M. *Fundraising Responsibilities of Nonprofit Boards*, second ed. Washington, D.C.: Board Source, 2009.
- Herring, Mark Y. *Raising Funds with Friends Groups: A How-to-Do-It Manual for Librarians*. New York: Neal-Schuman Publishers, 2004.
- Schumacher, Edward. *Capital Campaigns: Constructing a Successful Fundraising Drive*. Washington, D.C.: Board Source, 2001.
- Swan, James. *Fundraising for Libraries: A How-to-Do-It Manual for Librarians*. New York: Neal-Schuman Publishers, 2002.
- Worth, George. *Fearless Fundraising for Nonprofit Boards*, revised ed. Washington, D.C.: Board Source, 2003.

## Chapter 12

# ADVOCACY



Get your crystal ball out of storage and dust it off. Which vision of the future do you see for your library?

### **The Bright Future**

- The library facility looks ample, well lit, and attractive. No signs of aging or wear are apparent.
- A number of staff members are in evidence, and they look relaxed and focused.
- A random scan in the stacks turns up many titles published in the last 5 years, with few older than 20 years; items are neatly and properly arranged.
- Plenty of computer workstations are visible in the patron area; most, but not all, are occupied.
- The line at checkout is short and moves quickly; several checkout stations are staffed, and the entire circulation operation seems to be humming with efficiency.

### **The Bleak Future**

- The library facility is cramped and drab; obviously, no updating or renovation has been undertaken for a long time.
- The one staff member on the scene looks harried and overwhelmed.
- A random scan in the stacks reveals many distressed books with worn bindings and few books published in the last 5 years. Also, many items appear to be misshelved.
- The two computers available for patrons look outdated, and one appears to be out of order; at the other is a long line of irritated patrons.
- Patrons lined up at the checkout desk are subject to a heated exchange between a library staff member and a patron who claims that a recently returned book was not checked-in properly.

As a library trustee, you have a special opportunity to help usher in a bright future for your library. Conversely, if you and your fellow trustees coast along, doing as little as possible, your negligence, if not checked, could bring about a bleaker future.

## *Trustees and Advocacy*

You and your fellow trustees have an important, special role to play: that of being an advocate for the library within the community and, especially, in interactions with government officials, business leaders, and other decision-makers. In general, we refer to this aspect of trustee responsibilities as *advocacy*.

You and the individuals with whom you share trustee responsibilities are in a unique position to advocate for the library. Because you are not paid employees of the library, you have no vested interests in any particular policies. Moreover, as library users yourselves, you view library services pretty much from the viewpoint of patrons—as opposed to the point of view of library professionals, for example. You are also taxpayers and voters in the local political entity (or in any one of the constituent political entities) and thus stakeholders in the public library.

One aspect of advocacy is public relations, which embraces all the ways the library administration publicizes its services in the community. The topic of public relations is considered in Chapter 13, which follows.

The focus in this chapter is advocacy among government officials who directly affect the library by their decision-making capabilities: municipal officials, state legislators, and state constitutional officers, as well as members of the U.S. Congress and other federal officials.

### **Identify Decision-Makers**

The first step of effective advocacy is identifying the people in a position to affect the fate of the library's plans for providing service to the community. Local officials most directly hold the purse strings for public libraries, since libraries' primary funding comes from local property taxes. State officials may also have a major impact on Illinois libraries. They fund and oversee the Illinois State Library and allocate money for state library grants.

Federal lawmakers and officials make an impact on our Illinois libraries, too. As you have seen in Chapter 10, "Budgeting and Financial Management," the U.S. Congress funds grants to libraries through the LSTA program. Federal e-rate funding helps public libraries in Illinois pay for technologies such as Internet connections and phones, as outlined in Chapter 6, "Intellectual Freedom."

While advocacy issues frequently center on money or power, it is important to remember that library advocates must also articulately advocate for our basic principles, such as access to information and intellectual freedom. The following chart lists government officials at various levels of government who may be decision-makers for public libraries.

Local: Mayor(s), city council members, township supervisors, county commissioners

State: Legislative representatives, including local members of the Illinois House and Senate; the governor; the secretary of state

Federal: U.S. representative of the congressional district in which the library resides and the state's two U.S. senators; the President

You and the other trustees, collectively, can obtain an up-to-date roster of local, state, and federal officials of concern to your library. The ILA website ([www.ila.org](http://www.ila.org)) includes contact information such as mailing address, office phone and fax numbers, and e-mail addresses.

### **Advocacy Among Governmental Officials**

A library board of trustees can make an important investment in the library's future by culti-



vating close, cordial working relationships with key government officials. This advocacy work requires time, commitment, careful coordination among board members, continual effort, and at least a little finesse. The board will probably want to designate specific trustees to stay in touch with specific officials. Following are some guidelines for the board and its representatives.

### ***Cultivating Relationships with Government Officials . . .***

- Stay current: know who the key players are and how to contact them.
- Identify officials' key staff members and cultivate relationships with them.
- Add officials to the library and Friends of the Library mailing lists.
- Make personal contacts with officials by phone or personal letter.
- Invite officials to library functions, especially those that highlight or showcase programs and services.
- Become familiar with the political process; learn about
  - the functioning of the town or city council or the county board of commissioners.
  - the legislative process at the state level.
- Know the timing of an issue, such as when the Illinois General Assembly is in session, or a local official or body is likely to act.
- Reinforce relationships by attending advocacy days in Springfield and Washington, D.C., and personally lobbying officials.

### **When a Particular Political Issue Looms Large**

Suppose the time comes when the library board identifies a pending proposal for legislative action that could have a significant impact on the local library and public libraries in the state or region. The board may opt to swing into political action; if the trustees have worked carefully to develop a network of relationships with key government officials, the board will already have "a leg up" in its lobbying campaign.

### ***Lobbying for a Particular Proposal . . .***

- Contact the local state representative and state senator. If feasible, request a personal appointment for the board's designated representative.
- At the beginning of the appointment or phone conversation, identify yourself, your library, and the community in which you live.
- Identify the issue with which the library board is concerned; provide the following information:
  - official number of the bill in question
  - a very brief description of the bill
  - why the library board supports or opposes the measure
  - a very brief analysis of what the effects of the bill's passage or rejection might be on the library and other local public libraries
- Sum up the library board's position, listen attentively to the official's response, and then respectfully request his or her support.
- Submit a one-page summary—for example, a bullet list—of your presentation in writing. If the contact is a phone conversation, include the summary as an attachment to your follow-up thank-you letter.
- Follow up the visit or phone conversation with a personal thank-you letter, regardless of outcome.

There are definite "do's" and "don'ts" of governmental advocacy. Avoid these actions and behaviors:

### *Advocacy No-No's . . .*

- Wasting an official's time by showing up late for an appointment
- Communicating by form letters or any other "canned" format
- Deluging officials with programmed e-mails, phone calls, letters, or other communications (A spontaneous outpouring from the public, on the other hand, is a hallowed democratic tradition, and often proves quite effective.)
- Being wordy and unfocused
- Making negative generalizations or insinuations about politicians
- Attempting to disguise costs of proposed legislation
- Characterizing the official's record or previous votes in a negative way
- Demanding, rather than requesting, the official's support
- Threatening to mobilize opposition at the next election
- Failing to send a written letter of thanks in response to a favorable gesture, such as making time available for a meeting

No matter the outcome on a particular issue, seek always to maintain cordial relations with key governmental officials.

### *Ways to Stay "In the Loop"*

In addition to establishing contact and cultivating relationships with key government officials, you can make use of opportunities for advocacy that are provided by library organizations and associations.

### **Legislative Days**

The American Library Association (ALA) annually sponsors "legislative days" in Washington, D.C., to provide a forum for library advocates to meet with various lawmakers. The event includes oral briefings and written materials. Visit the ALA website, <http://www.ala.org/nlld>, for more information.

### **Calls for Action**

The ALA and the ILA occasionally call on members to contact their legislators about a given issue. The library board of trustees should consider making a concerted response to each such call for action.

### *Resources*

The ILA, through its Public Policy Committee, issues pertinent information via direct e-mail announcements to ILA members. Another advocacy resource is available on the ILA website: go online to <http://www.ila.org> and select **Advocacy**.

The ALA continually monitors legislative action in the U.S. Congress. To keep current, consult the "Advocacy & Issues" page of the ALA website: <http://www.ala.org/advocacy>. The ALA Washington Office is a particularly useful source of federal legislative information relevant to libraries.

### **Specific Titles**

Comito, Lauren, Aligae Geraci, and Christian Zabriskie. *Grassroots Library Advocacy*. Chicago: American Library Association, 2012.

Crowther, Janet H., and Barry Trott. *Partnering with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations*. Westport, Conn.: Libraries Unlimited, 2004.

- Halsey, Richard S. *Lobbying for Public and School Libraries: A History and Political Playbook*. Lanham, Md.: Scarecrow Press, 2003.
- Kush, Christopher. *Grassroot Games: Preparing Your Advocates for the Political Arena*. Washington, D.C.: American Society of Association Executives, 2002.
- Reed, Sally Gardner. *Making the Case for Your Library: A How-to-Do-It Manual*. New York: Neal-Schuman Publishers, 2001.

## Legislative Terms

In order to be an effective advocate, you need to know the language of government. The following is a list of basic terms used to describe the people, places, and processes of government. Review these terms to better understand the legislative process, and use these terms to better communicate with your public officials.

**Act:** A bill that has been made law by passing both houses of the legislature, and that has been signed by the governor, filed without the governor's signature, or passed by both houses of the legislature over the governor's veto.

**Administrative Rule:** Any agency directive, standard, regulation, or statement of general applicability that implements, interprets, or prescribes law or policy, or describes the procedure or practice requirements of any agency.

**Amendment:** Any alteration made, or proposed to be made, in a bill or motion by adding, changing, substituting, or omitting.

**Appropriation:** A law which details how the government's money will be spent.

**Back Door Referendum:** A limitation on the power of government to take certain actions that a political subdivision has already initiated. The Illinois Compiled Statutes (10 ILCS 5/28-2) define this as the submission of a public question to the voters of a political subdivision, initiated by a petition of the voters, to determine whether an action by the government shall be adopted or rejected. If a majority of the voters oppose the action in the referendum, the government is precluded from taking that action. The law specifies which actions may be subject to back door referendums.

**Bicameral:** A legislature consisting of two houses, typically the senate and the house of representatives.

**Bill:** A measure that creates new law, amends or repeals existing law, appropriates money, prescribes fees, transfers functions from one agency to another, provides penalties, or takes other action. The proposed law is introduced during a session for consideration by the legislature, and is identified numerically in order of its presentation.

**Budget:** Legislation which details both the receipt and allocation of state funds. The governor annually presents a proposed budget for consideration by the legislature. The legislature may accept or alter any portion of the governor's proposed budget, and must pass the budget as one or more individual bills. The governor may then accept the budget as passed by the legislature, or make changes to all or some of the individual line items contained in the budget. Finally, the legislature may accept any changes by the governor on a simple majority vote, or restore funding to the levels originally passed by overriding the governor's changes on a supermajority vote.

**Calendar:** A listing of the bills (and other proposed legislative matters) pending in the chamber. The calendar also lists meetings of committees scheduled for that day or for the next several days. Calendars are available to the public each day the legislature is in regular session.

**Capitol:** The state house, or capitol building. Its address is: 207 State House, Springfield, IL 62706.

**Caucus:** "Caucus" is used as both a noun and a verb. A caucus, *n.*, is a group of people who share something in common (e.g. they are members of the same political party, such as the "Senate Republican Caucus" or the "House Democratic Caucus," or come from the same

area of the state, such as the "Downstate Caucus," or share something else in common, such as the "Sportsman Caucus"). When these people caucus, *v.*, they meet to discuss policy questions, to select caucus leaders, and to take positions as a group on legislative proposals.

**Chairman:** The legislator appointed by the chamber's presiding officer to serve as the presiding officer of a particular committee.

**Chamber:** The room where legislators gather as a body to formally conduct state business; the House or Senate floor. It may also be used to refer collectively to all legislators in a particular house of the legislature.

**Commissions:** Often composed of both legislators and public members, they are primarily created to study and propose legislation on specific and usually more complex issues. Commissions can be either temporary or permanent.

**Committee of the Whole:** The entire membership of the house or senate, which may be convened to hear testimony on bills of particular importance.

**Companion Bill:** One of two identical bills introduced in both houses.

**Conference Committee:** A committee set up for the sole purpose of reconciling disagreements between the House and Senate on amendments to a bill. Conference committees do not typically meet as a group, but rather a majority of the members are required to sign any agreement which then may be presented for a final vote in each chamber.

**Conflict of Interest:** Any interest, financial or otherwise, any business or professional activity, or any obligation which is incompatible with the proper discharge of a person's public duties.

**Constitutional Officers:** Officials who serve state-wide in positions created by the Illinois constitution including the governor, lieutenant governor, attorney general, secretary of state, comptroller, treasurer, and auditor general. All except the auditor general are elected positions.

**Constituent:** A person residing within an elected official's district or area of representation.

**Convene:** To assemble or call together.

**Cosponsor:** Two or more legislators proposing a bill or resolution.

**District:** That division of the state represented by a legislator which is distinguished numerically and determined on the basis of population. The area of a district is supposed to be geographically both compact and contiguous.

**Executive Branch:** The branch of state government led by the governor and comprised of state departments, agencies, boards and commissions which are responsible for the execution, implementation and enforcement of state laws.

**First Reading:** The recitation on the chamber floor of a bill or resolution's number, title, and brief description as read by the clerk of the chamber upon introduction in either house. After the first reading, the measure is referred to the chamber's rules committee by the chamber's presiding officer. The bill or resolution may then be referred to a relevant substantive committee. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

**Fiscal Note:** Statement as to the estimated cost of legislation having a fiscal impact. The fiscal impact note is prepared and filed with the clerk of the chamber by the appropriate state agency or department. If a fiscal note has been requested by a legislator, the legislation cannot be considered until the fiscal note has been properly filed.

**Floor:** A colloquialism describing the interior of either chamber, sometimes distinguishing the membership from the presiding officer; matters before the full chamber may be referred to as "on the floor."

**Gallery:** Areas of both chambers where public visitors may observe the legislature in session.

**HB:** House Bill.

**Hearing:** A public meeting of a legislative committee held for the purpose of taking testimony

concerning proposed legislation. Typically following testimony and an opportunity for questions, committee members will vote on the matter.

**House of Representatives (Illinois):** The legislative body of 118 members, called representatives, each of whom represents a district of approximately 109,000 Illinois citizens.

**Joint Session:** Joint sessions are meetings of the House and Senate together that are primarily ceremonial; for example, to hear the governor's state of the state and budget addresses, or to hear a distinguished guest. Bills are never passed in a joint session.

**Journal:** The printed daily proceedings of each chamber.

**Judicial Branch:** The branch of State government made up of the Illinois Supreme Court, five districts of the appellate courts with fifty-three judges, and twenty-three judicial circuits that have more than 852 circuit and associate judges. The Illinois Supreme Court interprets the Illinois Constitution and laws, and hears final arguments in certain civil and criminal cases.

**Leadership:** The presiding elected officers of each house; the president of the Senate and the speaker of the House. They are elected by a majority of the members of their respective chambers when the body organizes for a legislative session following a general election. "Leadership" also refers to the minority leaders in each chamber, who are elected by a majority vote of their respective caucuses. On occasion, "leadership" is also meant to refer to assistant majority and minority leaders who are appointed by the presiding officers and minority leaders.

**Legislative Branch:** The branch of state government comprised of the Illinois General Assembly and various support agencies responsible for the passage of laws.

**Legislative Liaison:** A person designated by a state agency to act as its "lobbyist." The liaisons are not registered as lobbyists and on occasion have access to the floors of both chambers.

**Legislative Reference Bureau:** The Legislative Reference Bureau, often simply referred to as "LRB," is comprised of attorneys paid by the state who assist legislators in drafting proposed bills and resolutions. Between sessions, this bill-drafting agency studies Illinois statutes for inconsistencies and mistakes, and suggests ways to simplify statutes.

**Line Item Veto:** The governor may veto an item in an appropriation bill without vetoing the entire bill, and may also increase or decrease a particular appropriation. These actions are subject to acceptance or override by the legislature.

**Local Government:** Under the Illinois Constitution, local governments include general purpose units such as counties (102 in the state), townships (85 counties have them), and municipalities (1,295), and special purpose units including school, park, fire, library, and sewage special districts. There are a total of 7,067 units of local government in Illinois.

**Lobbyist:** A person who is employed by an individual, organization, association or business to represent its interests before the legislature. The term derives from the fact that lobbyists usually frequent the areas (lobbies) adjacent to the chambers of the senate and the house, either seeking to buttonhole legislators as they walk to and from the chambers or await legislative action which might affect their clients' interests. Individual citizens may also "lobby" their legislators on matters of concern to them. Illinois law requires persons (excluding public employees, officials and staff) who seek to encourage the passage, defeat, or modification of legislation to register as lobbyists.

**Majority Leader:** A legislator selected by the speaker of the House. Sometimes this person is responsible for the development and implementation of the caucus agenda, the debate on bills which the party supports or documentation, decisions on floor tactics, and assisting in the selection of committee members of the party.

**Minority Leader:** A legislator elected by his or her peers to lead the party in the minority in his or her house and having similar duties as the majority leader.

**Minority Spokesperson:** Designated by the minority leader, this person serves as the chief spokesperson for the minority members of a standing committee.

**Motion:** A formal procedural proposal offered by a legislator requesting that the body take a particular action.

**Passage:** Favorable action on a measure before either house.

**Penalty Clauses:** Sections of bills which lay out criminal or civil penalties for violation of the law.

**Per diem:** Literally meaning "For the day." It is a set payment to legislators for travel, food and lodging expenses when the Legislature is in regular session.

**Perfunctory Session:** An abbreviated but official meeting of either chamber in order to conduct procedural business and other "Housekeeping chores." An example would be introduction of bills and filing of motions. No roll call votes are permitted in perfunctory sessions and typically legislators do not come to the Capitol in Springfield.

**Point of Inquiry:** A request from a legislator on the floor, or from a committee member in committee, asking a question regarding the status of a legislative matter or applicable rule. Typically, such questions are about issues such as parliamentary procedure.

**Point of Order:** A request from a legislator on the floor, or from a committee member in committee, requesting a ruling from the presiding officer regarding the application of the rules or calling attention to a breach of order or the rules.

**Point of Personal Privilege:** A way in which a legislator can get the immediate attention of the presiding officer on the floor of either chamber. It is typically used to introduce guests or recognize a particular person or issue.

**Postponed Consideration:** Legislation that has not received the required number of votes for passage may, at the request of the sponsor, be placed on the order of "postponed consideration," where it can be given a second opportunity for passage at a later time. In order to be placed on postponed consideration the matter must have received a minimum number of votes as established by rule.

**President of the Senate:** The presiding officer of the Senate, elected by a majority of the members of the Senate when that body organizes at the beginning of its two year general assembly term.

**Presiding Officer:** Specifically meaning the speaker of the House and president of the Senate, but also meaning any legislator asked by the speaker or president to preside over a particular session or committee.

**Primary Election:** A preliminary election in which only registered voters who self-identify as belonging to an established political party vote to nominate that party's candidates for office.

**Quorum:** The minimum number of members required to be present before business can be transacted. The presence of a majority of the elected members in the chamber constitutes a quorum; 60 members in the Illinois House and 30 members in the Illinois Senate.

**Reapportionment:** Periodic redrawing of the geographic areas within the state into districts for election purposes from which legislators are elected.

**Recess:** Recess is the period of time when the Illinois General Assembly or either of its houses is not in session after once being convened. Recesses include stated periods, such as those for lunch, and informal periods, when the members await the presiding officer's call to return. An informal recess may be necessitated by a caucus, or while the House awaits the arrival of the Senate for a joint session.

**Reconsideration:** Motion which, when approved, gives rise to another vote annulling or reaffirming an action previously taken.

**Referendum:** The submission of a proposed public measure or law to the vote of the people for ratification or rejection. The manner in which this is done by library boards is prescribed by Illinois law.

**Regular Session:** A session day in which legislators are expected to be at the Capitol for the conduct of legislative business. Contrasted with a perfunctory session day.

**Roll Calls:** A roll call electronically records “for the record” each individual legislator’s vote on third readings, as well as on contested amendments or motions. A “verified” roll call is when each legislator is specifically called by name and asked to orally confirm their vote as recorded.

**Rules:** Rules are procedures adopted by each chamber governing its organization, conduct, order of business, bill procedure, and so forth.

**Rules Committee:** Comprised of legislators in leadership from both parties but controlled by the majority party. Its most powerful function is to assign, or refuse to assign, bills and resolutions to substantive committees for a hearing or for consideration on the floor.

**SB:** Senate Bill.

**Second Reading:** Like First Reading, a recitation of the bill or resolution’s number, title, and brief description by the clerk of the chamber. Second Reading occurs after the measure has been referred to committee, worked on, and reported back to the floor for a vote. It is also the stage at which bills may be amended on the floor. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

**Senate (Illinois):** The legislative body consisting of fifty-nine members, called senators, each representing districts of approximately 218,000 Illinois citizens.

**Session:** The period of time in which the Illinois General Assembly officially convenes. The regular session begins in January and typically ends around June 1st. The Veto session is typically six days in November. Special sessions may be convened at the call of the governor or the legislative leaders.

**Shell Bill:** A bill with no substantive language, but used as a “placeholder,” if needed, to introduce new legislative initiatives at a later date.

**Sine Die:** Final adjournment. No date is set for reconvening. A two year general assembly term ends when the Legislature adjourns sine die.

**Speaker of the House:** The presiding officer of the Illinois House of Representatives, elected by a majority of the members of the house when the house organizes at the beginning of its two year general assembly term.

**Special Session:** Called by either the governor or the joint leadership of both houses. Special sessions address specific issues such as emergency budget matters.

**Sponsor:** The legislator(s) who introduces a measure. The name of this person is printed at the top of the measure. In very rare occasions, a committee may also act as sponsor of a legislative measure.

**Statute:** A codified law. “Codify” means “to arrange laws systematically.” A codified law is one that has been incorporated into that section of the Illinois Compiled Statutes that it amends, modifies, or accompanies.

**Sunset:** The provision of a legislative matter which calls for the automatic repeal of the measure at a certain date or upon the happening of some event.

**Sunshine Laws:** Meant to refer to a variety of laws which call for openness in government including the Illinois Open Meetings Act and the Freedom of Information Act, but also many other acts which detail how public business is to be conducted.

**Table:** To table is a procedural motion to prevent a bill, resolution or other motion from being considered. There are also methods for a tabled bill to be reactivated.

**Third Reading:** As in First or Second Readings, a recitation of a measure’s number, title, and brief description by the clerk of the chamber on the floor before final consideration by either house. The Illinois Constitution requires that every bill must be read three times on three separate legislative session days in each chamber in order to pass.

**Veto:** Action by the governor in disapproval of a measure. On substantive (non-appropriation) bills, the governor may “total veto” a bill, which means that he/she disapproves of it in its entirety, or “amendatorily veto” a bill, which means that he/she would accept the leg-

islation if the amendatory changes were made. The legislature can override a total veto or amendatory veto by a three-fifths supermajority vote, or may accept the changes of an amendatory veto by a simple majority vote. On appropriation bills, the governor may totally veto the bill, or make line item changes to delete a particular line item appropriation, or increase or decrease a line item. Again the legislature may override the governor's veto of any line item appropriation by a supermajority vote, or accept the veto by a simple majority.



## Chapter 13

# PUBLIC RELATIONS



Public relations (PR) embraces all the ways a library publicizes its programs and services in the community. The main goal of public relations is to raise people's awareness about the role (or potential role) of the library in their lives and in the community. A good public relations program will mobilize support among civic organizations, business leaders, taxpayers and voters generally.

### *A Formal Public Relations Policy*

Expressing sincere intent to foster good public relations isn't enough; the library board of trustees needs to plan, budget, and implement a carefully thought-out PR policy on an annual basis. To make an effective plan, the board needs to maintain various contacts in the community and look for good PR opportunities, as well as work closely with library staff who plan and present regular library programming.

Based on a number of inputs, especially including events suggested by community contacts, the board must budget adequate funds. Part of the budget might detail specific events and campaigns, but a significant portion of funds should be reserved for "ad-hoc" PR activities of which the board may not be aware until later in the fiscal year.

To target successful PR outreach, the board should develop contacts widely in the community, as suggested in the following list.

### *Cultivate Contacts among Groups in the Community . . .*

- Business groups, such as the Chamber of Commerce, and individual business leaders.  
There is nothing wrong with focusing public relations or fundraising efforts on larger companies in the library service area. They may be in a position to contribute generously to the library and may have a large captive audience in their employee base.
- Associations for ethnic groups with strong representation in the library service area
- Civic organizations, such as the League of Women Voters
- Service organizations, such as the Rotary Club
- Literacy advocacy groups
- Churches, synagogues, and mosques
- Professionals in the news media

- Administrators and faculty of schools
- School PTA's
- Youth service organizations, such as Boy Scouts and Girl Scouts
- Book clubs
- Senior citizen centers

## **Media**

Obviously, there are many ways to communicate with the public. Most have associated costs. A good public relations program should use a wide variety of media, but choices may be limited somewhat by budget constraints.

The costs of having trustees or staff make presentations to local civic or other groups are minimal, and a good public relations program will make use of these opportunities to the fullest extent.

A few communications media that may be useful in a PR campaign are suggested here.

### ***Types of Media To Use in PR Campaigns . . .***

- Bookmarks—"freebies" to give out in the library and in local bookstores
- Brochures
- Posters
- Displays and exhibits in public places
- Photographs
- Local newspapers, magazines
- Dedicated website for the library
- Radio
- Social media (Facebook, Twitter, etc.)
- Television (network or cable)
- Website

## **Making Public Presentations**

Suppose you are the designated representative to make a presentation on behalf of the public library to a local civic group. A few helpful tips follow.

### ***Tips for Effective Presentations . . .***

- At the start, acknowledge the group and express appreciation for the invitation to speak.
- Explain your role as a trustee of the library.
- Make use of graphics; for example, a short slide show highlighting library facilities, holdings, programs, and staff would be a good audience warm-up.
- Incorporate anecdotes and stories to enliven content.
- Present the library in a positive light; highlight plans for expansion of services and programs or improvements in facilities.
- Illustrate ways in which the library is making good use of the public funding on which it depends.
- Highlight the library's technological services, if appropriate.
- Emphasize the commitment of public libraries to freedom of information and equality of access to information.
- Give audience members an opportunity to ask questions; answer as honestly as possible.
- Distribute copies of the library's latest newsletter or a brochure that summarizes the library's programs and services.
- Be sure to cite the URL (universal resource locator—the online address) of the library website, if one exists.

- Always maintain a cordial, friendly demeanor.

## Learning from the Public

In contacts and communications with various sectors of the public, library administrators hope to receive glowing reports about community members' library experiences. If the response is otherwise—for example, facilities or services are perceived as inadequate, staff as unfriendly and unresponsive, the collection as poorly maintained—then you and the other trustees and library staff should seize the opportunity to put things right.

Public dissatisfaction might cloak ultimate support for expanded funding for library programs and services. The board of trustees might reorient the library's public relations program to convincing community members that their concerns can be addressed by an expanded program and to developing a fundraising campaign.

If staff relations with the community appear to be a problem, discuss this issue with the library director. It may be advisable to launch a staff training program. To plan and carry out such a program, seek assistance from the state library, and associations such as the ILA and ALA.

## Friends of the Library

United for Libraries: the Association of Library Trustees, Advocates, Friends and Foundations is a national membership organization especially for people just like you. The organization provides resources and information through its website, annual meetings and conferences, and other programs. For more information, go online to the group's website at <http://www.ala.org/altaff>.

## Help from Associations

The ALA and ILA occasionally sponsor campaigns to showcase services of public libraries. Visit the websites of these organizations to check for such resources.

For example, ALA sponsors the Campaign for America's Libraries, known as "@ your library," an ongoing public education campaign to communicate the value of public libraries and librarians to the public. To find out more, go to [www.atyourlibrary.org](http://www.atyourlibrary.org).

## Resources

- Buschman, John E. *Dismantling the Public Sphere: Situating and Sustaining Librarianship in the Age of the New Public Philosophy*. Westport, Conn.: Libraries Unlimited, 2003.
- Dowd, Nancy, Mary Evangeliste, and Jonathan Silberman. *Bite-sized Marketing: Realistic Solutions for the Overworked Librarian*. Chicago: American Library Association, 2010.
- Gould, Mark R. *The Library PR Handbook: High Impact Communications*. Chicago: American Library Association, 2009.
- Jones, Patrick. *Running a Successful Library Card Campaign: A How-to-Do-It Manual*, second ed. New York: Neal-Schuman Publishers, 2002.
- Matthews, Joseph R. *Measuring for Results: The Dimensions of Public Library Effectiveness*. Westport, Conn.: Libraries Unlimited, 2003.
- Smallwood, Carol. *Librarians as Community Partners: An Outreach Handbook*. Chicago: American Library Association, 2010.
- Walters, Suzanne. *Library Marketing That Works!* New York: Neal-Schuman Publishers, 2004.
- Wolfe, Lisa A. *Library Public Relations, Promotions, and Communications: A How-to-Do-It Manual*, second ed. New York: Neal-Schuman Publishers, 2003.

## Chapter 14

# TRUSTEE CONTINUING EDUCATION



If you have read the preceding chapters in this book, you are well aware of the need to hone knowledge and skills in a number of diverse areas to function effectively as a library trustee. During your tenure on the board, you will likely be confronted by changes in the community, technological innovations, and shifting political and cultural currents; keeping yourself up-to-date will pose a considerable challenge. To answer this challenge, you should plan to take advantage of opportunities for continuing education.

Here are a few basic ideas for trustee continuing education.

- Use the chapters of this book to conduct trustee education “classes” on a regular basis.
- Ask the library director to conduct seminars for trustees (and others, as appropriate) on topics such as Intellectual Freedom, Patron Privacy, Collection Maintenance, Library Resources, or Internet Use Policy.
- Visit other libraries in the library system or state and request meetings with the library director and trustees of those libraries; attend board meetings of other libraries.
- Ask an attorney to give a presentation on legal issues related to libraries and library trusteeship.
- Join the American Library Association (ALA) and the Illinois Library Association (ILA). The costs for these memberships are appropriate to pay from the library’s budget.
- Attend one or more library workshops or conferences annually.

### *Budget*

Don’t overlook trustee continuing education when developing the annual budget. Include funds for trustee memberships in associations, attendance at workshops and conferences, book purchases, and other relevant expenses.

Develop guidelines for trustee and staff continuing education expenses so participants are clear about what expenses will be reimbursed and what documentation is required for accounting purposes.

The remainder of this chapter is a list of resources that may be useful in planning trustee continuing education.

## *Resources*

Various topics offered at the Illinois State Library Administrative Ready Reference web page

Go online to <http://www.webjunction.org/partners/Illinois/il-topics/readyref.html>

*Illinois Library Laws & Rules*, 2012. Available for purchase, <http://www.ila.org>.

*Serving Our Public 2.0: Standards for Illinois Public Libraries*, Available for purchase: <http://www.ila.org>

United for Libraries: the Association for Library Trustees, Advocates, Friends and Foundations, an excellent resource for conferences and workshops

Go online to <http://www.ala.org/ala/alta/altaff>

Wright, George B. *Beyond Nominating: A Guide to Gaining and Sustaining Successful Not-For-Profit-Boards*. Portland, Ore.: C3 Publications, 1996.

Appendix G, "Selected Resources"

For **Advocacy** topics, see the Resources section at the end of Chapter 12, "Advocacy."