Speak out for libraries during Virtual Library Legislative Day on May 3

Virtual Library Legislative Day is part of the American Library Association’s (ALA) National Library Legislative Day (NLLD) on May 3, when hundreds of library advocates will descend on Capitol Hill to meet with members of Congress and their staffs. For information on NLLD, visit www.ala.org/advocacy/advleg/nlld.

Library advocates who cannot make it to Capitol Hill for the event can still be a part of the effort by calling and/or emailing their elected officials on May 3, or any time the week of May 2-6. United for Libraries, the ALA Washington Office, ALA Chapter Relations, and the ALA Office for Library Advocacy will lead Virtual Library Legislative Day, an opportunity for all library advocates to make their voices heard on a national level.

Now in its 14th year, Virtual Library Legislative Day supports the efforts of those who attend this important day in Washington, D.C. to meet with their elected officials in person.

Talking points and links to contact information for members of Congress will be available on the United for Libraries website (www.ala.org/united) in late April. The website also provides a flyer and bookmarks for library advocates to print, email, or post on their websites to help spread the word in their communities. In addition, a webcast highlights actions advocates can take to support the library community in Washington, D.C.

For more information on Virtual Library Legislative Day, visit www.ala.org/united/advocacy/virtuallegday.

Free Webinar: Library Advocacy at the State Level: 12 Steps to Success

In this recorded webinar, Jeffrey Smith, United for Libraries Division Councillor, former Trustee, and past president of the Foundation for Baltimore County (Md.) Public Library (BCPL), shares the basics of government/legislative advocacy and 12 steps necessary to be an effective advocate for library issues when meeting with key decision makers. Additionally, a case study in successful advocacy for library related funding is presented. The webinar is geared toward Trustees, Friends, Foundation staff members, and library staff members, and is co-sponsored by ALA’s Office for Library Advocacy. To access the recording, log in to the Trustee Zone or the Friends & Foundations Zone at www.ala.org/united.
Academic Libraries need Friends Too!

Since joining the United For Libraries Board over 8 years ago I always try and attend the Academic Friends and Development Officers Discussion Group at every conference to show my support for those academic librarians that want to share their experiences with their Friends groups and those librarians eager to learn how to start a group and learn from best practice. I like to share my experience as an academic publisher and the support most academic publishers offer through free access to content for alumni and friends as an example and I always leave the meeting and discussion excited to hear about the many successful programs and also listening to attendees as they share experiences on how to build or re-launch an academic friends program.

You may wonder why academic libraries need friends or trustees? To answer that question I must ask you how many times did you visit the library when you were attending university or college? How important was the library to your success while pursuing your education? Why should we forget about the library after our education? I always try and attend the AALP conference to the United For Libraries Board over 8 years ago I always try and attend the Academic Friends and Development Officers Discussion Group at every conference to show my support for those academic librarians that want to share their experiences with their Friends groups and those librarians eager to learn how to start a group and learn from best practice. I like to share my experience as an academic publisher and the support most academic publishers offer through free access to content for alumni and friends as an example and I always leave the meeting and discussion excited to hear about the many successful programs and also listening to attendees as they share experiences on how to build or re-launch an academic friends program.

I wanted to ask several academic librarians why their Friends programs were important and why their existence was critical to the library program. I started with Dr. Charles D. Hanson, Director of Library Services at Kettering University in Flint, MI who very often chairs the Academic Friends and Development Officers Discussion Group for United and I asked him about his Friends program and Charles shared with me “my Friends have a strong commitment to the value of an academic library in the teaching, research, and learning activities at Kettering University. They provide financial support that helps the library take extra steps in service excellence to students, faculty and staff. And most recently, the Friends have formed a New Library Task Force, a collaborative group that meets to determine the essential features needed in the academic library that will be included in the new Learning Commons. My Friends are deeply engaged and involved in the life of Kettering University”!

I also wanted to explore if academic Friends groups are any different than public library Friends groups in the way they focus on the value they provide students, faculty and researchers and I asked Molly Hart, Student Engagement Coordinator, Columbia College Chicago Library to share her experience at Columbia College. She reported “we recently re-defined our membership so that the first level is free, and includes all new and incoming students. Like most academic Friends groups, we could not afford to wait for students to express interest. By making “friendship” free for new students, we broadened our audience and reinforced the idea that the Library is here to serve our community.”

Molly further added, “As part of this larger, community-minded ethos, we’re trying to address students’ more pressing concerns in our event programming. One example: Often, career advice is only applicable to students after they graduate. With rising tuition, students are sometimes unsure if they will make it to the next semester, let alone graduation. This reality has encouraged us to focus our event planning on vocational workshops that can help students in a more immediate way. Topics like “how to run a successful Etsy store” or “how to file taxes as a struggling artist” might help students afford to stay in school.”
### ALA Annual Conference, Orlando, Fla.
**June 23-28, 2016**

**President’s Program with John Hart**
*Sat., June 25
10:30-11:30 a.m.*

Bestselling author John Hart will be featured during this program, hosted by United for Libraries President Ed McBride. Hart will be interviewed on stage by Barbara Hoffert, editor of Library Journal’s *Prepub Alert*. Hart is the author of four *New York Times* bestsellers, *The King of Lies*, *Down River*, *The Last Child*, and *Iron House* and winner of the best novel Edgar® Award for consecutive novels. This program is sponsored by Macmillan. The author will sign books following the program (books subject to availability).

**The Laugh’s On Us, sponsored by SAGE**
*Sun., June 26
5:30-7:30 p.m.*
Comedian and United for Libraries spokesperson Paula Poundstone will headline this evening, also featuring Dave Barry, Phoebe Robinson, and Nora McInerny Purmort. Wine and cheese will be served, and a book signing will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite.

**Gala Author Tea, sponsored by ReferenceUSA**
*Mon., June 27
2-4 p.m.*
Shari Lapena, Jayne Entwhistle, Thomas Mullen, Susan Mallory, and Imbolo Mbue will discuss their writing life and forthcoming books. Enjoy tea, finger sandwiches, and sweet treats. A booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite.

**Upcoming events**

School Library Month
April 2016
www.ala.org/aasl/slm

National Library Week
April 10-16, 2016
www.ala.org/nlw

National Library Workers Day
April 12, 2016
http://ala-apa.org/nlwd

National Bookmobile Day
April 13, 2016
www.ala.org/bookmobiles

Money Smart Week
April 23-30, 2016
www.ala.org/offices/money-smart-week

Preservation Week
April 24-30, 2016
www.ala.org/alcts/preservationweek

Choose Privacy Week
May 1-7, 2016
http://chooseprivacyweek.org

Children’s Book Week
May 2-8, 2016
www.bookweekonline.com

ALA Annual Conference
Orlando, Fla.
June 23-28, 2016
www.alaannual.org

GLBT Book Month
June 2016
www.ala.org/glbtbookmonth

Library Card Sign-up Month
September 2016
www.ala.org/librarycardsignup

National Friends of Libraries Week
Oct. 16-22, 2016
www.ala.org/united/events_conferences/folweek
Top Trends Impacting the Future of Public Libraries

By Joseph Thompson
MAPLA Representative to the CML Board.

Here is a quick snapshot of five trends impacting public libraries. Please take a moment to place these trends in the context of your own environment. Can you identify examples of how these trends are at work in your library?

Public libraries are a powerful partner and often a community’s lead organizer of family literacy initiatives.

Recognizing that young children spend only a fraction of their time at the library, many public libraries are actively working with other community partners to ensure parents and caregivers are developing skills they need to help children develop early literacy skills. The Public Library Association and Association for Library Service to Children have an initiative called Every Child Ready to Read (ECRR) that is serving as the foundation for a family literacy curriculum at many libraries. ECRR teaches strategies for developing pre-reading skills within the framework of the five early literacy practices of singing, talking, reading, writing, and playing.

Libraries have embraced STEM initiatives through creative programming and classes.

Digital media labs and maker spaces help to close the digital divide by providing equal access to innovative technologies, devices, and software to people from diverse backgrounds across our communities and across the socio-economic spectrum. Individuals develop new skills as they engage with technology to create their own movies, music, tools, and items of artistic expression.

Libraries have long been on the forefront of showing the economic value of shared resources.

In a much broader way we have seen the growth of what has come to be known as the “sharing economy,” where people have shown increased interest in borrowing cars, apartments, and other resources for a limited period time. Many years ago public libraries recognized this emerging trend by expanded their circulating collections beyond books to include audio and video formats. Some libraries began purchasing educational toys that could be taken home or to a daycare. An excellent early example is Harford County Public Library’s (HCPL) Learning and Sharing Collection, which launched in the 1970s. HCPL now offers Little Leapers and LEAP kits (STEM kits in a box) as well as American Girl dolls and superhero action figures, which allow children to combine reading with play. Some libraries, such as Calvert Library, offer e-readers and tablet computers for check-out. Other libraries across the U.S. are now circulating items as diverse as cake pans, tools, and seeds.

Our customers expect that materials and services will be available electronically and on demand.

Meanwhile, libraries are facing the reality that the provision of physical material (i.e. print books) is also expected by a substantial number of people who prefer or need these formats. Libraries continue to work both individually, and in coordination, with e-content providers to push for the development of fair models for lending and licensing of e-books, e-journals, and other digital content. One example is ALA's Digital Content Working Group. Public libraries have recognized they need to provide support for individuals who are making the migration to digital by providing classes and training. Staff are responsible for maintaining and updating their skills, and their libraries need to further ensure that staff have the skills they need by supporting learning through formal training, courses, and conferences.

Libraries are experiencing increased competition for limited funds.

The competition has increased the importance of library advocacy initiatives, whereby the library builds and sustains effective communication and meaningful relationships with all of its stakeholders—specifically representatives of local and state governments. The library’s leadership team, staff and volunteers all play a part in ensuring that a clear message about what the library is accomplishing is conveyed. Public libraries have also recognized the importance of seeking support from their Friends groups in the context of both advocacy and financial support for branch initiatives. Many Maryland public libraries have also realized the benefit of having a Library Foundation that can raise financial support from non-traditional sources to support high-profile programs and services, such as summer reading, early literacy initiatives, and maker spaces.

Each library is different and must determine the best way to address its own community’s needs. Review your library’s strategic plan, talk with your library’s leadership team, and ask how you can support initiatives that directly address these trends. Through a strong awareness of the larger trends impacting our institutions, we can be best prepared to confront them with innovative solutions that address the needs of our communities.

Reprinted from The Advocate for Maryland Libraries is a monthly publication of Citizens for Maryland Libraries (CML). Joseph Thompson is the Senior Administrator — Public Services at the Harford County Public Library. He is the immediate Past President of the Reference and User Services Association (RUSA), one of eleven divisions of the American Library Association.
Complete United's survey for Friends Groups for a chance to win

Want a chance to win big by having your Friends of the Library group represented, and helping other groups? United for Libraries is conducting a survey for Friends of the Library groups. Your responses will help United for Libraries develop resources for members, and will be published on Uniteds website and in an upcoming newsletter.

Groups that complete the survey below, either by mail or online, will be entered for a chance to win one of three prizes: $250, a free year of United for Libraries membership or a free one-year membership renewal (a value of up to $125), or a free copy of United’s Even More Great Ideas for Libraries and Friends (a $44.95 value).

Responses do not have to be detailed — reasonable estimates are fine. The survey must be postmarked or submitted online at by June 30, 2016. If you have questions, please email united@ala.org or call (800) 545-2433, ext. 2161.

### Name of Friends Group
__________________________

### City and State
__________________________

### Email address
__________________________

5) How much was given to the library?

$ __________________________

6) Approximately what percentage of the money given to the library was used for each category below? Please use whole numbers so that all percentages add up to 100% of the amount given to the library. If a category does not apply, write N/A.

% Adult books
% Children’s books
% Adult programs
% Children’s programs
% Technology
% Audio/visual
% Staff development
% Facility upgrades
% Other (please specify):

This survey must be postmarked or submitted online by June 30, 2016.

To fill out the survey online, go to www.surveymonkey.com/r/united-survey

SEND FORM TO:
United for Libraries Survey
859 W. Lancaster Ave, Unit 2-1
Bryn Mawr, PA 19010

Academic Libraries need Friends Too!

continued from page 2

And finally I was interested in how academic libraries structure the oversight and governance of their organizations and Heather Murphy, Associate Director of Advancement for Publications and Public Affairs at the University of Illinois at Urbana-Champaign Library remarked, “We used to have a Library Friends Board of Directors, a group of dedicated individuals from throughout the state and nation who understood our library’s importance to the teaching, research, and public service mission of our university. These 13 or so members advocated for our library and participated in activities that advanced support of our collections and services. This traditional board structure was replaced with an advisory model in November 2009. This model, our Friends Advisory Network (FAN), is a small, flexible, and informal group of library Friends. It operates mostly by e-mail, and without the constraints of bylaws and meetings, or the expenses of time and travel. Our FAN serves as a sounding board for our library’s advancement staff and the university librarian and dean of libraries.”

As you can see what I learned is that these groups offer their library users a very valuable way to support their institutions just like all Friends groups and what better way to offer alumni and students a way to give back to the institution that has given so much to them and impacted their lives. I hope if you are an academic librarian reading this column you will join us on Saturday June 25 at 8:30 AM for the Academic Friends and Development Officers Discussion Group at ALA Annual Conference in Orlando and either share with us your story of success or learn from those that have successful programs and also learn about the many services United For Libraries and ALA offer to help you build and maintain a strong advocacy program.
Marketing for libraries: How a Foundation can help

BY PAULA K. BESWICK
Foundation Director of the Bozeman Public Library Foundation

For many businesses, marketing can be the first line item cut from a tight budget. This is also true for public libraries, but often there is another layer. Marketing efforts are not just cut from budgets, in many cases they are not even on the radar to include in the first place.

For savvy businesses, though, marketing is never ignored, and libraries should be in that camp. It's time to let go of old ways of thinking and start embracing the business model of marketing our product – the Library.

When library staff are still trying to wrap their collective brains around the concept, and it's not in the budget, things get even worse. This is why it is time to think seriously and differently about marketing.

United for Libraries hosted a fantastic speaker at the Mid-winter ALA conference in Boston during its day-long Nuts & Bolts session. Nancy Dowd, co-author of ALA's bestselling book, Bite-Sized Marketing: Realistic Solutions for Overworked Librarians, defined marketing and spoke about its power for libraries. She also provided a few tips to start marketing your library:

- Programs – Find out the annual cost to conduct programs. What if it's only $3.80 per person? Market the heck out of how inexpensive it is for the Library.
- Power of marketing – If the word “marketing” rubs you or your supporters wrong, call it a “public awareness campaign.”
- Branding/messaging – Don't try to change your Library through marketing, know who you are and reflect that. If you are a cozy neighborhood living room type of library, don’t market yourself as a high-tech community hub.

- Know YOUR Library story – Why is your story real and important? Real data will help you with telling your true story.

The Bozeman Public Library fully embraces the marketing concept, and with United for Libraries validating this as a real need, we let go of the misconception of marketing as a bad word.

While there can be tension between data and marketing in library-land, we are letting go of that, too. Librarians are fabulous collectors of data, but not always so good at relating that data to stories that resonate with their community.

We are ready to tell our story. Here is how we are going about it, and here is how the Foundation is stepping up to help.

As we wade through the process, we are learning that advertising and marketing technologies are converging rapidly. We not only have to focus content and audience, but with so many people engaging in various areas of social media, the message has to be broad and inclusive.

For example, in addition to Facebook, Twitter, and Instagram, people also continue to read the newspaper. But perhaps the newspaper is being read online, which adds a new level of complexity to gaining a reader’s attention. Maybe the reader toggles between her Facebook feed, Pinterest, and Gmail. I know I do, and I don’t think I am alone in that scattered information gathering model.

When it comes to marketing, companies cannot afford to operate in silos, e.g. engineers need to be talking to the marketers (despite what we read in Dilbert). This goes for libraries, too. Library Directors, Foundations, and Staff all need to work together, in concert, for promoting library services, collections, and offerings. Think of it in total as the “art of customer experiences.”

Smart libraries don’t just follow trends; they proactively create trends.

The Bozeman Public Library is trying to be smart, using marketing tactics to show how the Library is thinking outside the box and connecting the community.

With its campaign slogan – #itshappeningbpl! – the Foundation has been the driving force on this guerrilla marketing campaign. We have learned a lot. To add to Nancy Dowd’s list, I offer these tips:

- Use real-time data – Instead of swimming in a mass of data, trying to find a landing spot on all of the available devices and platforms, find a place to focus your campaign. We created a marketing campaign to raise awareness of four specific, yet unusual, offerings at the Library and how many people took advantage of them. The campaign features yoga, blocks, Minecraft, and live music. We’re placing banners on Main Street light poles, advertising in bathroom stalls, and wrapping vinyl “ads” on downtown buildings (see photos).
- Fail fast – Because marketing technology is changing so fast we’re thinking about what platforms to exploit and for how long, before they go away and the next innovation flashes on the scene. We made a big Facebook push, recently got an Instagram account, are an active participant on KERB (http://kerbspace.com), and are wading into 3D virtual film. The challenge remains on creating engaging content – if something isn’t working for whatever reason, we fail fast and move on.
- Create video – GoPros, iPhones, or Galaxys all have digital capabilities. Don’t be afraid. Refer back to “fail fast” – just try it and see where it goes. Or if you don’t feel comfortable, spend some money for a few quality video clips (see www.bozemanlibraryfoundation.com).
- Bold. Brave. Realistic. – We’re trying to live this motto and encourage you to do so, too.

Paying for marketing activities on a library’s budget is always tricky. Again, this is where Friends and Foundations can play a key role. With United for Libraries promoting the real need for marketing, these two groups have the backing to be bold.

By allowing the groups to play a broader role in creating content, making connections with people in the community who can help, or simply paying for “failing fast,” the more they are able to support Library marketing efforts. I cannot stress enough that this has to be in concert with the Library Director and Staff. Neither group can simply take over, but each group has members or donors with experiences and skills that differ from librarians who can help.

Go bigger! Get bolder! Be braver! It’s an exciting time for libraries – marketing can create and expand that excitement. Foundations and Friends can be your marketing partners.

DID YOU KNOW? Building towers... hand-eye coordination. Designing a castle... early math. Creating a kingdom... social skills. Who knew playing with blocks was so educational? And so much fun! Blocks. It’s Happening!

DID YOU KNOW? Shhhhhh ..... Nah. TURN IT UP! Music inside! Music outside! Kids, families, and adults all love music at the Library. Over 4,000 people listened to free live music at the Library last year! Live music. It’s Happening!


Above, a vinyl “ad” on a downtown building that promotes the library, and a coordinating banner on an adjacent light pole. Below, examples of the banners and ads created for the campaign. The text is included below each ad for reference. Each of the ads includes “Paid for by Bozeman Library Foundation.”
ULC Leadership Brief: Building Connected Communities

BY URBAN LIBRARIES COUNCIL
Excerpted from original publication.

Public libraries have established themselves as vital resources in a technology-driven world. “Today, no other institution rivals the significance of public libraries as technology gateways providing a wide range of resources that meet personal and professional needs, support local economies, and build stronger communities,” wrote Washington, DC, City Administrator Rashad Young and Urban Libraries Council President and CEO Susan Benton.

Technology is constantly evolving, bringing both opportunities and challenges. What is nice to have one day becomes essential the next. “Meeting the growing technology needs of our communities is an expensive fiscal challenge, but it absolutely has to be a priority,” said Pat Martel, city manager of Daly City, California, and president of the International City/County Management Association (ICMA). “The opportunities are what we can envision and the sky’s the limit.”

The pace of change and its immediate impact on daily life and economic success make the role of public libraries as trusted guides in a rapidly changing world increasingly vital. Every day, libraries offer programs, services, and resources that introduce the possibilities of technology, build digital literacy skills, and provide access for all.

This Leadership Brief highlights the role of libraries as community technology leaders who are uniquely qualified to bridge digital divides, support community priorities, and improve quality of life, working in close partnership with community leaders. It provides examples of how libraries are leveraging technology to deliver services that meet community needs and identifies six action strategies to achieve the best possible opportunities for the entire community.

The 21st Century Technology Landscape

“The world is now mediated through a digital environment,” said Boston Public Library Interim President David Leonard. That new environment shapes how people interact with each other and organizations, how governments operate and deliver services, the skills needed to succeed in today’s workforce, how learners acquire and use knowledge, and the role libraries play in supporting community priorities. The following themes highlight the scope of today’s digital world and the library’s role in it.

Technology is at the center of daily life. Mobile devices, apps, social media, e-government, GIS, and online everything are norms for “doing life.” Economic, educational, and social success depend on being able to participate in the digital environment.

Digital literacy is essential to navigating the knowledge economy. Thriving in the digital world requires new skills ranging from basics, such as how to set up an e-mail account, use a mouse, or access the Internet, to more sophisticated skills, such as searching databases, applying for benefits online, accessing e-government services, or using a 3D printer. Digital literacy is particularly important for long-term economic success, including finding a job and acquiring skills needed to thrive in the workforce.

Challenges for Libraries as Technology Leaders

- Keeping up with the rapid rate of technology advances.
- Maintaining as close to a state-of-the-art technology infrastructure as possible with limited resources.
- Building staff competence to meet changing needs—competence that is different from traditional library skills.
- Telling the library’s story as a vital technology leader and using data and outcome measures to verify the story.

Technology is a catalyst for improved education outcomes. Digital media engages learners in new ways, supports lifelong learning, and changes the way people manage information. Libraries are at the forefront of that education revolution. High-tech learning labs, web-based read-along programs and homework help, online tutorials for test preparation, and more contribute to improved education outcomes.

Public libraries are uniquely qualified to bridge digital divides and ensure access to emerging technology. Libraries bring a wealth of assets to the challenges of the 21st century digital environment, including their status as trusted community hubs, experience building literacy skills, track record for building partnerships, capacity to adapt to change, and ability to reach people where they are.

High-speed broadband is increasingly essential in the digital world. The Federal Communications Commission describes broadband as “the great infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband infrastructure challenge of the early 21st century,” and “a foundation for economic growth, job creation, global competitiveness, and a better way of life.” Despite progress in broadband
deployment, significant geographic and economic divides remain. More than 50 percent of households with incomes under $30,000 and 53 percent of rural Americans lack access to broadband speeds needed to use high-quality voice, data, graphics, and video resources.

**Social media connects citizens and their government.** Electronic alerts, an interactive website, and mobile apps help governments inform, engage, and connect with residents, build strong communities, and provide value.

**Libraries as Community Technology Leaders**

Technology has changed the way libraries do business, connect with the communities they serve, deliver programs and services, and support community priorities. City Manager Martel has seen the dramatic evolution of libraries during her 35 years in public service, including one stint as an interim library director. “Libraries have evolved from being places where people go to get books or magazines to serving as community centers of information in a variety of formats and gathering places where the public can share ideas, collaborate, learn, and prepare for success in life” Martel said.

Technology has made it possible for libraries to:

- Provide 24/7 access to library resources anytime, anywhere.
- Incubate new technologies and provide hands-on experience using the next essential thing.
- Broaden and deepen educational opportunities for people of all ages.
- Provide opportunities to create and publish content, invent, and collaborate in new ways.
- Connect with people in the community who never walk into a library.

- Make the library website a one-stop online shop for databases, e-government services, learning tools, and more.
- Offer e-books and other downloadable media to library users.
- Contribute to improved quality of life in the communities they serve.

But libraries need to be strategic about how they use technology to meet community needs and deliver services by (1) leveraging technology to support identified strategic goals and (2) assessing how technology enhances existing priorities rather than defining technology as a separate set of activities. “Our goal is to integrate technology into the everyday fabric of what the library is,” said Tammy Baggett, director, Durham County Public Library, Durham, NC.

The original full-length leadership brief can be found on the Urban Libraries Council website at http://www.urbanlibraries.org/publications-pages-74.php. Here you will find additional leadership briefs, which are four-page monographs that offer condensed analysis of critical issues driving library performance today. Topics include:

- Partners for Education
- Maximizing the Library-Foundation Partnership
- Library Priority: Community-Civic Engagement
- Five Leadership Roles for Library Trustees

**Strategies for Building Connected Communities**

Libraries are essential to success in today’s digital environment. The resources and services they provide open doors of opportunity to people of all ages and from all economic backgrounds, demystify technology for new users, and give people the skills and support to participate in the digital environment.

The following six strategies provide a framework for collaborative action to build digitally inclusive, connected communities.

1. Intentionally align library technology services and resources with community priorities.
2. Ensure that technology is integrated into the library’s strategic focus.
3. Build a long-term digital strategy and regularly assess technology infrastructure, services, and community needs to support continued investment.
4. Establish partnerships that enhance the library’s capacity, impact, and ability to keep pace with technology changes.
5. Participate in critical discussions about community priorities, technology needs, and library roles.
6. Prepare for the future by incubating new technologies, engaging with technology experts, and encouraging innovation.
7. Encourage and support innovation and creativity in education that goes beyond traditional models and celebrate successes, no matter how small.
The Nuts & Bolts of a Strategic Plan

SUBMITTED BY DORA SIMS
Trustee, Birmingham Public Library

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization’s direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

These plans are very important to the success of an organization because prospective customers, investors, stockholders, grassroots, other special interest groups are more likely to support an organization when it has a strategic plan that defines the goals/objectives, with measurable outcomes, and implementation strategies.

The mission statement describes the intent of the organization. This can include a SWOT analysis detailing the strengths, weaknesses, opportunities and threats to the organization which is helpful to prospective customers, investors, stockholders, grassroots, advisors, etc. to understand the operation of the organization.

While there are organizations that do their own in-house strategic plans, it is suggested that organizations consider hiring a consultant firm to give validity to the organization for prospective customers, investors, stockholders, grassroots, special interest groups, etc.

The project team leaders are usually inclusive representation of board members, administration, partnering organizations, departmental staff, and others as deemed by the organizing team leaders. Once the team is organized, discussion and planning generally follows to begin formulating the “Nuts and Bolts” of the strategic plan. Here is a suggested “Five Steps to a Strategic Plan” as a reference guide:

1. Determine where you are. For an accurate picture of where your organization is, conduct external and internal audits to get a clear understanding of the marketplace, the competitive environment, and your organizations’ competencies.

2. Identify what’s important. Focus on where you want to take your organization. This step sets the direction, should clearly define the mission and vision of your organization’s future outlook. From this analysis, you can determine the priority issues significant to the overall well-being of the organization.

3. Define what your organization must achieve. Define the expected objectives that clearly state what your organization must achieve to address the priority issues, include measurable implementation strategies to help accomplish the priority issues.

4. Determine who is accountable. The strategies, action plans and budgets are all steps in the process that should effectively communicate how to allocate time, human capital, and money to address the defined goals/objectives.

5. Review. To ensure the plan performs as designed, hold regular, preferably quarterly reviews of the process, and make necessary adjustments as needed.

New resources in the Trustee Zone

Login to the Trustee Zone to access these three new practical guides for Trustees included with your United for Libraries membership. If you need your login, please email united@ala.org.

A Library Board’s Practical Guide to Strategic Planning

No library can continue to meet changing community needs let alone experience continuous improvement without committing to strategic planning on a regular basis. From setting a vision for the library to articulating its mission to establishing a set of goals for achieving that mission, the board can and should be involved. This practical guide walks you through getting started, the planning process, roles and responsibilities during the process, engaging the community, the environmental scan, creating a vision and mission, setting the goals, and measuring success.

A Library Board’s Practical Guide to Evaluating the Library Director

An important way to ensure and support a highly effective library director is to commit to meaningful performance appraisals at least annually. It’s surprising how often this very important duty gets short shrift or even overlooked altogether. The evaluation process should be a positive and highly productive way of ensuring that your director is meeting goals and that, as a result, the library is moving forward.

A Library Board’s Practical Guide to Finding the Right Library Director

Finding the right library director can be a challenging process for library boards. This comprehensive guide will demystify the process. Originally published by the Detroit Suburban Librarians’ Roundtable Succession Planning Committee and updated by United for Libraries Past President Christine Lind Hage.

Excerpted from: Forbes Entrepreneur Newsletter and Balanced Scorecard Institu
Kathy Parker to be awarded the ALA/United for Libraries Trustee Citation

Kathy Parker currently serves on the Reaching Across Illinois Library System (RAILS) Board of Directors and the Tinley Park Public Library Board of Trustees. She has also served as Administrative Librarian at the Glenwood-Lynwood Public Library District since 2002. The following achievements are directly related to her library board service.

Kathy began her board service knowing that library systems needed to be revamped to survive in very uncertain financial times. She envisioned RAILS as having a less formal structure and utilizing outsourcing where necessary to provide essential services. One of her major areas of focus from the beginning was helping to find an alternative model for delivery of materials between libraries. Delivery is one of the most cherished system services, but it is also one of the most expensive, and in some cases inefficient.

Kathy volunteered to chair the RAILS Board Delivery Committee and led efforts to establish a pilot project for outsourcing delivery in one area of the system. She knew this might be unpopular with some members and utilized the many relationships she had built over the years to ensure that all concerns were aired and responded to. In January 2014, the pilot project became a reality that led to greater efficiencies and economies while greatly improving delivery service to system members. The pilot project was so successful that RAILS extended outsourcing of delivery to another area of the system in October 2015.

Another major focus of Kathy’s is revising and strengthening system membership requirements. The five individual systems that formed RAILS had different requirements. In an effort to please all, RAILS was formed with very basic and extremely easy to meet requirements. Kathy saw that strengthening these requirements could only result in libraries offering better service to their communities and she volunteered to chair a System Membership Standards Committee whose work continues to this day.

In April 2011, Kathy Parker was elected to a six-year term on the Tinley Park Public Library Board of Trustees. She brings a unique perspective to this role since she is also a Tinley Park resident and has many years’ experience working in a library (including her current service as director of the Glenwood-Lynwood Public Library District). One of her unique strengths is her ability to see things not only from a Trustee’s point of view, but also from the point of view of a library director, staff member, and library customer. She has a deep comprehension of the library budget process and understands how to maintain effective relationships between board and staff and how to model this relationship for other Trustees.

Kathy also has an ongoing commitment to providing more training opportunities for library trustees. Her work on strengthening system membership requirements includes encouraging all public libraries to add a strong trustee training component. Kathy was also a leading force behind the creation of ATLAS (Area Training for Librarians and Staff), in large part because she saw the need for trustees to have access to continuing education the same as library staff. She currently serves as President of the ATLAS Board.

Kathy will be recognized by the ALA president during the opening general session of the ALA Annual Conference.

Apply for United for Libraries’ Major Benefactor Citation

Giving public recognition to an individual, family, or corporate body that has made a major gift to your library will generate publicity that can encourage other gifts as well.

United for Libraries’ Major Benefactor Citation comes with a plaque for the library and a plaque for the donor. (Please allow six weeks from the time of application for receipt of both plaques.) These plaques, along with a library celebration and a press release from your library, can let your community know that gifts to the library are truly appreciated and make a real difference.

Major Benefactor Citation recipients are featured on the United for Libraries website, and a press release about each recipient is issued through United for Libraries and ALA.

Applicants are asked to include documentation describing the nature of the library’s relationship with the benefactor; benefits to the library in the form of money, real or personal property, negotiable paper, or other tangible contributions; why the gift is considered major, and any publicity generated as a result of the gift.

A fee of $500 ($450 for United for Libraries members) covers all administrative costs and materials.

To apply for the Major Benefactor Citation, visit www.ala.org/united and click on “Awards & Grants” then “Major Benefactor Citation.” Past awardees can also be found on this site (www.ala.org/united/grants_awards/benefactor).

A downloadable application as well as submission guidelines are available on the website. Applications may be submitted at any time, however, please allow for a minimum of six weeks to receive the plaques.

For more information, call (800) 545-2433, ext. 2161, or email united@ala.org.
Naming rights and recognition for donations

The Jefferson County Public Library (JCPL) in Lakewood, Colo. recently established guidelines for the implementation of naming rights and name recognition opportunities for JCPL and Jefferson County Library Foundation (JCLF). The following is excerpted from the naming guidelines, which can be found along with the policy (see next column) and brochure (see image at right) on the United for Libraries website at www.ala.org/united/friends/orgtools/samplepolicies.

JCPL also allows for naming rights and name recognition opportunities when there is a strong community desire for a specific name for a facility or when the Library Board desires to honor an individual, foundation or corporation for outstanding service contributions that are consistent with the nature and mission of the Library. A naming opportunity may also be offered to an individual, foundation or corporation in recognition of substantial funding to support library facilities, in accordance with the guidelines outlined below.

- Naming opportunities for library facilities. This would include JCPL libraries or administrative service facilities.
- Naming opportunities for sub-units within a facility. This would include special use areas (i.e., Children’s, Teens, reading areas, Technology Centers, Business Services); meeting and study rooms; and designated outdoor areas.
- Name recognition opportunities. This could include but would not be limited to: mobile service vehicles (including bookmobiles, the eTrain, the Traveling Children’s Library vehicle, and other vehicles used in direct service delivery); self-service structures placed throughout the community (i.e., kiosks and self-serve vending machines or structures); sections of a building (art walls, community and other display areas); technology enhancements; other fixtures, furnishings and equipment; and/or any other items that commemorate a gift.

These guidelines are intended to provide structure and baseline definitions for the Library, which in turn will help ensure equitable, consistent opportunities and a standard of stewardship for gifts received from donors.

Jefferson County Public Library Naming Rights Policy

As stated in Asset Protection Governance Policy 2.4, section 12, the Library Board of Trustees shall have sole responsibility for naming or renaming library facilities and/or sub-units of facilities.

Generally, facilities shall be named with a preference for geographic or functional designations. However, JCPL shall also offer naming rights in the following instances:

- when there is a strong community desire for a specific name for a facility;
- when the Library Board desires to honor an individual, foundation or corporation for outstanding service contributions that are consistent with the nature and mission of the Library; and/or
- when the Library wishes to recognize substantial financial contributions to support library facilities.

A naming opportunity may be offered to an individual, foundation or corporation in response to strong community input or in recognition of outstanding contributions that are consistent with the nature and mission of the Library. Any Trustee, staff member or citizen of Jefferson County may nominate an individual for special recognition. In such a case, the Library Board will evaluate the appropriateness of such a nomination and determine the proper recognition.

Naming opportunities may also be offered to individuals, families, foundations, organizations or corporations to recognize financial support for library facilities and sub-units of library facilities. These opportunities will be administered by Jefferson County Library Foundation, in collaboration with Library staff. All such naming opportunities must be approved by the Library Board of Trustees and administered in compliance with guidelines and procedures developed by the Executive Director.

Naming rights will not be offered into perpetuity; rather, the duration of naming rights will be outlined in the guidelines and procedures.

The Library Board authorizes the Library Foundation and Library staff to carry out such a program for recognition of major donors or library supporters, as approved by the Board, with the clear understanding that the standards and guidelines of the program will be administered and equally at all times. The Board shall have thirty (30) days to modify a commitment.
Focus on Friends

Five tips for starting a Books for Babies program in your community

Books for Babies is a national literacy program that acquaints parents of newborns with the important role they play in the development of their children. Groups can order affordable Books for Babies kits from United for Libraries, and present new parents with the kits, which contain a board book for baby, baby’s first library card, and a variety of brochures with reading tips and early literacy information from nationally-recognized educational organizations. Kits are available in both English and Spanish with an optional bib. For information, visit www.ala.org/united/products_services/booksforbabies.

By reading to their babies and by becoming regular library users themselves, parents help their babies develop language skills and start them on the path to success in reading and learning.

Organizations such as Friends of the Library groups, women’s clubs, and Junior Leagues are among those who purchase Books for Babies kits. Groups often supplement the packets with information about local resources, including library locations and contact information as well as details about lapsit and preschool storyhours.

Here are five tips for starting a Books for Babies program in your community:

1. Determine your target audience. Decide if you will give a kit to all new babies born in your community, or if you will target a specific population, i.e., first-time parents, teen mothers, or at-risk parents.

2. Plan your strategy for distributing the kits. Research organizations in your community to determine the best method of distribution. Some examples include the library, county health department, well-baby clinics, childbirth/breastfeeding classes, literacy organizations, local pediatrician or obstetrician offices, maternity wards, etc. Once you’ve determined the organization(s), work with them to determine how the kits will be presented to parents. The maximum benefit is derived when the kits are personally presented to new parents. A few minutes of conversation or orientation with the new parents, emphasizing that it is crucial to talk to and read to the baby in order to activate the learning process, will make parents aware of their important role in exposing their baby to books and reading.

3. Decide what other materials or information your organization would like to include in the kits. Work with the Friends, library director, and/or children’s librarian to develop a plan to encourage parents and babies to visit their library. Select materials to include in the kits: library hours and phone numbers, flyers promoting storyhours or parenting programs, and a library card registration form.

4. Solicit local co-sponsorship of the program. Business sponsors should be given the opportunity to have their names listed in local materials and should be publicly acknowledged. Companies such as Target and Walmart have given grants for local Books for Babies programs.

5. Consider a partnership with another charitable organization. Examples of successful partnerships include hospital auxiliary groups, AAUW, Kiwanis, Lions, Rotary, Altrusa, PTA, literacy groups, local foundations, and United Way. Combining forces will help with fundraising and distribution.

To order a sample Books for Babies kit, see page 24 or visit www.ala.org/united/products_services/booksforbabies.

SPECIAL OFFER: Orders of 250 or more Books for Babies kits will include FREE onesies courtesy of Penguin Random House! See details below.
Friend-Raiser: The Art of Books

Every spring the Library Foundation for the Bismarck Veterans Memorial Public Library (Bismarck, N.D.) holds an event to thank their donors and to draw people to the library. Last year, the event was called “The Art of Books.” Local artists created art depicting images from books or inspired by books. The Friends then held a silent auction to sell the items. The Foundation takes 30 percent and the artist gets 70 percent.

The event draws an audience of about 100-120. The event is fairly casual and includes pizza, locally-brewed beer, wine and a dessert (chocolates) table. People can wander around, eat, visit, listen to music and view and bid on the art.

The Friends also do a trivia event with a local company that hosts great trivia events. At that time, people all gather at tables and form teams for the trivia.

Thriftbooks Conference Grant Awarded to Gail McAbee

In her application for the United for Libraries Thriftbooks Conference Grant Gail McAbee said, “Late in 2012 I got a call from the Pacolet, SC Friends of the Library president. “Gail,” she said, “I’m retiring and I want you and your husband to take over the FOL.” “Love to!” I said, because who wouldn’t? “I’m accepting now for both of us.”

Since that time, I’ve enjoyed being vice-president—naturally, I made my husband president so I can be the power behind the throne—of the Pacolet Friends. Not just because, all my life, I’ve considered reading slightly less important than breathing, but because I get to use my newly-acquired powers for good in our small South Carolina community.”

What Friends group wouldn’t love to have someone with Gail’s energy, love of reading, and sense of humor on their board? Though we at United received many wonderful applications for this grant opportunity, Gail’s application stood out precisely because her personality shined through.

United for Libraries thanks our sponsor Thriftbooks for their generous sponsorship of this grant. You can learn more about how they can help with your used books and book sale remainders at Thriftbooks.com.
SAGE Conference Grants Awarded to April Anaya and Michelle Brasseur

As New Mexico State University (NMSU) Library’s Director of Development, April Anaya is involved in major gift fundraising, annual fund campaigns, target project fundraising, special events, and more recently, communications and marketing.

Since communicating with their internal and external audiences is essential to the library’s mission, April’s role evolved to oversee the NMSU library marketing and communications team. From overseeing the library’s stable social media presence, promoting archival collections in creative ways, and hosting engaging community events, her goal is to always raise awareness of the NMSU library and the services and resources offered. NMSU Library Dean Dr. Elizabeth Titus, said that April attending the ALA Annual Conference will “allow her to expand her knowledge of libraries and explore unique opportunities to further the NMSU library’s mission.”

In addition to her role as Marketing Communication Specialist for University Libraries, Michelle Brasseur is also the Friends of the Libraries Board liaison. Her duties for the board include: preparatory meetings with the Friends president, past president and Interim University Librarian before each board meeting; assisting the president in arranging board meeting space and keeping meetings running on time; and drafting and updating and storing board documents, including bylaws, minutes, vision statement, and strategic plan. Michelle also hosts the Friends of the Libraries Annual Luncheon. She schedules, promotes, and hosts workshops, lectures, open houses, and other events throughout the year.

Michelle’s development duties include: fundraising for the libraries’ Book Support Funds, Legacy Book gifts, and general library operating fund. She is responsible for donor communication, recognition, and relationship-building.

Professor Emeritus and president of the Friends Glenn T. Graham said, “I could not survive if I didn’t have Michelle!! This conference would offer her the opportunity to acquire and share information and resources.”

United for Libraries thanks our sponsor SAGE for their generous sponsorship of this grant. Sara Miller McCune founded SAGE Publishing in 1965 to support the dissemination of usable knowledge and educate a global community. SAGE publishes journals, books, and library products spanning a range of subject areas.

Strategic Change: Kettering University Friends

BY CHARLES HANSON
Director of Library Services

We often are reminded of this statement when making change in the structure and development of an organization: “The more things change, the more things stay the same.” In many ways that statement came into play when the Kettering University Friends of the Library and Archives (FOLA) decided in December 2015 to change its strategy for fundraising from “joining” FOLA to “giving” to FOLA.

Rather than becoming a member, people were asked to make a donation because “the library is an important part of the academic life at Kettering University and your donation can help improve library services.” In February FOLA, with support from the University Advancement Office, began a Love Your Library Crowdfunding Campaign with the goal of raising $5,000. FOLA Board members were asked to pledge dollars for a matching contribution and $2,500 was pledged from the FOLA Board. By the end of the campaign, $4,600 was raised, short of the goal but a great first attempt at getting donors to contribute.

An important part of the strategic change was a new emphasis on donor recognition. Donors will be listed on a donor board displayed in the library according to each individual’s level of giving. For example, a Friend’s level of giving ranges from $1 to $99. The highest level of giving, Benefactor, starts at $500.

This change in FOLA’s fundraising strategy was a significant shift in one aspect of the organization’s structure but the fundamental mission remained the same. The mission of the Friends of the Kettering University Library and Archives (FOLA) is to advocate for library and archival services as vital centers of learning at Kettering University. As in the past, the FOLA Board remains committed to supporting services and programs offered by the Library and Archives. These include Gaming Night at the Library, New Faculty Reception and Orientation, the Production Studio, Mobile Devices Loan Program, the Graphic Novels and DVD collections, and the Great Reads Book Club. And FOLA contributes to the life of the university by hosting holiday receptions throughout the academic year.

Change and constant are two sides of the same coin. FOLA has changed to a donor-focused organization, similar to a foundation, yet through the change its support for the Library and Archives remains constant.
**Programs**

**Meredith, N.H.**

The Friends of the Meredith Public Library sponsored an Adult Coloring Night - the latest trend in stress-busting is coloring for grown-ups. The program was increased from an hour to an hour and a half due to popular demand. They provided numerous coloring sheets to choose from and colored pencils for attendees use. Light refreshments were served and relaxing music was played. This program was for ages 18 and over.

**Kirkwood, Mo.**

The Friends of the Kirkwood Public Library presented its annual English tea. This year, Sheila Hwang of Webster University will present, "Literary Feasts, from Jane Austen’s Day to the Present." Dr. Hwang will examine representations of food in Jane Austen’s novels and then contextualize it with examples from poetry, short stories, memoirs, and novels from the nineteenth century and beyond. Admission is free for members; $5.00 for others. The fee is waived for non-members who join the Friends when registering for or attending the event.

**Awards & Grants**

**Tennessee**

Friends of Tennessee Libraries (FOTL) and Tennessee Library Association (TLA), co-sponsors of the annual Friend of the Year Award, have agreed to make two awards possible for service in 2015: one for a recipient presenting libraries serving a population of up to 24,999 and another award representing libraries serving a population greater than 25,000. Established in 2010, the award has gone to groups whose extraordinary dedication and achievements have made significant contributions to their community and to the advancement of libraries in Tennessee.

**Stillwell, Okla.**

The Stillwell Public Library Friends Society was recently honored by the Cherokee Nation at their National Holidays Awards Ceremony when they received the Cherokee National Community Leadership Award Organization for 2015. The Stillwell Friends’ community involvement includes the local food pantry, Chamber of Commerce, Kiwanis, local schools, hospital, Cherokee Nation, Stillwell Farmers' Market, Home Educators, and the Stillwell Library. Their fundraising efforts for the last eight years have netted $360,000 towards the addition of a children’s wing for the library, which they hope to see started this fall.

**Booksales**

**Falmouth, Mass.**

Have you ever tallied up the best-selling categories from your annual book sales? The Friends of the Falmouth Public Library did just that to determine what sold best at their annual summer 2015 book sale. Children’s books were the biggest bestseller (86% of these books sold). Special categories such as art, architecture, gardening, nautical, music, Americana, and antiques had a 77% sell rate. Fiction sold at 74%, followed by cookbooks at 68%, history and biography at 59%, general nonfiction at 57%, and finally religion and the classics at 49%. If you know what types of books are most popular in your community, you’ll have a leg up in deciding what books to include in the sale.

**Fundraising**

**Allen, Texas**

ALLen Reads (a one city read program) is completely underwritten by grants and donations from organizations and individuals. This year, the ALLen Reads program received two generous donations from the Allen Kiwanis Club and the Allen Sunrise Rotary Club. All Friends groups should create partnerships with their local civic organizations to help increase support for library programming.

**Riverside, Calif.**

Thanks to donations and grants to the Riverside Public Library Foundation, the Main Library Makerspace/Teen Board Recruitment

The Friends of the Multnomah County Library (Portland, Ore.) advertised for volunteer board members online with this job description and an online application:

**Ideal Candidates**

We want individuals who passionately support public libraries and currently live or work in Multnomah County. Individuals must be willing to dedicate time to our advocacy and fundraising efforts, which directly support the Multnomah County Library. We welcome diversity of any nature to help inspire creativity and fresh thinking and to help our organization remain relevant in a changing world. Ideal candidates will have strong oral and written communication skills, be able to contribute new ideas, have excellent follow-through, and be able to work as a member of a team. Individuals who have an entrepreneurial or small business background are especially welcome to apply. We have a particular need for skills in: retail, web-based sales, web page analysis, development and maintenance, accounting, finance, human resources, communications, event planning, law. If you have skills or experience in one or more of these areas, we hope you’ll apply. No previous board experience is needed.
Space, opened earlier this year. The space will double as a Teen Space and community Makerspace for youth and adults. A “Makerspace” is a do-it-yourself space where people gather to participate in individual or organized group activities in order to make, invent, and learn using digital and non-digital tools for design, programming, fabrication, crafting, and artistic creation. In addition to a robust collection of books and DVD's the space boasts the following technology offerings: a 3D printer, 4 iMacs, 4 MacBook Pros, a desktop recording studio which includes a Mac mini, monitor, audio box, and condenser mics and headphones. Forty-eight Lenovo laptops are being prepared for distribution. Other makerspace learning kits were also included.

**Amazon Smile**

Amazon Smile is a 501 (c)(3) non-profit program where Amazon donates 0.5% of the purchase price of eligible products to the charitable organizations selected by their customers. Friends groups can and should register as a 501 (c)(3) non-profit with this program. Simply search “Sign up charity Amazon Smile.”

**Tiverton, R.I.**

The Tiverton Library Foundation hosted “Midnight in Paris: an Invitation to the Jazz Age” this spring. The Foundation served hors d’oeuvres, beverages, and French desserts. Included in the event were music, a silent auction, and raffles. Guests were invited to wear period dress costume. Prior to the event there were two free showings of Woody Allen’s “Midnight in Paris.” Tickets for the event per $60 each.

**Ithaca, N.Y.**

Tompkins County Public Library Foundation invites the community to Help us build a 21st Century Library one LEGO brick at a time! Beginning in May, The Tompkins County Public Library, with the community, will be building a 6-foot by 6-foot LEGO model of their reimagined library, featuring the soon-to-be-constructed new teen center and 21st century learning lab. The first project of its kind in a public library in the county, the TCPL LEGO Build will bring together library lovers and LEGO enthusiasts of all ages to support the 21st Century Library Campaign. For every $50 each person or team raises, they get to build one module. Each module will represent a part of the library. When it’s all done, roughly 100,000 bricks will be assembled together, module by module, to create a model of their public library.

**Portland, Ore.**

During the month of March, the Friends of the Multnomah County Library partnered with a local department store, Toms, which hosted a book drive to support Friends. The public was invited to drop by and drop off donations anytime during store hours. Those who donated a book received 15% off their purchase! A great partnership for a favorite store or business in any community.

**Oklahoma**

Chocolate was the theme of two recent fundraisers in Oklahoma. The Friends of the El Reno Carnegie Library sponsored a chocolate festival to benefit the renovation of the historic Carnegie Library. They provided chocolate treats, take out chocolate, cash bar, and a live jazz band. Tickets were $10 in advance or $12 at the door. Elsewhere in Oklahoma, the 10th Annual Friends of the Mustang Library Chocolate Festival was held at the town center. An array of chocolate treats were on hand for attendees to taste or to purchase as gifts. Tickets were $8 for eight tastes. Children were invited to decorate their own cupcakes. Winners were chosen by popular vote and announced before the end of the evening. A silent auction was also held. Proceeds supported the library’s summer reading club.

**Book Clubs**

**Falmouth, Mass.**

The Friends of the Falmouth Public Library are funding an interesting new project to support the Falmouth area book clubs. Book Club Bags will contain ten paperback copies of a title, a large print or audio book when available, and discussion group questions. The bags will be loaned for six weeks to a member of the book club who will assume responsibility for returning the bag complete with all the contents. The program is being launched with six fiction and four non-fiction titles but already one local book club has decided to support the program by donating ten copies of a book of their choosing!

**Membership**

**Wyoming**

Susan Mark from the State Library in Wyoming reported that she once worked for a library whose Foundation built their mailing list by raffling off

**Like United for Libraries on Facebook**

United for Libraries is on Facebook! To like United for Libraries, visit www.facebook.com/unitedforlibraries

To follow United for Libraries on Twitter, visit www.twitter.com/ala_united.
Good Ideas From The Network

Notable Quotables

“Libraries are the foundation for learning.”

Mark Davis, M.D.,
Irresponsible: What Surgeons Won’t Tell You and How to Protect Yourself, 2015

“I think the most powerful gift you can give someone is a book. My mother gave me my first book (Horse Of Course) and taught me to read when I was 4. Since then, books have been my must-have source of inspiration, entertainment, and connection with friends. How do I support my book habit? Through my local library, where all the librarians know me and gather up my giant piles of on-hold books as I walk in the front door. Libraries, quite simply, feed me... I could not exist without them.”

Sonia Ellis,
Talk to Me, 2014

“Libraries are the reason I’m a writer today. I spent hours after school at my local library, poring over books and doing research. About what? Anything I wanted! That was just the point. I knew that someday I wanted to see my books on those shelves.”

Jennifer Keishin Armstrong,
Seinfeldia, 2016

“Where else but at a library can a person with no money in their pockets walk into a place of quiet and peace, and walk out with something beautiful and borrowed?”

Don C. Reed,
Stem Cell Battles: Proposition 71 and Beyond, 2015

Partnerships

Macon, Ga.
Friends of the Library has begun a new service to support and publicize the literary events and associated lectures offered to the public by Mercer University, Middle Georgia State College and Wesleyan University. Each month these events will be updated and the public is encouraged to attend. Many colleges and universities have cultural events that are open to the public. This partnership is a way to expand the public’s awareness about these opportunities.

Foundations

St. Paul, Minn.
Stu Wilson writes that the biggest piece of advice is to think and plan a great deal before creating a foundation around who will do the work. A good library foundation, that raises significant funds, needs an active, energetic, engaged board with strong direction. Do you have those board members in your community? Can you recruit them? Do you have the staff to manage and direct them? It is relatively easy to set up a foundation. It is much harder to run one that annually raises money. So have a plan for what happens once the foundation is created, with specific goals and targets. Contrary to popular belief, most foundations don’t magically raise money without a lot of work and effort. Secondly, if you do have an active Friends group, include them in the process, and agree on the Foundation/Friends relationship before you start.

Other

Chapel Hill, N.C.
The Chapel Hill Public Library recently unveiled UNBOUND, a new, permanent public art installation for the library. Artist Erik Carlson spent months gathering moments and memorabilia from Chapel Hill’s history. Residents were invited to provide the artist with pictures they felt captured the spirit of living in Chapel Hill. The interactive, media-based artwork examines the contemporary public library as a place that simultaneously binds information - collecting, curating, and keeping it sage - and unbinds it, by making it accessible and sharing it with the community. It is a "memory library," a digital collection of memories and moments from Chapel Hill. Visitors will experience a series of glowing lenses arranged in patterns of Braille text. These lenses provide intimate views into the diverse content collected from the community, reflecting the town’s own “hidden library” of history, culture, and personal and shared moments from the life of Chapel Hill. The project is part of the Town’s Percent for Art program, established in 2002, which allocates 1% of selected capital project expenditures for public art. The selection committee included members of the Public Arts Commission, Town Council, Library and Town staff, as well as members of the local arts community.

To submit an item to Good Ideas from the Network, email it to united@ala.org.
United for Libraries members can purchase the 2017 Book Lover’s Calendar at a greatly reduced price. Sell these calendars at a deep discount to Friends, use them as an incentive for joining your group, in recognition of volunteer hours, or as prizes. A great fundraiser, these calendars are so popular they practically sell themselves.

The retail price for the 2017 Book Lover’s Calendar is $13.99; the discounted rate for United for Libraries members is $3.50 per calendar. There is a 30-copy minimum order (no maximum), and calendars are non-returnable. Shipping and handling is included in the cost of the order.

Other Workman calendars may be added to your order at 50% off the suggested retail price (plus 5% shipping and handling). A wide selection of wall and Page-A-Day calendars can be viewed online at www.workman.com. Stock your book store with a selection of calendars offered at a special discount.

For more details, including ordering information, log into the Friends & Foundations Zone or the Trustee Zone at www.ala.org/united.

Northern Arizona powers up creative fundraising

Northern Arizona University in Flagstaff held a spring crowdfunding event to provide more outlets for computers in the library. To enhance their efforts, students produced a great and funny video that is available at http://nau.edu/power-up-cline/. Below is their campaign pitch:

**You Have the Power!**

Help students find power in Cline Library! With more students than ever frequenting Cline’s hallways, the library needs additional power to support all the laptops, study equipment, and other devices that students need.

Our campaign, which closes on May 2, needs you. Your support will fund 35 additional power hubs and 12 boxes.

These versatile power stations can be moved throughout the library to accommodate student demand. You will enable students to spend less time looking for outlets to power their devices, and more time focusing on (and successfully saving) their important schoolwork.

There’s no better time than now to make an impact. The library is absolutely packed this spring, and will be open 24 hours as finals approach. Your support will:

- help meet power needs for this critical time and into the future.
- directly enhance the student experience.
- promote positive learning outcomes.

For our students’ success, power is a necessity, not a luxury. Give them the power they need. Power Up for Cline Library, and make a gift today.

**11th annual National Friends of Libraries Week: Oct. 16-22, 2016**

Friends of Libraries groups have their very own national week of celebration, Oct. 16-22, 2016.

The celebration offers a two-fold opportunity to celebrate Friends. Use the time to creatively promote your group in the community, to raise awareness, and to promote membership. This is also an excellent opportunity for your library and Board of Trustees to recognize the Friends for their help and support of the library.

United for Libraries has tips and tools to help you celebrate. Visit our website at www.ala.org/united/events_conferences/folweek for celebration ideas for Friends groups and libraries, public relations and marketing materials, and more.

Some examples of ways the library can celebrate and promote the Friends:

- Assist the Friends in getting the proclamation signed by your city or campus official.
- Offer a prominent location in the library where the Friends can coordinate a display and/or a membership table during the week.
- Submit an article to a citywide or campus-wide publication. Tell the personal story of a longtime volunteer with the Friends, the impact of Friends support on programs, services, and/or collections, or how the Friends supported the library in another way.
- Create a large "Thank You" card to post near the display coordinated by the Friends (if they decide to do this). Ask staff to personalize the card and/or sign their names.
- Ask staff to write "Love Letters" to Friends that can be posted throughout the library showing their support. Include quotes in the library’s newsletter and/or on the library’s website. Personal recognition makes volunteers feel appreciated!
CANDIDATE STATEMENTS

Vice President/President-Elect

Steve Laird

“For nearly 20 years, I’ve had the opportunity to work with a variety of libraries, ranging in size and scope. Since 2012, I’ve had the privilege of serving as a United for Libraries board member and have personally witnessed the high quality of work that is being done through this powerful organization. Moreover, I’m keenly aware of the positive impact that Friends, Library Foundations, and Trustees have on both their local libraries and their communities. Through education and advocacy, these groups have provided assistance at not only local, but also state and national levels. It has been my honor to serve United for Libraries and I very much look forward to building upon the success of the past. Moreover, I hope to continue to find innovative approaches, which will support libraries today and in the future.”

Secretary

Donna K. McDonald

“Libraries of all kinds need supporters and advocates who are committed, well trained and aware of the many challenges facing libraries today. United for Libraries is the division for these types of supporters. United is a fairly new division, built on the strength of ALTA and FOLUSA. I am wanting to help this Division grow in strength and numbers.”

Division Councilor

Jeffrey W. Smith

“My career in libraries has always had a strong focus on the power of Friends and their influence on libraries. Most recently, as President of the Friends of Michigan Libraries, I developed programs that provided Friends with information, support and advocacy, and I worked collaboratively with trustees to build a Trustee Alliance to engage trustees in the development of library services. Along with this experience, I have been actively engaged with United for Libraries since 2005, most recently serving as liaison to the ALA Committee on Professional Ethics and the Legislation, Intellectual Freedom, and Advocacy Committee. If elected, I will work diligently to ensure the continued success of United for Libraries and its mission of service as the Association of Library Trustees, Advocates, Friends and Foundations. Working together we can strengthen libraries!”

Friend at Large

Charles Hanson

“My career in libraries has always had a strong focus on the power of Friends and their influence on libraries. Most recently, as President of the Friends of Michigan Libraries, I developed programs that provided Friends with information, support and advocacy, and I worked collaboratively with trustees to build a Trustee Alliance to engage trustees in the development of library services. Along with this experience, I have been actively engaged with United for Libraries since 2005, most recently serving as liaison to the ALA Committee on Professional Ethics and the Legislation, Intellectual Freedom, and Advocacy Committee. If elected, I will work diligently to ensure the continued success of United for Libraries and its mission of service as the Association of Library Trustees, Advocates, Friends and Foundations. Working together we can strengthen libraries!”

Veronda Pitchford

“Advocacy is at the heart of the United for Libraries mission as is the support of the friends and trustees that fuels libraries. It would be an honor to work with and learn from this leading group of decision makers. This is an opportunity to publicize leading edge practices and innovative models designed to recruit and expand library support across the United States. My professional library life has been spent as an advocate focused on articulating the return on investment libraries provide communities. Most recently, I have focused on working across industries to identify partners to co-create solutions that better serve the public. As the role of the library evolves and services transforms, strategic support from civic leadership such as library friends, foundations and trustees is critical to their success. United for Libraries is the place and the platform for libraries of the future to grow support, sustainability and success.”
Libby Post

“For the past ten years, I have been working with public libraries across the country to build strong advocacy programs. Of all the work I’ve done, this is the most rewarding. From developing new library brands and integrating them into advocacy to developing strategies and running campaigns, when a library wins—whether it be a vote or a municipal initiative—I know I’ve had an impact on a community.

There’s nothing more important to a community than a strong, resilient, financially stable public library. In New York, I’ve helped countless libraries win votes with a success rate of over 80%. Through United for Libraries I’ve worked with libraries across the country helping them develop advocacy programs and win. I am now working with the Connecticut Library Association and State Library on building an advocacy program. Serving on the United for Libraries board is a nature extension of this work.”

Virginia B. Ginny Moore

“Throughout the years, I have held the American Library Association in highest esteem and I consider United for Libraries a very important Division. As a retired school librarian and a front line/grassroots public librarian, I continue my commitment and dedication to serve the profession through collaboration with colleagues in school, public, academic, and special libraries. Also, my efforts continue to promote libraries through successful cooperation with members of education, business, and civic organizations on the local, state, and national levels. If elected, as a strong advocate for children and youth, I would endeavor to support the leadership toward goals of lifelong learning, diversity, equity of access, inclusion, and intellectual freedom along with increased funding and other benefits for libraries, library workers, and our profession.”

Marcellus Turner

“One thing I have learned from my experiences and tenure in libraries is that success lives only where teamwork and partnerships thrive. The partnership that makes The Seattle Public Library such a dynamic force is the strong, collegial partnership between our Trustees, Friends and Foundation and the constituencies, members and donors they represent. Together, we work to build an innovative and responsive program of service to meet the changing needs and uses of our community. We exemplify stewardship in our practices and operations, ensuring engagement and equity across all ages and demographics.

We embrace opportunities to learn from and support each other in our work and that is why I am excited to be considered for service to the board of United for Libraries. I hope to share my passion and experience while collaborating and learning best practices and ideas from others to benefit the profession and United for Libraries.”

Get involved: serve on a United for Libraries committee

Do you have a particular skill or passion you would like to share with other library supporters around the country? Personal members of United for Libraries are invited to serve on committees to help further the organization’s mission, and to help United for Libraries bring together library Trustees, advocates, Friends, and Foundations into a partnership that creates a powerful force for libraries in the 21st century. Personal United for Libraries members who are interested in serving on a committee should complete the online form at www.surveymonkey.com/s/united-committees by May 15, 2016.

Committees meet during the ALA Midwinter Meeting, and some may meet during the ALA Annual Conference. Virtual participation may be available. By ALA policy, no member may participate on more than three committees throughout the association at any one time. Committee appointments are made by the United for Libraries president elect. Members will be notified of their committee appointment(s) by June 15. For more information about committees, visit www.ala.org/united/about/committees.

Personal membership in ALA and United for Libraries is required for committee service. Group members (Friends Boards, Foundation Boards, and Boards of Trustees) are not eligible.

United for Libraries will host a leadership program during the ALA Annual Conference in Orlando on Sat., June 25, 1-2:30 p.m. The program will feature a panel of speakers including incoming ALA president Julie Todaro, ALA Parliamentarian Eli Mina, and facilitator Dr. Mark Freeman. Roundtable discussions will include how not to run a board meeting, roles and responsibilities of a leader, and getting an engaged and effective board. The program is open to all.
**The Nest**  
*Cynthia D’Aprix Sweeney*

Not just your ordinary dysfunctional family, the Plumb siblings have issues, but not issues so dire the nest egg they are about to inherit can’t fix – if “the nest” as they call it weren’t already nearly depleted having been spent to bail the eldest sibling, Leo, out of the consequences of a very serious car accident.

Leo has always been a charming and careless guy. He tapped into an opportunity that the digital age provided and for a moment in time, was fairly wealthy. Following a disastrous divorce and a predilection for drugs and alcohol, his wealth soon dwindled to nothing – hence the bailout. His siblings are sure that Leo has money socked away somewhere and feel sure he’ll re-feather the nest.

As always, they are counting on him when in fact they never have been able to. The attachment to the money and to the brother seems somehow mixed and Leo does pay them back in a way that they never would have predicted. A great, charming, and witty read for book clubs of every type.


**Pretty Baby**  
*by Mary Kubica*

This is a story of loss, abuse and madness. When Willow’s parents die in a car accident, she and her sister Lily are placed in a foster home. If the loss of her parents isn’t enough, Lily a charming and very young girl is adopted leaving Willow all alone – until, that is, she is placed with a foster family.

The family that takes Willow in, however, has dark secrets. The maniacal father who seems normal as a community college professor, is a wildly evangelical monster at home, forbidding his two sons to make friends or socialize in anyway with outsiders; and is paying Willow terrifying visits at night.

This story slowly unfolds beginning with Willow’s being taken in by a woman she meets in Chicago. Willow is homeless and has nothing except a daughter, Ruby, and a suitcase she won’t part with. The woman, Heidi, soon takes Willow and her baby in. What we slowly learn is that Heidi is fighting demons of her own and the act of kindness towards Willow begins to devolve into a story of horror. Book clubs enjoying multi-layered psychological thrillers will love this!


**Lilac Girls**  
*by Martha Hall Kelly*

Lilacs bloom best after a harsh winter. Caroline tells her Polish friend Kasia, two of the three main characters in this story of Ravensbruck, the only concentration camp exclusively female in Germany during the Nazi reign of terror. And, indeed, Kasia had the harshest of winters as she spent several years along with her mother and her sister in that camp.

The third person that shares the story is Dr. Herta Oberheuser a physician at the camp. Through her eyes we see her initial horror about the treatment of the prisoners but also how she is able to depersonalize them and come to support Hitler’s notion of a pure race.

As Caroline watches from the safety of the French Embassy in New York, she is determined to make things right with those who underwent the experiences once the population is released from the camp. This novel is based on a true story and the author provides information for further reading in this tragic period of Western history. It is both an appalling and uplifting read for all book clubs.


**City of Secrets**  
*by Stewart O’Nan*

Riddled with survivor’s guilt, Brand who has lost everything to the Nazis – his wife, his sister, his parents – heads to Palestine following his release from the camp. He is not alone in this and the British Mandate caps the number of Jewish immigrants it will allow into the country. This forces Brand to give up his own identity in order to live underground and earn a living driving a taxi.

In time, Brand meets and falls in love with Eva, another survivor who has lost her husband. With Eva, he joins the rebellious Irguns who seek to gain control of the Promised Land. Working as a driver for Eva and her compatriots, Brand finds a home albeit one that he cannot fully reconcile with his past victimhood and with a woman who refuses to let him fully into her life.

The story culminates with the bombing of the King David Hotel (a true event). Again, Brand loses everything and must find a way forward. This beautifully written book takes the reader through an important but lesser known history and uncovers the dull but omnipresent guilt and grief that followed many after the Holocaust.

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BOOKS FOR BABIES

Your Friends group can help increase literacy in your community by supporting a love for books at the earliest ages. “Books for Babies” has been a successful Friends project in towns and cities across the country.

The Books for Babies Kit contains:
• Baby’s First Library Card
• Baby’s First Board Book (title subject to change)
• Bookmark with Reading Tips

• Born to Read brochure
• Books for Babies brochure with Reading Tips
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Please Circle Address Type:
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_____ Sample Kit(s) @ $9.00 each (limit 2) ..........................$_______
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