

May 11, 2011

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, May 11, 2011.

CALL TO ORDER

Diana Hunter, President/President Emerita, called the meeting to order at 7:34 p.m.

Members present: Diana Hunter, President/President Emerita; John Graham, Vice President; Zelda Rich, Secretary; Richard Basofin; Susan Greer; Karen Parrilli; Dr. John M. Wozniak; and Carolyn A. Anthony, Director.

Staff present: Tobi Oberman, Supervisor of Circulation Services.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF APRIL 13, 2011

Mrs. Parrilli made a motion, seconded by Dr. Wozniak to approve the minutes of the regular meeting of April 13, 2011, subject to additions and/or corrections.

There being no additions or corrections, the minutes were approved and placed on file. Mrs. Rich abstained from voting.

CONSENT AGENDA (Financial Statement; Circulation Report; Library Use Statistics; Report(s) from Department Head(s); Correspondence; Personnel)

Mr. Graham made a motion, seconded by Mr. Basofin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE FINANCIAL STATEMENT, SUBJECT TO AUDIT, AND THAT THE FOLLOWING CONSENT AGENDA ITEMS BE PLACED ON FILE:

1. CIRCULATION REPORT
2. LIBRARY USE STATISTICS
3. REPORT(S) FROM DEPARTMENT HEAD(S)
4. CORRESPONDENCE: LETTER FROM PETER PEYER, COMMUNITY DEVELOPMENT DIRECTOR, VILLAGE OF SKOKIE, TO CAROLYN A. ANTHONY, DATED APRIL 29, 2011 RE OAKTON STREET "ROAD DIET"; *IN BRIEF* NEWSLETTER FROM ROBBINS, SCHWARTZ, NICHOLAS, LIFTON & TAYLOR LTD RE THE INCREDIBLE SHRINKING TAX BASE FOR 2011 TAXES, DATED APRIL 2011

5. PERSONNEL: HIRES: COLLEEN FINLAY, NATALIE KADDATZ, AND KATIE TRIER, PART-TIME TEMPORARY YOUTH SERVICES SUMMER READING CLUB PROGRAM ASSISTANTS, EFFECTIVE JUNE 1, 2011; TERMINATION: ADAM WISNIEWSKI, COMPUTER LABS COORDINATOR, ADULT SERVICES DEPARTMENT, EFFECTIVE MAY 13, 2011.

The roll call vote for approval was unanimous.

YEAR-TO-DATE BUDGETARY STATUS

Mr. Graham commented that he would like a report on the receipts from the current levy at the June or July meeting before discussion of the levy in September.

A motion was made by Mr. Graham, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ACCEPT THE YEAR-TO-DATE BUDGETARY STATUS AS PRESENTED.

The roll call vote for approval was unanimous.

FINANCIAL STATUS / ANALYSIS OF GENERAL OPERATING FUND FOR THE SEVEN FISCAL YEARS

After brief discussion, Mr. Graham made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ACCEPT THE FINANCIAL STATUS / ANALYSIS OF GENERAL OPERATING FUND FOR THE SEVEN FISCAL YEARS AS PRESENTED.

The roll call vote for approval was unanimous.

BILLS

A motion was made by Mr. Graham, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE BILLS, SUBJECT TO AUDIT.

The roll call vote for approval was unanimous.

DIRECTOR'S REPORT

USAGE----Circulation in April was up nearly 3%, with gains in use of Adult and Youth video, Youth books and the Bookmobile. Use of digital formats was up nearly 40% from the same month last year, but circulation of e-books and other digital formats is still a tiny part of library use. Interlibrary loan continues to decrease while use of LINKin climbs. The Gate Count also reflects an increase of more than 2% in the number of visitors for a total of nearly 65,000 for the month. Use of electronic databases was down 6.2% for April, although external use was up 5%. The number of individuals logging in during the month was down 3.4%.

OCLC LANGUAGE SETS----Staff have relied on Language Sets from OCLC for acquisition and cataloging of books in languages such as Arabic, Chinese, Urdu and Vietnamese. With the system, the Library could indicate how much it wanted to spend and what kind of titles were desired eg Fiction, Biography, etc. and the books would be selected for us, arriving complete with MARC cataloging. OCLC announced this month that it would cease the language sets program at the end of June. We are looking into alternative means of acquiring these titles. Some vendors are now supplying cataloging. Mrs. Anthony contacted Northwestern University Library whose Director indicated that they would be open to contracting with Skokie Public Library although they don't have expertise in some of the languages such as Urdu and Vietnamese either. Staff will work out some way to purchase world language titles as they are quite popular.

E-BOOKS-----A big news item this month was that Amazon will enable digital library books to be read on the Kindle and Kindle apps. This is a big move forward for libraries, but most likely reflects Amazon's recognition that their proprietary policy was hurting the sale of Kindles. The exact date of the change is not known, but Amazon has reached an agreement with Overdrive, the primary supplier of popular digital titles to public libraries.

At a future meeting, Mr. Graham would like to know librarians' thoughts about e-books in regards to limitations imposed by publishers, limitations in borrowing for non-Skokie residents, and the dollar cost to provide this service.

ALA LEGISLATIVE DAYS----Diana Hunter and Mrs. Anthony went to Washington D.C. for ALA Legislative Days. While Illinois has had delegations as large as 90 attending the gathering, only 20 went to Washington from Illinois this year. Funding is always an issue. IMLS received a 10.7% cut this year, with resultant cuts to LSTA funding and other grant programs. Controversial portions of the USA PATRIOT Act are up for reauthorization before the end of May. Other issues concern Broadband and

Telecommunications, Copyright, and the reauthorization of the Elementary and Secondary Education Act. A particular issue of concern to libraries is the proposed elimination of the Statistical Compendia Branch in the U.S. Census Bureau. This branch releases reports such as the "Statistical Abstract of the U.S." and the "County and City Data Book" that are widely used by the public and librarians.

SECOND FLOOR PLANNING----Staff have begun meeting with Architect Paul Steinbrecher and another colleague from Interactive Design to plan the re-use of space on the second floor. Many print reference books have been weeded because they have been superseded by electronic compilations. Staff would like to bring wired computers for the public closer together for ease of serving those who need help. Patrons also want more places for use of laptops and more study rooms. Recommendations will be brought to the Board.

STATE OF THE VILLAGE LUNCHEON---Diana Hunter, two librarians and Mrs. Anthony attended the State of the Village Luncheon organized by the Skokie Chamber of Commerce. The Mayor gave an upbeat report about development on Dempster, new restaurants in the downtown area, investment in expansion and redevelopment at Skokie Hospital, employment of 1,200 at the Illinois Technology Park, and new tenants at Westfield Old Orchard. The Village will begin the six week test of the "road diet" on Oakton next week. We will see how the reduction in lanes affects the ability of vehicles to enter and leave the Library parking lot.

PRIVATIZATION TASK FORCE---Mrs. Anthony participated in several meetings by conference call of a group developing a statement on the outsourcing of public library management. The document will include talking points, and a checklist for those considering outsourcing of management, fleshing out a brief policy statement already adopted by the ALA Council.

BENCHMARKING STUDY---Mikael Jacobsen, Supervisor of Computer Lab Assistants, will serve on a Task Force on Benchmarking that includes participants such as ULC, ALA, IMLS and the Gates Foundation. They are seeking to document how technology in libraries is impacting the public in positive ways. Mick will be involved in the group looking at how patrons use public access technology for workforce development and job seeking.

FESTIVAL OF CULTURES----The Annual Festival of Cultures will be held May 21 and 22 in Oakton Park from 11 am – 7 pm each day. The Bookmobile will be on hand and the

Library will coordinate activities in the Children's tent again. Board members are encouraged to attend this community celebration of Skokie's diversity.

DOMINICAN UNIVERSITY GSLIS PLANNING----Mrs. Anthony will spend a day later this month in a planning meeting at the Graduate School of Library and Information Science at Dominican University. GSLIS has set a goal of becoming one of the top programs for graduate library education in the country and wants to develop objectives to help it reach that goal.

APPROVAL OF END OF YEAR CASH POSITION

It looks like the Library will end the Fiscal Year as projected with approximately \$1,500,000. more in revenues over expenditures. Irene Tam, Administrative Assistant for Accounting, has transferred \$1,000,000. to the Reserve Fund as directed by the Board at the April meeting, leaving about \$490,000. to be added to Working Cash.

While these are all unaudited figures and therefore may be adjusted somewhat, the Library has a total of \$4,713,241. in the Reserve Fund for Sites and Buildings at the end of the Fiscal Year and another \$4,349,476. in the General Operating Fund. Marked funds for Bond Debt, Fine Arts and Employees' 125 Plan are not counted in the totals as given.

The balance in the General Operating Fund is sufficient for more than five months operation, with average monthly expenditure of \$819,000. Given that we are still receiving revenue from the spring property tax collection and can expect to receive some additional funds from fines and other sources, Mrs. Anthony anticipates no cash flow problem in the fall. However, should the fall tax bills be sent unusually late, there is ample revenue in the Reserve Fund to cover expenses on an interim basis.

APPROVAL OF AUTOMATED MATERIALS HANDLING

When the Board approved the purchase of an RFID system from 3M, Mrs. Anthony indicated that she would be coming back with a request for an Automated Materials Handling System to complete the operation. The RFID system as approved improves the efficiency of check-out, facilitates self-check and provides security for items in the collection. The complementary Intelligent Return and Sorter System automates check-in, providing a return receipt for the patron and re-activates the security tag. It also sorts the returns into eleven bins, including an exceptions bin for items with holds. There will be two automated return stations for patrons on the West side, near the Circulation Desk and an automated return behind the scenes for Circulation staff to feed in materials returned on the East side or through the outside bookdrops.

Mrs. Anthony distributed a fact sheet about the 3M Intelligent Return and Sorter System with an image of how it appears from the Circulation work area, a floor plan drawing showing approximately how the system would be laid out in the Circulation work room. The price quote from 3M for the requested configuration, including installation and a twelve month warranty was also distributed.

This system is in use at the Ela Public Library which has an annual circulation of over 1,000,000. Staff at Ela are pleased with the efficiencies realized with the new automated sorting system.

In order to implement the system, we will have to make some modifications to the West side Circulation Desk and materials return slots. Staff are working with Paul Steinbrecher on specific plans for this work, keeping to a minimum any changes. There will, however, be additional expense for these custom modifications.

Mrs. Anthony recommends Board approval of the Intelligent Return and Sorter System, the Hold/Exception Printer and Shipping as quoted by 3M in the amount of \$249,410.00.

Tobi Oberman, Supervisor of Circulation Services, answered questions regarding the Intelligent Return and Sorter System. Discussion followed.

Mrs. Rich made a motion, seconded by Mr. Basofin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE QUOTE FROM 3M FOR AN INTELLIGENT RETURN
AND SORTER SYSTEM, THE HOLD/EXCEPTION PRINTER AND
SHIPPING IN THE AMOUNT OF \$249,410.00.

The roll call vote for approval was unanimous.

After brief discussion, Mr. Graham made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE QUOTE FROM 3M FOR YEAR 2 MAINTENANCE IN
THE AMOUNT OF \$22,120.00.

The roll call vote for approval was unanimous.

Mrs. Parrilli said she attended a session at Reaching Forward presented by Helen Blowers from Ohio, on augmented reality.

Mrs. Oberman left the meeting at 8:31 p.m.

APPROVAL OF GOALS AND OBJECTIVES FY 2012

Mrs. Anthony distributed a compilation of Objectives for FY 2012 as submitted by staff. The Objectives continue to further the Goals set out in the Library's Strategic Plan for 2010-2013 and they also constitute a staff workplan for the year. While the initials of key staff responsible for implementation of an Objective are indicated, other staff are involved in carrying out related work.

The outline of Goals and Objectives also serves to establish working priorities for staff, effectively guiding the allocation of the Library's greatest resource.

Board approval of this workplan for FY 2012 is requested.

After discussion, Mrs. Parrilli made a motion, seconded by Mrs. Rich:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE OBJECTIVES FOR FISCAL YEAR 2012 AS
PRESENTED.

The roll call vote for approval was unanimous.

APPROVAL OF SOCIAL MEDIA POLICY

As more staff become involved with contributing to blogs and other Social Media on behalf of the Library, we thought it advisable to develop a policy for this aspect of computer use. The policy begins with the letter 'd.' because it is a component of the broader policy on Employee Use of Staff Computer, Internet, Email and Other Library Systems.

This proposed policy was prepared by Toby Greenwalt, Virtual Services Coordinator, with input from Beth Dostert, Manager of Human Resources, and Library legal counsel. It seeks to articulate the purpose of using Social Media on behalf of the Library, who may engage in use of Social Media under the Skokie Public Library brand and terms of use in accord with propriety and the law. The policy also differentiates personal use of social media from use on behalf of the Library and makes clear the ways in which the two types of use must be kept separate.

Mrs. Anthony recommends Board approval of this policy.

After brief discussion, Mr. Graham made a motion, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE SOCIAL MEDIA POLICY AS PRESENTED (COPY
ATTACHED).

The roll call vote for approval was unanimous.

d. Social Media Policy

In an effort to make its services available at all patron points of need, the Library maintains an active presence on a variety of social media sites outside the skokiellibrary.info domain. Social Media or technology under this policy include, but are not limited to, video or wiki postings, sites such as Facebook and Twitter, chat rooms, official Library and personal blogs or other similar forms of online journals, diaries, or personal newsletters not affiliated with the Library.

Goals

Social networking and blogging allow members of the Library organization to participate in online conversations and promote the healthy exchange of ideas. Authorized social networking and blogging are used to promote and raise awareness of the Library, search for potential new patrons, communicate with employees and customers, and provide service at a patron's point of need.

When social networking, blogging or using other Web-based discussion forums, the Library must ensure that staff use of these communications maintains our integrity and reputation whether used inside or outside the workplace.

Library staff are encouraged to reach out to patrons via these online tools, under the following principles:

General Provisions for Library-Branded Use of Social Media

The following rules and guidelines apply to social networking and blogging when authorized by the Library and done on Library time. The rules and guidelines apply to all Library-related blogs and social networking entries.

Only employees authorized by the Virtual Services Coordinator can prepare and modify content for the Library's blogs and/or social networking sites. Staff wishing to contribute to Library social media should also contact their department supervisor to obtain permission to spend time in creation of Social Media. Social media is a persistent platform requiring an ongoing level of commitment and maintenance. Staff participating on Library social media initiatives must be aware of the time required to make such efforts worthwhile.

Content must be relevant, add value, and meet at least one of the specified goals or purposes developed by the Library. If uncertain about any information, material or conversation, discuss the content with the Virtual Services Coordinator and/or your manager, as appropriate.

Oversight

The Virtual Services Coordinator and individual department heads are responsible for ensuring that all blogging and social networking information complies with the Library's policies. The Coordinator will claim the Library's profile (traditionally

"skokiellibrary") on current and new social media platforms, and maintains responsibility for passwords and account information.

Transparency

Library staff must assume that all postings made via social media are public. Blog entries, Internet comments, photos, and video may be seen by anyone, including Library supervisors. The Library reserves the right to use search software to monitor any comments or discussions about the Library, its employees, patrons, and other libraries posted on the Internet.

All employees must identify themselves as employees of the Library when posting comments or responses on the Library's blogs or social networking spaces.

Civility

Staff are expected to provide positive examples of respectful behavior and civil discourse online. Employees may not publicly discuss patrons or patron behavior, whether confidential or not, outside Library-authorized communications. Inflammatory, obscene, insulting or threatening comments are prohibited on library-sponsored social media accounts.

Privacy and Copyright

Employees are expected to protect the privacy of the Library and its employees and patrons and are prohibited from disclosing personal employee or patron information and any nonpublic information to which employees have access.

Copyrighted information cannot be posted on the Library's blogs or social networking sites unless written reprint information has been obtained in advance.

Personal Use of Social Media by Library Staff

The Library respects the right of employees to publish blogs and use social networking sites and does not want to discourage employees from self-publishing and self-expression. Employees are expected to provide a clear line between you as the individual and you as the employee. The Library does not discriminate against employees who use these forums for personal interests and affiliations or other lawful purposes.

Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party, not just the Library.

Personal blogging and social networking should be held to a minimum during working hours and done only during sanctioned breaks or unpaid meal periods.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate, or disparage employees, patrons, or anyone associated with or doing business with the Library.

If you choose to identify yourself as a Library employee, please understand that some readers may view you as a spokesperson for the Library. Because of this possibility, state that your views expressed in your blog or social media networking area are your own and not those of the Library, nor of any person or organization affiliated or doing business with the Library.

Employees cannot post the logo of the Library on personal blogs or other social media sites.

If contacted by the media or press about a personal post that relates to Library business, you are required to speak with the Manager of Marketing and Programs before responding.

Discipline for Violations of Social Media Policy

The Library investigates and responds to all reports of violations of the Social Media Policy and other related policies. Violation of the policy will result in disciplinary action up to and including termination from employment. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. The Library reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

The Library reserves the right to monitor, review, or block content on the Library blogs that violates our blogging rules and guidelines. The Virtual Services Coordinator or department head is authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content will be done without advance warning or the permission of the blogger.

Approved by Skokie Public Library
Board of Trustees, May 11, 2011

APPROVAL OF SOLICITATION POLICY

Manager of Human Resources Beth Dostert recommends the adoption of the following Solicitation Policy for the Library. While solicitation has not been a major issue, some staff feel pressured by requests for purchase of Girl Scout cookies, contribution to cancer walks and other such appeals. The policy makes clear that any appeals are to be made on personal time and in a passive fashion that alerts staff to the opportunity without personal confrontation.

The Department Head group has reviewed this policy and most are in favor of adoption. Mrs. Anthony recommends Board approval of the following:

Solicitation Policy

In the interest of maintaining a proper business environment and preventing interference with work and inconvenience to others, employees may leave solicitation materials in the employee lounge or a designated area in your department. Employees may not distribute literature or printed materials of any kind outside the designated locations, sell merchandise, solicit financial contributions, or solicit for any other cause during working time. Employees who are not on working time (e.g., those on lunch hour or breaks) may use this time to solicit other employees who are on meal or regular breaks. There is to be no solicitation in patron-access areas where such activity is likely to disrupt patrons' use of the Library facilities.

In addition, the email system may not be used for non-work related solicitation except for the following: United Way campaign, Skokie Village Community Giving Program, and Library staff committee activities, such as retirement parties and showers.

Mr. Graham made a motion, seconded by Dr. Wozniak:

MOTION: **THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
ADOPT THE SOLICITATION POLICY AS PRESENTED.**

The roll call vote for approval was unanimous.

NORTH SUBURBAN LIBRARY SYSTEM

Mrs. Parrilli attended the April 25, 2011, North Suburban Library System Board meeting. Her report follows.

Q and A on the State of the Merger:

On behalf of Skokie Public Library Trustees, Mrs. Parrilli asked and received the following information:

Which counties fall under the new merged library system, RAILS? Under the new merger, the State of Illinois has been divided into two merged library systems. RAILS represents 48 counties from the north, bordering Wisconsin, and south to the central and western part of the state. This and more information can be found online at systemsmerger.info.

Will reciprocal borrowing be continued? Reciprocal borrowing should continue under the new merged library system, with possible policy changes to be determined by the new Board and Executive Director. The Illinois State Library has expressed support for the continuation.

The location of the delivery vans will remain at the NSLS Wheeling headquarters during the first year or until the building is sold. (See more information under the Real Estate Committee Report below.)

Report from the Acting Executive Directors:

Merger Update: Jan and Mary continue to meet with other Executive Directors from the other four library systems. Work continues on the RFPs for building services, human resources services, fiscal services, and benefits plan. The finished product will go to the Merger Transition Team (formerly the Merge Design Team) for approval.

The interim Executive Director is Tom Sloan from DuPage Library System. The temporary centralized office for administrative staff and the official address will be at MLS headquarters, 125 Tower Drive, Burr Ridge. Board meetings can be accessed via online stream (v-tel). Official announcements will continue online at systemsmerger.info.

Forty-two people (three from NSLS) submitted their names as nominees to the 15-member RAILS Board of Trustees. The goal is to elect representatives equally from the geographical area, with the election beginning May 27 and ending June 10, 2011.

Delivery Update: Jan, Mary, and Don Johnson, delivery supervisor, offered for the Board's consideration a status report and replacement schedule for the five NSLS vans. A decision is needed as to whether to lease or purchase a replacement for a 1998 van with 162,000 miles on it. It was agreed to consult with Tom Sloan and let him know the Board is considering replacing (purchasing) a new delivery van. In the meantime, Don will investigate possible rental locations to keep the vans after the NSLS building is sold.

Real Estate Committee Report:

So far, little progress has been made with the sale of the NSLS building. One bid was received and rejected because of an unacceptably low offer. The Board is disappointed

with the realtor because of his lack of communication and poor marketing of the building. The Board decided to continue with the realtor until the final merger takes place July 1. Another push to sell the remaining assets was discussed.

Carolyn Anthony received a refund of the Skokie Public Library's donation to NSLS in the amount of \$3,676, which was made last year to help support NSLS delivery services. With the fiscal year 2010 payment received in full from the state and the first installment of FY2011 received earlier this year, the Illinois State Library agreed that the library systems should refund these donations. Mrs. Parrilli distributed the letter of thanks from NSLS President Kathy Caudill and the Resolution of Thanks to the Public Libraries for their donations.

Mrs. Parrilli distributed the FY 2012 RAILS Plan of Service—Final.

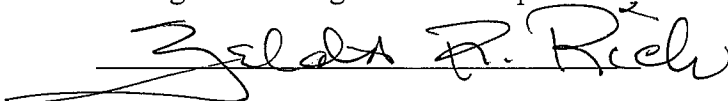
Starting July 1, Mrs. Parrilli will attend RAILS Board meetings electronically as they will be held in Burr Ridge.

COMMENTS FROM TRUSTEES

Mr. Basofin asked for the Board's support of Turning Point's demonstration Living Room Project, a psychiatric respite center for treatment of persons in crisis. The Board voiced their support for this initiative.

ADJOURNMENT

At 8:54 p.m. a motion was made by Mrs. Parrilli, seconded by Dr. Wozniak to adjourn the regular meeting. The motion passed unanimously.

A handwritten signature in dark ink, appearing to read 'Zelda R. Rich', is written over a horizontal line.

Zelda Rich, Secretary