

November 12, 2014

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, November 12, 2014.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 7:27 p.m.

Members present: Mark Prosperi, President; Diana Hunter, Vice President/President Emerita; Karen Parrilli, Secretary; Susan Greer; Jonathan H. Maks, MD; Zelda Rich; and Carolyn A. Anthony, Director.

Staff present: Richard Kong, Deputy Director; Brodie Austin, Virtual Community Engagement Manager; Mick Jacobsen, Learning Experiences Manager.

Guest present: Josh English, The Horton Group.

APPROVAL OF THE MINUTES OF THE REGULAR AND CLOSED MEETINGS OF OCTOBER 14, 2014

Mrs. Parrilli made a motion, seconded by Mrs. Hunter, to approve the minutes of the regular meeting of October 14, 2014, subject to additions and/or corrections. There being no corrections, the minutes were approved and placed on file.

The Board agreed to move the regular order of business.

INSURANCE

Mrs. Anthony introduced Mr. English to the Board. Mr. English presented quotes for 2015 insurance coverages: Package, Inland Marine and Automobile; Umbrella; Boiler and Machinery; and Workers Compensation from four carriers: Travelers, Hartford, CNA and Hanover. Mr. English is recommending Travelers because they have the lowest deductibles. The Directors and Officers quote will be presented at the December Board meeting and a large increase is not expected.

The Board thanked Mr. English for his presentation. The Board may contact Mrs. Anthony with any questions. Mr. English left the meeting at 7:48 p.m.

NEW LIBRARY WEBSITE DEMO

Brodie Austin described the responsibilities of the Virtual Community Engagement Department and then asked the Board to bring up the new website on their iPads, <http://bit.ly/splproto>.

In the FY 15 Goals and Objectives, staff committed to completing an “easy to use, engaging and delightful” website for library users. To accomplish this goal, it was necessary to step back and reassess needs from a user perspective and decide how best to use staff time and energy to deliver an awesome website for our users.

A few basic principles used to guide decisions about the website included:

- Need is better than want.
- Simple is better than complicated.
- Visible content is better than hidden content.
- Evidence is better than assumptions.

The following types of research were used to get a user’s perspective on what the website needs to be and do:

- User interviews with 11 library users
- Card sorting with 25 users in the library and 34 users online
- Usability tests for navigation with 17 users
- Usability tests for the homepage with 7 users
- Usability test on the prototype with 4 users

In total, staff conducted testing and research with 98 library users since May. This testing was used to validate specific decisions, but also to get a better sense of how and why users use the library.

Desk staff were also surveyed about common questions they get at public service desks and the part of the website they use to answer those questions.

Based on in-person interviews and online analytics, staff know clearly that the following top website tasks are:

- Catalog search
- Account access
- Event registration

Users consistently commented on how difficult it is to navigate the current site and to discover content. One woman, a teacher, even commented that she liked using one of our online resources for her class prep but couldn’t remember how she found it.

Since June Mr. Austin has worked with 14 staff members in every department to design content for the new site. Each content contributor has had a chance to:

- Audit the current site

- Propose changes to the sitemap
- Develop content outlines
- Write content for the site

Starting in mid-September, staff has been working through a series of design sprints to reimagine the look and feel of the new website. This design work encompasses both the visual look, but also the way the page flows, supports user goals, and functions.

Staff quickly generated six alternate page designs for the homepage, before deciding to build one in HTML. Staff has tested the current design with seven users and incorporated this early feedback.

Often referred to as a 'lean' or 'agile' approach, staff feels that quickly building and testing ideas is a more reliable way to arrive at a functional and easy to use site.

After brief discussion, Mr. Austin left the meeting at 8:13 p.m.

REPORTS ON COMPUTER USE AND BOOMBOX

Computer Use

Mikael Jacobsen, Manager of Learning Experiences, reported from September 3-30, 2014 the library conducted an adult desktop computer and WiFi user survey. The survey consisted of three questions.

Q1: Why are you using the library's computers or wireless Internet today? (indicate all that apply)

- Looking for a job
- Improving my job skills
- Doing my job
- Looking for information on starting or running a business
- Connecting with people (Facebook, email, dating websites, etc.)
- Looking for medical or health information
- Looking for government services or information (taxes, DMV, licenses, permits, etc.)
- Accessing entertainment (games, TV/movies, music, reading, etc.)
- Taking a class or researching for school (online classes, MOOCs, etc.)
- Learning about a topic for personal use (repairing a household item, cooking a recipe, researching family genealogy, etc.)
- Managing finances (bank, stock reports, etc.)
- Online shopping/selling

Q2: Do you have Internet access at home through a device other than a phone?

50 percent did not have Internet access other than a smart phone. High school and above.

Q3: Is there anything else you would like us to know about your library use today?

I am pleased to report that we received an astounding 2,151 responses, 1,994 from desktop users and 157 from WiFi users.

What was learned?

- About 55% of all computer users were performing employment related activities (“Looking for a job, Doing their job, Improving job skills”). *This is self-defined. To find a job, to do their job.*
- A significant portion (26%) of WiFi users use the library to “Do their job.” Overall, nearly 15% of patrons are “Doing their job” here at the library. *Or improving job skills to learn Word, Excel.*
- A small but not insignificant percentage (7.5%) of computer users are “Looking for information on starting or running a business.”
- The second most commonly chosen answer was “Connecting with people” at 30%. *Need in the community.*
- Comments suggest that we are many users’ only means of accessing email.
- 9.6% of the computer users are “Looking for medical and health information.”
- 7.1% of computer users are “Looking for government services and information.”
- Only 13.77% of computer users identified themselves as coming for entertainment purposes (“Accessing entertainment”). *Bias that public sees.*
- Nearly 50% of all WiFi users are “Taking a class or researching for school.”
- About 33% of computer users are learners (“taking a class or researching for school, Learning about a topic for personal use”).
- 7.2% of computer users are managing their finances through our computers/WiFi (“Managing finances”).
- 10.8% people are using the computers to sell or shop online.
- 48.7% of computer users did not have Internet access at home through a device other than a phone.
- Users connecting through WiFi were much more likely to have Internet access at home through a device other than a phone 85.71% vs. 48.43% of desktop users.

BOOMbox

The BOOMbox is a collaborative learning STEM place where kids and adults can learn from each other or from mentors. The room will have rotations like a museum. The first rotation will be Fabrication; followed by Big and Small (microscopes/telescopes); Garden/Growing; and Textiles. The room has 3D printers, a vinyl cutter, an eggbot printer, Arduios, and 3D Doodler, to name some of the equipment. The room will always be staffed by a mentor or staff member.

After discussion, Mr. Jacobsen and Dr. Maks left the meeting at 8:36 p.m.

Mrs. Hunter left the room.

CONSENT AGENDA (Financial Statement; Circulation Report/Dashboard; Reports from Department Heads; Program Statistics 2nd Quarter F.Y. 2014-2015; Correspondence; Gift; Personnel)

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

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/DASHBOARD
2. REPORTS FROM DEPARTMENT HEADS
3. PROGRAM STATISTICS 2ND QUARTER F.Y. 2014-2015
4. CORRESPONDENCE: LETTER TO TAXING DISTRICT REPRESENTATIVE DATED OCTOBER 23, 2014 RE TERMINATION OF VILLAGE OF SKOKIE DOWNTOWN TAX INCREMENT FINANCING DISTRICT #90-1
5. GIFT: \$100. FROM MITZI WALCHAK IN MEMORY OF BRENDA B. WEISS FOR PURCHASE OF BOOKS ON CD
6. PERSONNEL: RESIGNATIONS: REGINA KWIT, MATERIALS HANDLER, ACCESS SERVICES, EFFECTIVE OCTOBER 26, 2014; MARILEE HAMILTON, ADVISORY SPECIALIST, ADULT SERVICES, EFFECTIVE NOVEMBER 4, 2014; HIRES: MICHAEL GRANATA, PART-TIME CUSTOMER SERVICES ASSISTANT, CUSTOMER SERVICES, EFFECTIVE OCTOBER 20, 2014; JUSTIN DEL ROSARIO, PART-TIME CUSTOMER SERVICES

ASSISTANT, CUSTOMER SERVICES, EFFECTIVE OCTOBER 24, 2014; INDREES KAMAL AND ROSE HANKES, PART-TIME TEMPORARY HANDS-ON TECHNOLOGY MENTORS, LEARNING EXPERIENCES, EFFECTIVE NOVEMBER 7, 2014-FEBRUARY 21, 2015; KATHY SEXTON, FULL-TIME READERS SERVICES LIBRARIAN, ADULT SERVICES, EFFECTIVE DECEMBER 10, 2014; PROMOTION: DANIEL B. SUWINSKI, FROM PART-TIME CUSTOMER SERVICES ASSISTANT, CUSTOMER SERVICES TO PART-TIME ADVISORY SPECIALIST, ADULT SERVICES, EFFECTIVE NOVEMBER 3, 2014; RETIREMENT: GAIL SHAW, FULL-TIME ILS/WEB MANAGER, ACCESS SERVICES, EFFECTIVE JANUARY 31, 2015.

The roll call vote for approval was unanimous.

BALANCE SHEET FOR THE SIX MONTHS ENDING 10/31/14

The Balance Sheet for the Six Months Ending 10/31/14 was noted.

YEAR-TO-DATE BUDGETARY STATUS

The Year-to-Date Budgetary Status was noted.

Mrs. Hunter returned to the meeting at 8:41 p.m.

BILLS

A motion was made by Mrs. Hunter, seconded by Mrs. Greer:

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

The roll call vote for approval was unanimous.

APPROVAL OF AUDIT – 2013-2014 FISCAL YEAR

The library's audit report for FY 2014 as prepared by Baker Tilly was reviewed. This is our first year of having an independent audit, no longer a component of the Village of Skokie audit.

Nevertheless, the Village vetted and selected Baker Tilly as an audit firm and offered the library the option of using the firm also. There were both direct financial savings in favorable pricing to be realized from using the same firm and indirect savings in the staff time that would have been required to conduct our own selection of auditors.

The audit report shows the Skokie Public Library to be in a net position of \$21,690,216. as of April 30, 2014, with a change of \$1,226,324. from the previous year. Mrs. Anthony did not prepare a Management Report which is intended to show management's understanding of the financial condition as Irene Tam, Business Manager, and Mrs. Anthony prepare financial reports throughout the year that show our ongoing careful monitoring and analysis of the library's fiscal position. There is, however, a Management Representation statement included as part of the Management Letter.

The Board reviewed the auditors' Communication to Those Charged with Governance and Management as the auditors' address the Board in this document. The auditors acknowledge that the size of the staff may not allow for the complete segregation of duties, yet they point out that we should strive to overcome these obstacles through additional review measures. The Board may read the auditors' comments re lack of segregation of duty in the financial close process and the lack of a formal vendor approval incorporating the addition of approved vendors to the accounting system.

Within the schedule of GASB projects, the GASB regulations most relevant to the library are GASB 67 Financial Reporting for Pension Plans and GASB 68 Accounting and Financial Reporting for Pensions which will be effective in FY2015 and FY2016 respectively. The library has not previously had a breakout of pension asset and liability separately from the Village so this will be an informative development.

Board acceptance of the audit is requested.

Discussion followed.

A motion was made by Mrs. Rich, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
ACCEPT THE AUDIT AND MANAGEMENT LETTER AS
PRESENTED BY BAKER TILLY.

The roll call vote for approval was unanimous.

DIRECTOR'S REPORT

ACCESS----Circulation in October was up nearly 6% from the same month last year, led by gains in use of video and eBooks by Adults. Bookmobile circulation also increased more than 4%. Interlibrary loan and LINKin use were both down for the month. Computer use was up nearly 3% and use of study rooms increased 25%. The volume of questions and reference questions handled was up considerably, accounted for in large part by a change in definition of what is counted. A staff member's use of the catalog in

assisting a patron is now counted as a reference request. The gate count was up 3.6% for October. Database usage was up, primarily due to growth in use from outside the building. FOSTER LEARNING----The Tech Help desk is the busiest, with staff helping 5,378 persons in October. Mick Jacobsen has provided the results of a survey of computer users conducted in October which provides an informative look at what people are doing in the library when working on computers. For example, about 55% of all computer users were performing employment related activities and nearly half of all WiFi users are taking a class or conducting research for school. Attendance at children's programs represents slightly less than half of total program attendance, with gains in the number of adults and teens attending a library program. A total of 12,841 persons attended one of 486 programs in October. BUILD COMMUNITY----The Community Engagement Department hosted five community conversations attended by 43 persons. Using the Harwood format of asking about people's aspirations for the community, staff is gathering information that will be useful in determining objectives for Fiscal Year 2016.

TAIWAN TRIP----Mrs. Anthony had a most interesting and successful trip to Taiwan with a keynote presentation at the conference on Future of Libraries planned by the National Library of Taiwan in honor of their 100th anniversary. The National Library of Taiwan is a public library with a busy youth department, operating Bookmobile, and active program for persons with disabilities. Invited presenters included two other Americans (John Szabo, Director of the Los Angeles Public Library, and Karen Keninger, Head of Services for the Blind and Physically Handicapped at the Library of Congress), the Deputy Director of the Idea Store in London, a Finnish library school professor, and a member of the Library Board of Singapore. A number of Taiwanese librarians also made presentations to a gathering of about 250 persons. We were graciously hosted, with a big banquet one evening and tours of the National Central Library (a scholarly depository library), the National Palace Museum, and Chungshan Hall (built to honor Dr. Sun Yat-sen and used extensively by Chiang Kai-Shek.)

FIVE STAR RATING----After several years of 4 star ratings in *Library Journal's* annual ranking of U.S. public libraries, Skokie Public Library finally made the 5 star rating in this year's rankings. The formula for determining rankings is complex so it's hard to determine just what made the difference, but figures from reports to IMLS for 2012 were used as the basis for rankings. Naperville, Arlington Heights and Schaumburg public libraries were with us in the 5 star ratings for libraries with budgets from \$10 - \$30

million. A total of 258 libraries were recognized with 3 or more stars out of 7,586 public libraries rated.

Mrs. Hunter suggested sending a press release to the *Chicago Tribune* and *Pioneer Press* noting our 5 star rating.

BOOMBOX OPENING----The BOOMbox in Youth Services will open next week, providing a variety of informal learning opportunities for small groups, assisted by staff. Activities in the BOOMbox will change every quarter so that new opportunities will be presented. The initial offering will be a Maker Space with two 3D printers, a vinyl cutter, and equipment for printing on a round surface. The BOOMbox is an example of the type of informal learning experience made possible in today's public library.

POWER PATRON PROJECT----Skokie Public Library is joining several other libraries in participating in a project coordinated by the Las Vegas/Clark County Public Library with funding from IMLS. The purpose of the project is to look at use of the public library by "power patrons" who use the library frequently and more intensively than most, drawing on information from CivicTechnologies regarding demographics and marketing data as well as library use data.

JOB SHADOW DAY----The library hosted five students from Niles Township District 219 for Job Shadow Day last week. Three of the students had broad interests in learning about library work, while two were interested especially in use of technology. This opportunity helps the students in career exploration and may result in some deciding to pursue library work in the future.

PLA BOARD MEETING----Mrs. Anthony attended the PLA Fall Board meeting in Chicago as well as a day of planning for the future of ALA. Both were productive sessions.

NORTH SUBURBAN HEALTHCARE FOUNDATION----Mrs. Anthony serves on the North Suburban Healthcare Foundation Board which meets about three times per year to consider applications for funding health-related projects benefitting people in Skokie Hospital's service area. The funding pool was created at the time of the sale of Rush North Shore Hospital to North Shore University Hospital system. This fall, the Foundation Board awarded \$1.3 million to Heartland Health Centers for school-based health clinics at Niles West and Niles North High Schools. The clinics will provide immunizations, physical exams, and other healthcare services to the student population.

Mrs. Greer left the meeting at 9:11 p.m.

APPROVAL OF NON-RESIDENT FEE CARD

The Board asked that the charge for a Non-Resident fee card be reviewed. The State makes provision for Non-Resident fee cards for the purpose of providing a card to persons in neighboring areas that are untaxed and unserved by a public library. Skokie Public Library's situation is somewhat different in that the only nearby area untaxed for library service is Golf. Last year, Skokie Public Library sold 23 fee cards, primarily to residents of Chicago. Some years that figure is as high as 30-33 cards sold. Residents of Chicago have no borrowing privileges at Skokie Public Library unless they purchase a card. Occasionally, a resident of a suburban community chooses to purchase a card to have full user privileges to databases, reserves, Most Wanted titles, and other services limited to Skokie residents. In the recent discussions about Reciprocal Borrowing, the State expressed reservations about cards being sold to persons already taxed elsewhere for library service. Skokie Public Library is not alone in this practice. Park Ridge, Gail Borden, Palatine and Schaumburg are among other libraries that regularly sell non-resident cards.

Since September 2007, the charge for a fee card at Skokie Public Library has been \$300. The State allows several options for determining the rate of charge for a non-resident card. One option is to apply the library's tax rate to the actual property tax bill of the person interested in purchasing a fee card. A number of libraries use this method. Another option is to determine the per capita cost of public library service and multiply that by average household size since a fee card is for family use. Based on Skokie Public Library's operating expense in FY2014 and a population of 64,784 the per capita expense for library service is \$160. Multiply that times the average number of persons per household in Skokie according to the 2010 Census (population divided by total number of households) of 2.58 would yield a fee of \$412.80 per household. Skokie Public Library was permitted to use the average fee in NSLS because the library received a substantial amount of its support from industry and retail in addition to residential support.

Eileen Coulombe, Customer Services Manager, surveyed other area public libraries to see what they charge for a card. Since many use the tax bill method and since the "system" is now the larger entity of RAILS, it is harder to determine an average charge. Park Ridge charges \$300., Niles \$355., Lincolnwood \$527., and Arlington Heights \$423. It would probably be possible for the Board to defend any fee level between the current charge of \$300. and the \$413. per household reflecting average cost for Skokie household. A consideration for us has been that there has traditionally been interest in fee cards by persons who live in Chicago, but have students who attend parochial schools in Skokie.

For this reason, Mrs. Anthony's recommendation would be to not increase the fee to more than \$350.

Brief discussion followed.

A motion was made by Mrs. Hunter, seconded by Mrs. Rich:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE AN INCREASE IN THE NON-RESIDENT FEE CARD TO \$350. PER YEAR (\$175. FOR A STUDENT CARD) EFFECTIVE JANUARY 1, 2015.

The roll call vote for approval was unanimous.

REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported on the highlights from the October 24, 2014 Board of Directors meeting. The following information was taken from the supporting Board documents. Mrs. Parrilli was unable to access the video recording of the meeting.

Financial Report: RAILS Finance Director Jim Kregor announced that, as expected because of receipt of lower revenues than in the past, the financial report ending September 30, 2014, reflected a balance of \$22,700,000 in cash and investments. This represents 26.5 months of General Fund operations. Expenditures for the month continue to be under budget.

Executive Director's Report: Executive Director Dee Brennan reported that a former Board member nominated RAILS for the IMLS National Library Service Medal. She mentioned that in the past this honor has gone to Skokie Public Library, Waukegan Public Library, and Gail Borden Public Library. Additionally, a "staff learning team" has been formed with the task of developing a continuing education program and budget for RAILS staff.

Approval of Military Service Credit: Also on the agenda was a request to approve the purchase of military service credits towards IMRF benefits by RAILS employees who have served in the military.

Next meeting: Friday, November 21, 2014, at Burr Ridge Service Center.

COMMENTS FROM TRUSTEES

Mr. Prosperi asked if the library provides books to homebound patrons. The library does; deliveries are made every third Friday.

Mrs. Hunter said she calls reference frequently and the wait time to speak to a librarian is long. This is very frustrating.

CLOSED SESSION

At 9:17 p.m., a motion was made by Mrs. Rich, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES GO INTO CLOSED SESSION TO DISCUSS PENDING LITIGATION.

The motion passed unanimously.

Discussion ensued.

Adjournment

At 9:36 p.m. a motion was made by Mrs. Rich, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ADJOURN FROM CLOSED SESSION AND RETURN TO OPEN SESSION.

The motion passed unanimously.

ADJOURNMENT

At 9:37 p.m. a motion was made by Mrs. Parrilli, seconded by Mrs. Hunter to adjourn the regular meeting. The motion passed unanimously.



Karen Parrilli, Secretary