

March 16, 2016

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, March 16, 2016.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 7:31 p.m.

Members present: Mark Prosperi, President; Diana Hunter, Vice President/President Emerita; Karen Parrilli, Secretary; Susan Greer; Zelda Rich (attending via phone); and Carolyn A. Anthony, Director.

Members absent: Eugene F. Griffin, Jonathan H. Maks, MD.

Member attending by phone: Zelda Rich.

Staff present: Richard Kong, Deputy Director; Annabelle Mortensen, Collection Development Supervisor.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 10, 2016

Mrs. Hunter made a motion, seconded by Mrs. Parrilli, to approve the minutes of the regular meeting of February 10, 2016, subject to additions and/or corrections. There being no additions or corrections, the minutes were approved unanimously and placed on file. The vote was 4 ayes and 0 nays.

APPROVAL OF RESOURCES SELECTION POLICY AND COLLECTION DEVELOPMENT PLAN

Mrs. Anthony introduced Mrs. Mortensen.

Mrs. Mortensen explained that state law requires that the Board review the Resources Selection Policy every two years. Since it was last reviewed in March 2014, an updated version was distributed for the Board's consideration. Mrs. Mortensen is recommending minor policy updates: the section detailing resources selection responsibility reflects changes made through the library realignment; in addition, the gift and donation information has been streamlined.

The Resources Selection Policy is the heart of the larger Collection Development Plan, which details our collection philosophy, provides guidelines for selection and weeding, and serves as a roadmap for continuing collection development. This document was last

updated in 2008, and has been completely revised in a fourth edition to reflect collection changes and the evolution of the library as a whole.

As part of the revision process, selectors and staff members across departments were consulted to ensure that the plan is useful and relevant. Mentions of outmoded technology (such as CD-ROMs and VHS) were removed and the full spectrum of digital formats and learning platforms were added. Trends in digital formats, changes in information gathering and leisure reading, and the emergence of Common Core K-12 education standards were considered, as was the shift to popular, high-use materials in our display collections. We also incorporated analysis gleaned from our Collection HQ software, as it helps us better understand patron demand and target our weeding and selection efforts.

Lengthy discussion followed.

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

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE RESOURCES SELECTION POLICY AS PRESENTED.**

The motion was approved unanimously. The vote was 4 ayes and 0 nays.

Mrs. Mortensen left the meeting at 8:13 p.m.

**CONSENT AGENDA (Financial Statements; Circulation Report/Dashboard; Reports from Department Heads; Personnel)**

Mrs. Greer made a motion, seconded by Mrs. Hunter:

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

1. CIRCULATION REPORT/DASHBOARD
2. REPORTS FROM DEPARTMENT HEADS
3. PERSONNEL: PROMOTION: JOEL HERNANDEZ, FROM PART-TIME MATERIALS HANDLER, ACCESS SERVICES, TO FULL-TIME MATERIALS PROCESSOR, ACCESS SERVICES, EFFECTIVE MARCH 14, 2016; TERMINATION: PAMELA NEUMANN, PART-TIME CUSTOMER SERVICES ASSISTANT, CUSTOMER SERVICES, EFFECTIVE MARCH 10, 2016.

The roll call vote for approval was 4 ayes, 0 nays; the motion passed unanimously.

### BILLS

A motion was made by Mrs. Parrilli, 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 4 ayes, 0 nays; the motion passed unanimously.

### DIRECTOR'S REPORT

USAGE----Circulation was up 5.5% in February although it should be noted that we had two more days of service in February 2016, one due to Leap Year and one because of a snow closing last year. Circulation of digital formats continued to show strong gains. Nevertheless, both Adult and Youth book check-outs were up as people wrapped up their winter reading. Interlibrary lending was down sharply because we temporarily took ourselves out of the queue for lending due to the departure of a clerical staff member in Access Services. Bookmobile circulation was up by double digits for Adults and Youth although the Bookmobile was out of service for a combined day with mechanical issues. Fortunately, Gail Dunlap observed that the Bookmobile was not handling properly and brought it to the attention of mechanics in time to save the transmission from a \$10,000 repair. We all eagerly await the new bookmobile! The door count in February was up more than 12%, due to the relatively mild weather last month compared to February 2015. Digital learning continues to be a popular choice for all ages. Many also attended a Coming Together program in VIVA! a celebration of the Latino culture. Community Engagement has begun training volunteers to take the skills of Every Child Ready to Read to the Swift Child Care Center. If successful, this could lead to additional service at other daycare sites.

ALA PUBLIC PROGRAMS AWARD----Skokie Public Library will receive the Excellence in Public Programs Award from the ALA Public Programs Office for Coming Together: Voices of Race. This is a competitive award for which academic as well as public libraries are eligible. A certificate and a check for \$5,000 will be awarded at the ALA Annual Conference in Orlando.

SECURITY CAMERAS INSTALLED----Installation of additional and upgraded digital security cameras has been completed in key areas internally and on the library exterior as approved by the Board. Cameras have been adjusted for optimum coverage and images have already been used in reporting an incident of gang graffiti to the Skokie Police.

**FOIA REQUEST**----We received a FOIA request from the Better Government Association seeking information about salaries including position titles and employment start dates for all staff. Susan Dickens completed the request in less than 5 days with the assistance of Beth Dostert and Irene Tam.

**LEGAL CASE CLOSED**----We have been notified that the long-time pending legal case relating to an injury at the Festival of Cultures in 2013 has finally been closed, without penalty to the library.

**Y.O.U. PARENT LEADERS**-----Susan Carlton and Mrs. Anthony attended the graduation of a group of 26 parents from a Y.O.U. leadership training class at Lincoln Junior High. The parents, many of whom are new to this country, learn about what is expected of their children in school, what community resources are available, assist in a classroom, and in other ways become involved in the life of the school. This is the third year for the program which is building community in the Community School program at Lincoln Junior High.

**EQUITY, DIVERSITY, AND INCLUSION COMMITTEE**----As the staff becomes more diverse, there have been some incidents of unintentional micro-aggressions. Several staff members expressed concern, leading HR to the formation of a committee on Equity, Diversity, and Inclusion. An initial meeting was held and attended by nearly 30 staff members from most departments. The meeting afforded staff an opportunity to talk openly about issues related to race at the library. A smaller group will plan some staff training and make recommendations for further activity.

**PUBLIC LIBRARIAN AS LIBRARIAN OF CONGRESS**----Carla Hayden, Director of the Enoch Pratt Free Library in Baltimore, and previously an administrator at the Chicago Public Library, has been named by President Barack Obama to be the next Librarian of Congress. If approved by the Senate, Carla would be the first woman and the first African-American to hold the position. Many of the Librarians of Congress have been academics rather than librarians and it is indeed exciting to think of a public librarian holding that position of influence.

**HARWOOD SUMMIT**----The weekend of March 11, Mrs. Anthony attended an invitational Harwood Leadership Summit in Charleston, South Carolina. The American Library Association has embraced the Harwood concept of turning outward and Keith Fiels, Executive Director of ALA, will also be in attendance. We have had five staff trained in the methodology and incorporate it regularly in interactions with the

community as well as internally in reflective staff sessions that encourage staff to think about what they are learning and what is changing.

**MOVER AND SHAKER**----Amita Lonial, Learning Experiences Co-Manager, was named a Mover & Shaker by *Library Journal* this week in the category of “Advocates,” citing her work with Coming Together. *LJ* selected 54 librarians, representing all types of libraries, who are already making a mark on the profession.

**PLAINFIELD LIBRARY**----A group calling itself “Americans for Prosperity,” with funding from the Koch Brothers, a national corporate concern, implemented robo-calling of Plainfield voters as well as mailings against two proposed library referenda. Both referenda, one for a 20 year bond for capital improvements and the other for an operating increase, failed.

**GIFT FROM SKOKIE VOICE**----The library received a gift late last week from Skokie Voice Initiative (the group recently disbanded) in the amount of \$1,467.98 for job and career services and support of Skokie entrepreneurs starting home-based businesses.

#### DIGITAL CONTENT QUARTERLY REPORT

##### OverDrive, 3M and Hoopla usage

Use of our digital content (books, magazines, audiobooks, music, and video) continues to grow. Although digital content accounts for less than 5% of all circulation (by comparison, adult print accounts for 25%), thus far digital circulation for Fiscal Year 2015-16 is up 31% over FY14-15. During that same period, adult/teen print fiction is up only 1%.

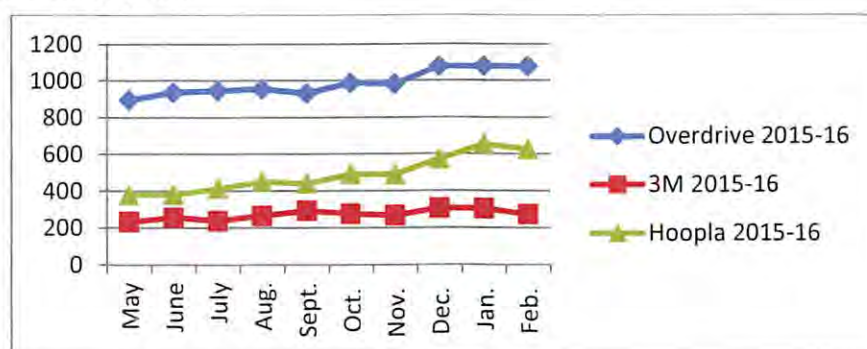
We’re delving more deeply into data for comparison and analysis. In terms of usage, OverDrive, 3M Cloud Library and Hoopla, our three main digital content platforms, are doing very well (keep in mind that February 2016 numbers benefited from having one extra day).

Platform	eBook circ Feb. 2015	eBook circ Feb. 2016	Increase
OverDrive	2194	<b>3099</b>	41%
3M	412	<b>755</b>	83%
Hoopla	n/a*	<b>606</b>	n/a*

\*Hoopla added eBooks in May 2015

OverDrive's consistent popularity is expected given that it is our longest-running eBook platform. Still, it is impressive to see its usage compared to the other platforms. Also noteworthy: Hoopla's eBook circulation is nearing that of 3M's, even though Hoopla added eBooks only 10 months ago. But patrons clearly are finding content there, particularly of the long-tail variety as Hoopla doesn't feature eBooks from the "Big Five" book publishers.

We're seeing that 3M usage among patrons is flatter than that for OverDrive and Hoopla. (Although active usage includes those logging into OverDrive and Hoopla for audiobooks and other media, not just eBooks.) Here is a graph of active users for each month of this fiscal year:



Moving forward, we'll be looking at this data closely as we near the December 2016 renewal date for our 3M contract.

Thanks to data now easily provided by vendors, we're also learning more about popularity of checkout format. On OverDrive, audiobooks usually make up 25% of all checkouts on any given day. On average, 15% are youth titles, 11% are young adult titles and the rest are adult. A higher percentage (about 28%) of Hoopla checkouts are audiobooks. About 22% of Hoopla circulation comes from eBooks, while the remaining half is almost evenly divided between video and music. Less than a quarter of eBook checkouts are for youth or teen titles, which is consistent with national numbers indicating that these books are less popular in digital formats.

#### Patron-driven acquisition models

Early this fall, we enabled patron-driven acquisition requests within OverDrive and 3M. While patrons can (and do) request materials and eBooks through a form available through the Skoke Public Library website, this new functionality allows patrons to directly request materials we don't own within the apps and platforms themselves. Holds are then automatically placed upon purchase.

On OverDrive, we've had 504 titles suggested by patrons using the Recommend to Library button, while 63 items have been recommended by 3M users. In some cases, these are books that are forthcoming releases, or series that are not owned. We buy most of the titles as long as they fit our resources selection policy and the platform format (for example, for OverDrive we don't buy books that aren't compatible with Kindles). Many of the recommended titles have been discovered and then checked out by other users. The process has been so successful we are exploring a somewhat similar concept for our adult print book purchases.

#### Other eBook news

- Although 3M sold its library business to Bibliotheca in October 2015, the 3M Cloud Library branding likely will remain in place until fall 2016. Thus far, the Bibliotheca sale has had minimal disruption on collection management and has been seamless for patrons using Cloud Library.
- Effective January 1, 2016, Penguin Random House announced a new, unified term of sale for eBooks to libraries. All PRH eBook titles are now available under the one-book/one-user perpetual licensing model that had long been employed by Random House. (Penguin had operated on a model featuring a one-year lending cap.) Practically speaking, this means Penguin titles have become more expensive (but, helpfully, don't expire) while Random House titles have become a bit less expensive overall.

The Digital Content Quarterly Report was noted.

#### PROPOSED OPERATING BUDGET FY 2017

In recent years, Mrs. Anthony has asked the Board to approve a salary adjustment and scale in March, ahead of the consideration of the rest of the operating budget in April, because it is such a large proportion of the budget. This year, we are considering how to plan for anticipated changes in the Fair Labor Standards Act which will change the criteria for exempt staff. The changes are expected in July so would be in effect for at least three quarters of the Fiscal Year. Early indications are that one criteria for exempt status will be a salary over \$50,000.

Currently, a new librarian with an MLS starts at \$46,366, a figure that would increase to over \$47,000 with the proposed cost of labor adjustment. We have fourteen full time staff at this position grade. While most have been here long enough that their salary would not be an issue, there are staff at the entry level of the pay scale for this grade. Also, of course, it would be an issue for new staff starting at the grade level during the Fiscal

Year. Options are to make the beginning MLS librarian position non-exempt or adjust the starting salary for that position grade which would necessitate other changes to the scale. Because this matter is still under review with our attorneys and may have significant financial implications, Mrs. Anthony is not recommending adoption of a pay scale for FY2017 at this time. However, after speaking with library legal counsel before tonight's meeting, it looks as if the requirements for exempt status will not exceed \$45,000. so Mrs. Anthony thinks no changes will be needed.

In this draft of the budget, we have made adjustments to the library materials lines for a net total increase of 2%. Most of the increase has been assigned to Leased Content to enable us to significantly expand and diversify offerings in eBooks and other digital formats. Nevertheless, provision has been made for a significant number of new materials for the new bookmobile.

The increase in the levy approved by the Board was 1% and the increase in the budget for the General Operating Fund has been held to just 1.2%.

After brief discussion, Mr. Prospero asked Mrs. Anthony to prepare figures for a 1.2% and 1.5% merit increase for staff for review at the April meeting.

**APPROVAL OF MAY BOARD MEETING DATE CHANGE FROM WEDNESDAY, MAY 11, 2016 TO TUESDAY, MAY 17, 2016**

A motion was made by Mrs. Parrilli, seconded by Mrs. Greer to change the date of the May Board meeting from Wednesday, May 11, 2016 to Tuesday, May 17, 2016 due to director interviews. The motion passed unanimously.

The Board will receive an email reminder regarding upcoming Board meeting dates.

**APPROVAL OF EXTENSION OF HVAC MAINTENANCE AGREEMENT**

In April 2015, the Board approved a proposal to award Anchor Mechanical a contract to provide HVAC maintenance for FY 2016 for the cost of \$21,180. In the agreement with Anchor, there was a provision for an extension of the contract for an additional twelve months with an annual cost increase to match Union or CPI cost increases, not to exceed 5% for the year.

Rich Simon, Maintenance and Security Manager, is pleased with the work performed by Anchor Mechanical this past year, and recommends extending the agreement for twelve months to cover May 1, 2016 - April 30, 2017. Anchor is requesting a 4% increase so the total amount due for the year will be \$22,020, or \$1,835 per month.



Mr. Kong requested Board approval of the twelve month extension with Anchor Mechanical to provide HVAC maintenance at a cost of \$22,020 (\$1,835/month).

After brief discussion, a motion was made by Mrs. Hunter, seconded by Mrs. Greer:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE A TWELVE MONTH EXTENSION WITH ANCHOR MECHANICAL TO PROVIDE HVAC MAINTENANCE AT A COST OF \$22,020. (\$1,835/MONTH) FOR THE PERIOD MAY 1, 2016 TO APRIL 30, 2017.**

The roll call vote for approval was 4 ayes, 0 nays; the motion passed unanimously.

#### APPROVAL OF CIRCULATING EQUIPMENT POLICY

The library's collection continues to expand to include more non-traditional items for internal and external circulation. These items are selected to further the library's mission of educating Skokie, in this case by facilitating hands-on learning and/or experiencing parts of the collection they may not otherwise be able to access.

Library staff creates loan procedures for various types of equipment. Loan procedures for equipment (and all other library materials) take into account:

- Whether the equipment is designed to be used in the library or can be taken out of the building
- Loan periods, renewal limitations, and replacement costs
- Type of card permitted to borrow items

As more non-traditional items are purchased for circulation to patrons, staff will continue to create loan rules that make sense for the specific types of equipment and keep the Materials Loan Chart updated. Special check out and check in procedures may be developed to ensure the security of circulating equipment and to ensure that equipment is in working order (ex. eReaders are charged when they are returned so that they are ready for use by the next patron).

To broaden the Laptop Computer Use Policy (now renamed the Circulating Equipment Policy) to include other circulating equipment, Mick Jacobsen, Co-manager Learning Experiences, asks for the following policy changes to be approved and be effective June 1, 2016:

### Circulating Equipment Policy

- Circulating equipment (including but not limited to Windows laptops, Google Chromebooks, cameras, DVD players, etc.) will be loaned to Adult Skokie Public Library cardholders.
- Circulating equipment will be limited to 4 items per Adult library card. Some items (Windows laptops, etc.) may be limited to 1 item per Adult library card.
- The user bears responsibility for damage to the device due to accident, neglect, abuse or loss.
- Failure to comply with these policies will result in a loss of borrowing privileges.
- Fines for late items will be \$1 per day.
- All other material loan policies apply.

After brief discussion, a motion was made by Mrs. Greer, seconded by Mrs. Parrilli:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ADOPTS THE CIRCULATING EQUIPMENT POLICY, WHICH REPLACES THE LAPTOP COMPUTER USE POLICY, EFFECTIVE JUNE 1, 2016, AS PRESENTED.**

The roll call vote for approval was 4 ayes, 0 nays; the motion passed unanimously.

### REVIEW OF LIBRARY INVESTMENT POLICY

Mrs. Anthony explained that we have started receiving a significant portion of the spring collection of property tax revenue from Cook County. Typically, revenues have been sent via wire transfer directly from Cook County to a Skokie Library account at Illinois Funds. We were informed by the Illinois Funds that they could no longer receive wire transfers of funds directly from Cook County. MB Financial has been most helpful in getting a new account set up for the library to receive property tax revenue from Cook County. They have increased dedicated collateral to \$6 million to accommodate the influx of funds.

As you know, because of the semi-annual cycle of property tax collection and distribution, the library receives a large amount of revenue twice each year which must be used to pay operating expenses and payments on bonded indebtedness over the next

six months. An issue we face is where to put those incoming funds, as well as Reserve Funds, where they will be safe, earn some interest, and be available when needed.

Financial matters for the Illinois Funds are being handled by U.S. Bancorp Fund Services, LLC, the holding company for U.S. Bank which previously handled all financial transactions for the Illinois Funds. Interest has been declining with Illinois Funds and current terms are uncertain. It is an appropriate time to review the Investment Policy, last reviewed December 2013, and for the Board to advise the Director where to keep library funds not immediately needed for payroll or other expense.

Mrs. Anthony distributed a copy of the Investment Policy and also a schedule showing invested funds FY 2013-2015, along with yields. In the Reserve Fund schedule, it should be noted that \$1 million was put in a CD at First Bank & Trust April 30, 2015, so it had no opportunity to earn interest in FY 2015. Interest that had accrued was transferred out when the new CD was opened. First Bank & Trust puts up collateral for library deposits, but is not always willing to take on more. North Shore Community Bank ensures library deposits by holding them in different area branches such that all funds are FDIC insured.

Mrs. Anthony asked if there are other financial institutions the Board would approve for deposits?

Lengthy discussion followed. The Board is concerned with Article VII of the Investment Policy being restrictive as to which banks the library can invest in. The Board also voiced concern about future investments in the Illinois Funds. The Board asked Mrs. Anthony to ask the Village (Mr. Prosperi is willing to accompany Mrs. Anthony to her meeting with Village Finance Director George Van Geem) and Park District where they invest incoming funds and also investigate CD rates at larger, stable banks such as Northern Trust and BMO Harris Bank.

Mr. Prosperi asked that Investment Policy be tabled until the April meeting.

#### BUSINESS CENTER UPDATE

The type of activity in the Business and Career Center has shifted during 2015. Significantly, business patron usage of the Center increased 31% since 2014. At the same time, use of the space for internal library meetings decreased 89%. Business patrons used the space for a variety of reasons including interviewing potential employees while their new businesses were under construction, working, employee training, meeting with industry professionals, and hosting seminars, presentations and small face to face meetings. When you ask patrons using the space what they think, you often hear that they

value the space and appreciate the library. For example, Kate Peek, while interviewing candidates for Grade Power Learning in the Business Center, mentioned “the library is fabulous and has been extremely helpful.”

The recent new business brochure features the Business and Career Center. The Village of Skokie, IMODS, and the Skokie Chamber of Commerce now have brochures and are distributing them to prospective and existing members, and people thinking of starting businesses in Skokie. Brochures are also distributed to patrons applying for business library cards. We believe this will increase awareness, and ultimately usage, of the Business and Career Center.

Library programs targeted to small business owners, entrepreneurs, people thinking about opening businesses or making career changes are regularly held in the Business and Career Center. The new Business before Hours series, currently focusing on social media for small business, has been well-received and well-attended by local small business owners. Topics have included using YELP, Facebook and Twitter to boost business and Google Analytics to understand your website traffic. Most sessions have been taught by staff experts on the subject at hand and patrons have appreciated the opportunity to get to know the staff and take advantage of their expertise.

Another successful annual evening program in the Business and Career Center, held in partnership with the Village of Skokie Economic Development Division, is “Starting a Business in Skokie.” This event has allowed us to meet, and assist, people thinking about opening businesses in Skokie. The response to this event has been consistently good and we are now expanding our programming partnership with the Village of Skokie Economic Development Division. Our next program, May 10, is a panel discussion about obtaining SBA financing. The panel will include a local accountant, Moshe Klein, attorney, Jessica Oldani, an SBA Loan specialist from North Shore Community Bank & Trust, Liz DeBoni, and SBA financing expert Andre Gibson, of Community Reinvestment Fund.

In an effort to reach out to home-based businesses and increase their awareness of the Business and Career Center, we are holding an early morning event in April in the Business Center, using Google’s Get Your Business on the Map model, which has been successful in other communities. We will show them how to enhance their business listing on Google Maps. (Yes even home-based businesses can do this by specifying a service area!) We will send postcards to home-based Skokie businesses, inviting them to attend, although, of course, all Skokie businesses are welcome to attend. We will have

free Google swag to give away, continuously run the Google tutorial video, and have staff and computers on hand to assist people.

The Business Center update was noted.

### STRATEGIC PLANNING UPDATE

The strategic planning process is winding down as we continue to gather data and discuss potential strategic focus areas. This past month, each subcommittee chair submitted a report detailing their group's findings and recommendations. On March 3, the six subcommittee chairs joined the core committee to present their reports and answer questions from the group. Recommendations include the following:

- **Collective Impact:**
  - Clarify our own organizational aspirations, and discuss them with our current partners to find ways to leverage our impact in the community
  - Look beyond the physical borders of Skokie for regional or national programs addressing issues impacting our community
  - Conduct Harwood style interviews and community conversations with partners to learn their aspirations and goals, and identify areas of future collaboration
  - Strategically address the use of and need for library space in order to facilitate community connections
  - Use our virtual space as a platform to bring community partners and volunteers together
- **Equity, Equality, and Opportunity**
  - Conduct an equity analysis for the community and library
  - Encourage community-driven participatory research and empower patrons to tell their stories
  - Improve marketing efforts to target non-library users
  - Explore patron-led programming, such as a “Know Your Rights” series of programs addressing issues ranging from legal, immigration, housing, and education rights
  - Help educate community partners on equity and justice issues
  - Build diverse collections that reflect our community
  - Hire a social worker to help patrons overcome challenges stemming from complex social inequities
- **Experience and Usability**

- Applying design thinking principles, conduct an extensive audit of our physical space, including staff space, and create and implement a comprehensive space plan
- In order to adapt to the rapid pace of change, institutionalize a process of user testing, ensuring that it becomes a first-order method of data gathering and decision-making
- Evaluate, research, and then create a plan to integrate catalog, website, and events calendar working toward a seamless experience
- Organizational Culture
  - Form an Organizational Culture Committee and design a plan to improve organizational culture as measured by the Staff Satisfaction Survey and/or other means
  - Improve equity, diversity, and equality in library staff through ongoing training
  - Examine staff spaces with an eye to creating community, strengthening communication, and encouraging collaboration
- Sense of Community
  - Expand our welcoming process for new patrons
  - Find ways to improve our ongoing communications and engagement with patrons
  - Provide increased opportunities for patrons to engage with one another around shared tastes and interests
  - Evaluate the library spaces with a look towards improving social, leisure, and participatory options for adult patrons
  - Explore flexible programming which lowers the threshold for participation and invites spontaneous engagement, particularly among patrons who are in the building regularly but do not register for programs
- Stories, Data, and Outcomes
  - Help patrons tell their stories
  - Find ways to tell the library's story more effectively
  - Continue participation in Project Outcome to develop outcome measures for programs and services
  - Provide staff training to become a more data-literate organization

The remaining timeline for the planning process includes the following:

- March 17 – The core committee will meet to identify key strategic areas and goals, in light of the information gathered throughout the planning process.
- April 13 – The Strategic Plan 2016-2019 will be presented to the Board for approval.

As previously mentioned, the Board is encouraged to bring forward insights from connections within the community and engage in the dialogue throughout the process. Subcommittee reports are available on your iPads through Dropbox, and notes from the core committee meetings are available for those who are interested.

Brief discussion followed and the Board thanked Mr. Kong for his update.

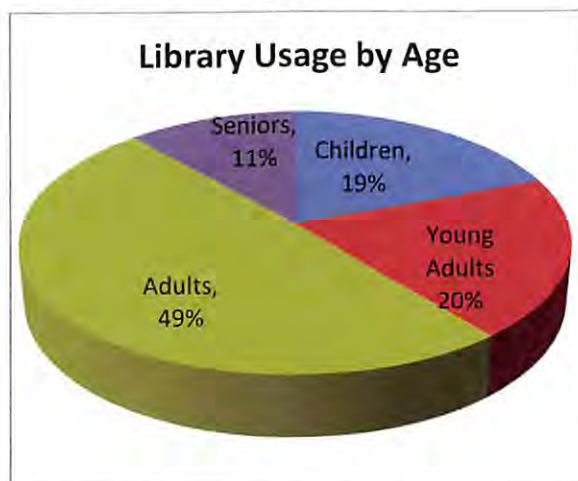
### SKOKIE PUBLIC LIBRARY USER CENSUS, JANUARY 2016

January 2016 marked the first time usage of the Youth Services area was included in the Library Census. With this addition we are now tracking in-Library usage for all areas in the Library except:

- Computer Labs and Commons [usage tracked by software].
- Meeting rooms and Business Center [usage tracked by Learning Experience staff]
- Lobby areas

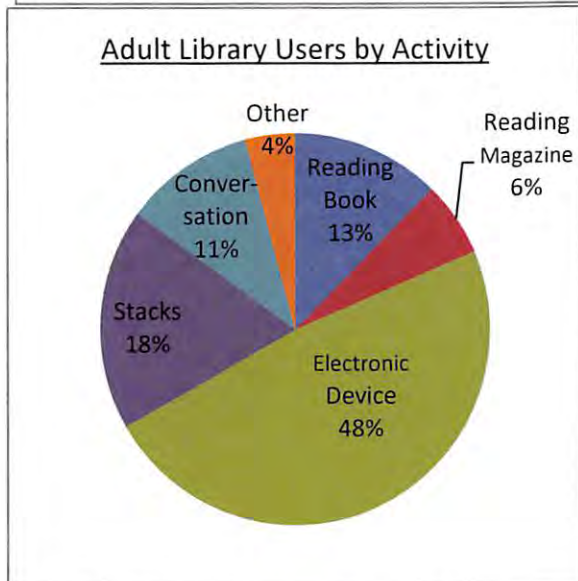
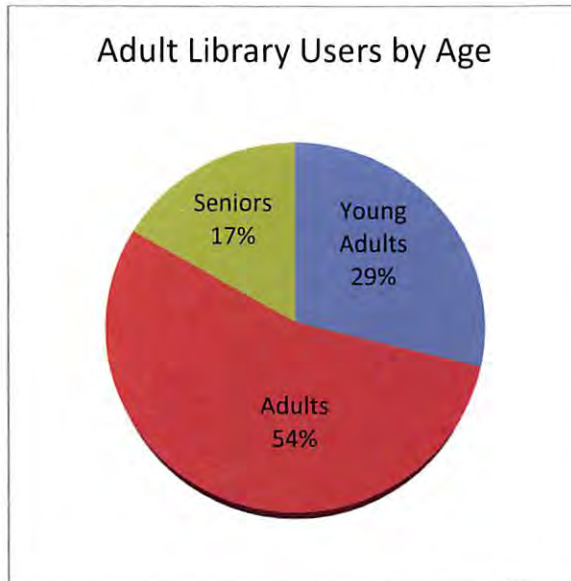
Librarians surveyed those present in the Library on a daily basis from January 4-February 3, 2016. Surveys were taken in the morning, early afternoon, late afternoon and evening each day the Library was open. The age and activities of those in the Library were logged in each survey.

Here is the age breakdown for those surveyed:



For the surveys, young adults are defined as those of high school and college age, or roughly from 14-25 years of age. Seniors were logged as those appearing to be over 65 years old.

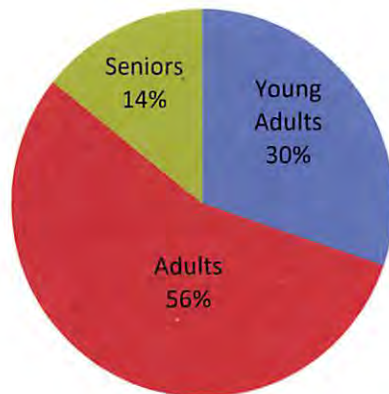
Just under 13,000 people were counted in the month-long census. Of those, 47% were counted on the second floor. With the heavy usage of the computing areas on the second floor, it would be fair to say that on average a majority of those in the Library are on the second floor.



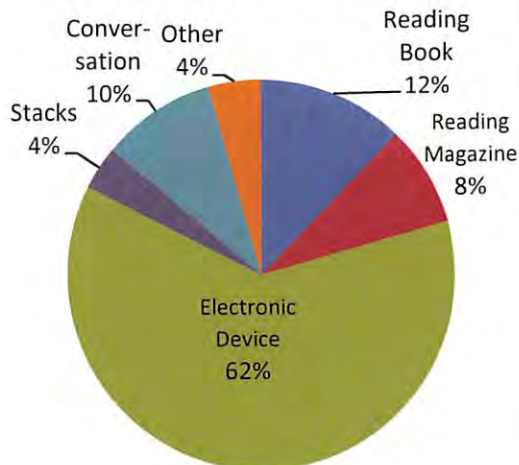
In the Adult areas of the library the percentage of seniors and adults rose slightly from the January 2015 count with a decrease in the number of young adults from 34% of the total to 29%.



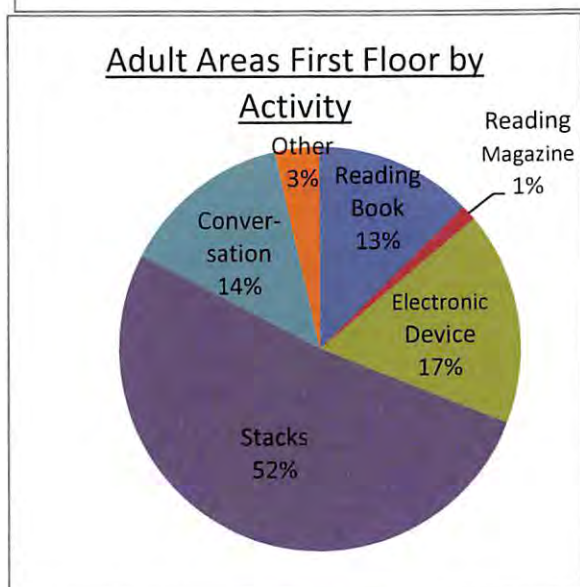
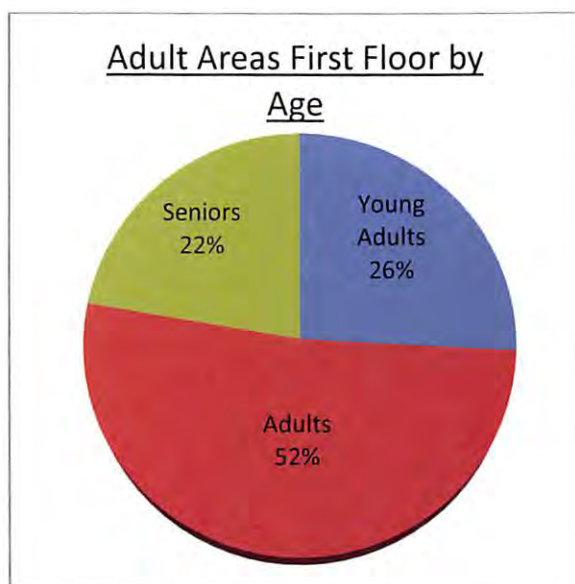
### Second Floor by Age



### Second Floor by Activity



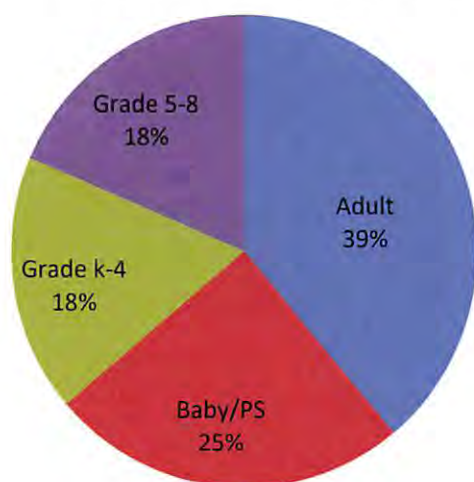
The demographics of those on the second floor shows rises in seniors and adults and an almost 25% decrease in young adults, from 39%-30%. There was a small increase in the percentage of those using electronic devices, from 60% to 62% of those on the second floor. If those in the computer commons and classroom were factored in, the vast majority of those on the second floor would be primarily engaged with electronic devices. The percentage of those reading books dropped from 16% to 12%.



The percentage of young adults in the adult areas of the first floor actually went up from 22% to 26% of the total. The percentage of seniors rose slightly while the proportion of adults dropped from 55% in 2015 to 52% this year. There was a significant increase of those engaged in conversation on the first floor, from 9% in 2015 to 14% in 2016. Those reading books rose from 11-13% of first floor visitors while the number in the stacks dropped from 56% to 52%.

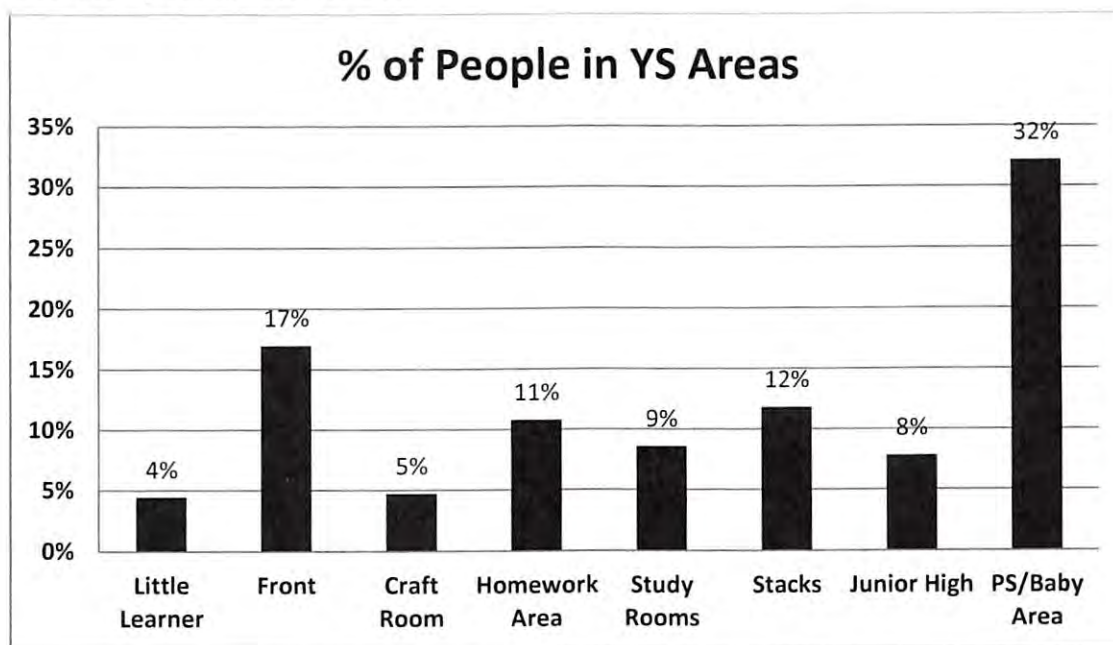
The overall pattern of more adults in the stacks on the first floor and more on electronic devices on the second floor remains constant.

### Age of People in the Youth Library

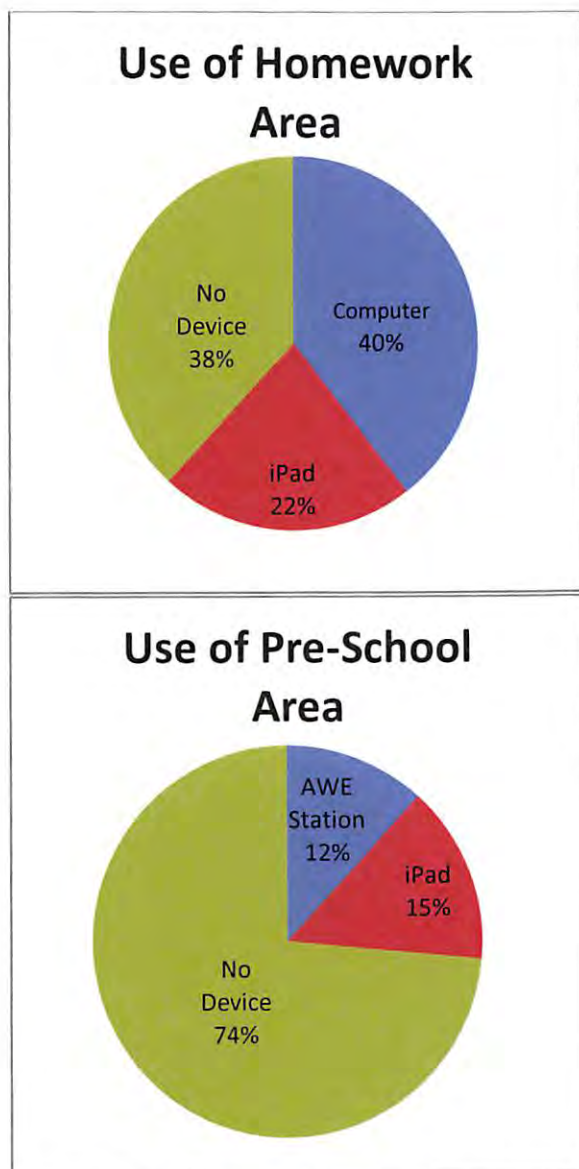


Almost 40% of those using the Youth Library are adults. This number, perhaps surprising at first, melds with the library's policy requesting that children 8 years of age and younger be accompanied by an adult. 43% of those in the department were counted as grade 4 and younger, so the large number of adults is thus explained.

Given that 82% of the people using the Youth Library were adults or children under grade 5 it is not surprising that usage of the Homework, Junior High and Study Room areas accounted for only 28% of activity in Youth Services, while the pre-school/baby area was by far the busiest area.



Over 60% of those in the Homework area were engaged with an electronic device.



About three quarters of those using the Pre-School area were not engaged with an electronic device.

Although the percentages seem quite disparate, the number of people using the Pre-School area was about three times that of the Homework area. In raw numbers, Pre-School electronic devices were used 356 times while we observed 278 people using electronic devices in the Homework area.

The User Census was noted.

### DIRECTOR SEARCH UPDATE

Mr. Prosperi reported that resumes are being received. If Board members would like hard copies, please contact Susan Dickens. He asked the Board to rank each resume (a,b,c) and return the list to him via Susan Dickens.

### REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mick Jacobsen, Manager, Learning Experiences, reported on the following highlights from the February 26, 2016, RAILS Board of Directors meeting as viewed through videoconference.

*Financial Report:* RAILS Finance Director Jim Kregor reported that RAILS has enough funds for 14.4 more months of operations without receiving funding approval from the Illinois State Library. Trustee Kate Hall put forward an approved motion that RAILS employees receive a 3% raise.

*Executive Director Report:* Executive Director Dee Brennan and her staff presented an informational, non-technical review of Linked Data. Linked Data is a means of exposing library data (a catalog) to the World Wide Web and has interesting implications to Skokie and other libraries.

MAGIC, LINC, and SWAN are meeting to discuss merging systems which would allow a more seamless way of sharing items between these libraries.

RAILS is near to starting a FOIA hotline to assist libraries.

*Board Elections:* The annual Board election is taking place and three new public library representatives will be needed.

The next meeting is March 25, 2016, at the Burr Ridge Service Center.

“THE PRESIDENT COULD NOT HAVE MADE A BETTER CHOICE: ALA COMMENTS ON THE PENDING NOMINATION OF DR. CARLA HAYDEN FOR LIBRARIAN OF CONGRESS”, ALA NEWS, FEBRUARY 24, 2016

The article was noted.

### COMMENTS FROM TRUSTEES

There were no comments from trustees.

ADJOURNMENT

At 9:04 p.m. a motion was made by Mrs. Hunter, seconded by Mrs. Parrilli to adjourn the regular meeting. The motion passed unanimously.

  
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Karen Parrilli, Secretary