

February 10, 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, February 10, 2016.

CALL TO ORDER

Diana Hunter, Vice President/President Emerita, called the meeting to order at 7:30 p.m.

Members present: Diana Hunter, Vice President/President Emerita; Susan Greer; Eugene F. Griffin; Jonathan H. Maks, MD; and Carolyn A. Anthony, Director.

Member attending via phone: Mark Prosperi, President.

Members absent: Karen Parrilli, Secretary; Zelda Rich.

Staff present: Richard Kong, Deputy Director.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF JANUARY 13, 2016 AND THE SPECIAL MEETINGS OF JANUARY 6, 12, 14, AND 25, 2016

Mr. Griffin made a motion, seconded by Dr. Maks, to approve the minutes of the regular meeting of January 13, 2016, and the Special Meetings of January 6, 12, 14, and 25, 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.

CONSENT AGENDA (Financial Statement; Circulation Report/Dashboard; Reports from Department Heads; Program Statistics Third Quarter F.Y. 2015-16 Gifts; Personnel)

Dr. Maks made a motion, seconded by Mrs. Greer:

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 THIRD QUARTER F.Y. 2015-16**
- 4. GIFTS: \$500.00 FROM NORTH SHORE COMMUNITY BANK FOR WINTER READING PROGRAM; 25 SHARES OF EXXON MOBIL CORPORATION STOCK VALUED AT \$2,004.75 FROM GLORIA D. BLOOM**

5. PERSONNEL: TERMINATION: HEITI LIN, FULL-TIME ACCESS SERVICES ASSISTANT, ACCESS SERVICES, EFFECTIVE FEBRUARY 1, 2016.

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

YEAR-TO-DATE BUDGETARY STATUS

After brief discussion, a motion was made by Mr. Griffin, seconded by Mrs. Greer to approve the Year-to-Date Budgetary Status as presented. The roll call vote for approval was 4 ayes and 0 nays. The motion passed unanimously.

BILLS

A motion was made by Mr. Griffin, seconded by Dr. Maks:

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.

BALANCE SHEET FOR THE NINE MONTHS ENDING FROM 5/1/15 THRU 1/31/16

After brief discussion, a motion was made by Mr. Griffin, seconded by Mrs. Greer to approve the Balance Sheet for the Nine Months Ending from 5/1/15 thru 1/31/16. The roll call vote for approval was 4 ayes, 0 nays; the motion passed unanimously.

DIRECTOR'S REPORT

USAGE----Circulation in January was just about 186,000 for a negligible increase from last January in spite of the fact that we were closed a day for Staff Day this January. With many area public libraries reporting declining circulation, it is good to see that people in Skokie are still checking materials out. Some of the biggest gains are in use of eBooks and other digital resources. While the absolute numbers may seem low at less than 10,000 uses for the month, the usage is four times higher than just four years ago in January 2012. People accessed digital collections of Skokie History nearly 1,000 times per month recently, with 1,200 hits in January. Nearly 100 items per day are shared with other libraries via LINKin or ILL, with the ratio at a fairly steady 75% loan to 25% borrowing. The Gate Count was up 6%, perhaps reflecting the relatively mild weather this winter. Computer use was up 20% over last January.

COMING TOGETHER IN SKOKIE----VIVA! Coming Together in Skokie had an exciting kick-off Sunday, January 31 at Niles West High School. Congresswoman Jan Schakowsky, State Senator Daniel Biss, Representative Lou Lang, Representative Laura

Fine, and Mayor Van Dusen were all on hand to greet attendees and enjoy the program. Please look through the program book and plan to attend some of the excellent offerings over the next couple months. Also, stop by the VIVA! corner in the audiovisual room to see the display of resources for adults and children assembled by staff.

STAFF DAY----Staff Day held January 21 was a great success. Staff found the trainers from Zingtrain engaging and there was a high level of energy in the auditorium throughout the session. There were numerous practical, specific ideas staff could employ to boost the customer service experience. Even the role plays were fun and helpful. Staff also appreciated the opportunity to have departmental meetings because it is so hard to get together at other times. Thanks to the Board for allowing the library to close one day each year so that staff can gather for such an experience.

Mrs. Anthony's State of the Library remarks were appended to the Director's Report. Mr. Griffin commented how good the remarks were and suggested they should be shared with new staff.

ILLINOIS LIBRARY LUMINARY----Mrs. Anthony was surprised and delighted to learn recently that she had been named an Illinois Library Luminary by the Illinois Library Association. It is quite an honor and she has been gratified to receive congratulations from many colleagues throughout the State and the country.

ILLINOIS LITERACY FOUNDATION BOARD----Mrs. Anthony has been invited by Secretary Jesse White to serve on the Board of the Illinois Literacy Foundation. The Board has representatives of industry, government, and the library sector. It meets quarterly in Chicago and currently is focused on early childhood literacy, especially in vulnerable populations.

NEW CEO FOR INNOVATIVE----Jim Tallman has been named as the new CEO of Innovative. He comes to the company from Wolters Kluwer which was engaged in software and information sharing among legal professionals. Innovative held a conference call with about 50 customers to introduce the new CEO. Mrs. Anthony was impressed with his presentation. He talked about being a history buff and a library user. He talked about the importance of facilitating access to resources and of sharing and collaboration. Realizing that the competition for software engineers is keen in the Bay area in California, he said that they will have clusters of engineers in multiple locations such as Blacksburg, VA and around the world who are working to solve customers' problems and bring Innovative's technology to the leading edge. We will see how his ideas are put into action.

CONNECTED----Skokie School District 73.5 Superintendent Kate Donegan and Mrs. Anthony attend the ConnectED Summit at the Executive Office Building in Washington January 19. About 90 representatives from 45 communities which have taken the pledge to ensure that every school child has a library card came together to hear a number of inspiring speakers lead off by Ralph Smith, Managing Director of the Campaign for Grade-Level Reading and Senior Vice President of the Annie E. Casey Foundation. A number of Executive Branch notables also spoke as did several teams of Mayors, Superintendents, and Library Directors from around the country. We were the only representatives from Illinois. The afternoon was spent talking in groups about what our experience has been so far and what we would like to accomplish. It was a wonderful opportunity for networking. Kate and Mrs. Anthony came back and met with Mayor Van Dusen to report on the meeting and to discuss next steps in Skokie which include making home Internet access possible for all Skokie students.

Mr. Prosperi asked about the status of the security review. Mrs. Anthony said staff is working on this project and a proposal will be brought to the Board in a couple months.

NEWS FROM THE STATE LIBRARY RE FUNDING----The latest news from the Illinois State Library is that the 2016 Public Library Per Capita Grants will be funded at .77 per capita or 62% of the authorized funding level. This is a significant decrease from last year's funding of \$1.25 per capita, but good news in the current funding climate.

UNEMPLOYMENT COMPENSATION DIVIDEND----We received notice that we can expect a dividend for 2015 from the Unemployment Compensation group of \$2,625.86.

VIOLENCE IN THE WORKPLACE----Head of Maintenance Rich Simon attended a workshop on Violence in the Workplace earlier this week. The workshop was held at the Chicago School of Professional Psychology. The presenter talked about signs to watch for and how to deal with suspicions of possible violent behavior. This was a very timely workshop in view of Board concern with a possible active shooter and also because violent outbursts can occur even among staff.

PROPOSED OPERATING BUDGET FY2017

The Bureau of Labor Statistics has issued final figures for 2015 for wages and salaries for state and local government workers and the increase for the year is 1.8. The salary line as proposed allows for a general increase of 1.8% for staff from the start of the Fiscal Year and an increase of 1.5% at the time of the annual review for those staff who are eligible. Therefore, many staff will receive a total increase of 3.3% over the course of the year.

Mrs. Anthony has also allowed for partial year salaries for herself and the new Director, including a one month overlap.

Significant adjustments have been made to a few budget lines to accommodate the shifting of major expenses from one line to another. The Library Supplies line has been growing in large part due to an increase in expenditures for the plastic cases for DVDs and CDs which amount to over \$40,000. this year. This expense is being shifted to the Materials Processing line so that line has been increased by \$30,000. and the Library Supplies line reduced by \$35,000. We shifted another major expense of \$48,000. per year for maintenance of the RFID systems and self-check from the Technology line to Maintenance of Equipment. The Maintenance of Equipment line was increased \$23,000. this year and will be increased another \$29,000. next year to accommodate that shift.

The Postage line is up \$6,000. as there will be six calendars mailed to all homes in FY2017 as compared to five calendars this year. Similarly, the Printing & Publicity line has been increased to cover the printing of six calendars.

Other adjustments have been minor. Materials expense categories should be finalized by March for FY2017.

The Balance Sheet for the Nine Months Ending 1/31/2016 shows revenues coming in about as expected. Mrs. Anthony has increased anticipated revenue from Interest from \$15,000. to \$20,000. for FY2017 as it appears that interest rates will be making modest increases in the coming months.

The Operating Budget is still in a review and comment phase at the current time.

APPROVAL OF PURCHASE OF REPLACEMENT COMPUTERS

Mark Kadzie, Information Technology Manager, is seeking Board approval for the purchase of desktop computers, to be taken from the library's 2015-2016 technology budget line. Mr. Kadzie is recommending the purchase of 40 Dell OptiPlex 7040 computers for a total of \$34,879.20.

This pricing is based on the pre-negotiated Midwestern Higher Education Commission (MHEC) state contract and is therefore a guaranteed low price that does not require competitive bids.

These 40 computers constitute the first phase in the replacement of staff PCs, computers which were purchased in April 2010 and March 2011 and are now approximately five and six years old. Board approval for another large computer purchase will be sought at

the beginning of the next fiscal year in order to split the cost of replacing staff computers over two technology budgets.

After brief discussion, a motion was made by Mr. Griffin, seconded by Dr. Maks:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE PURCHASE OF (40) DELL OPTIPLEX 7040 COMPUTERS IN THE AMOUNT OF \$34,879.20 AS PRESENTED.

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

CIVICTECHNOLOGIES FINDINGS

Marc Futterman, CEO of CivicTechnologies, presented the latest findings compiled for Skokie Public Library at a workshop for about 25 staff members January 29. Data represents the latest demographic findings from the American Community Survey, LandScape market segmentation data for Skokie, and library data for library card registrations and materials check-out. Registrations and check-out were for the past two years. At a future date, we plan to also enter data for program attendance, computer use, and if possible, for eBook check-out.

Even at this point, however, the data is rich and will help to inform the strategic planning process. Overview data shows that the library has 28,942 active customers who have used their library card within the past two years. This represents 43.6% market share, or if subtracting the 0-4 year olds in the population since they cannot register for library cards, 45.9% of the eligible population.

To be able to segment the market in Skokie in order to understand the characteristics of current users and non-users, Skokie is broken into twenty LandScape marketing segments. Of 72 LandScape segments, 20 are represented in Skokie. The largest is called Gray Eminence and it accounts for nearly 25% of the population in clusters throughout the community. The next largest segment is Managing Business which accounts for 10% of the population. Three more segments with roughly equal numbers combine to complete another 18% of the population. Together, these five segments account for half of Skokie's population. The next four segments together make up about another 25% of the population, with eleven more segments representing small fractions of the remaining 25%.

Mrs. Anthony distributed some overview data and more detailed descriptions of the top nine segments in Skokie. In addition, Mrs. Anthony presented a PowerPoint highlighting some of the data. Discussion followed.

STRATEGIC PLANNING UPDATE

Since last month's update on the strategic planning process, staff members have been engaged in a number of activities to explore new data, trends, and ideas.

On January 15, 2016, the core committee heard from a number of guests. Bruce Brigell, Information Services Coordinator, and Steve Marciani, Planning Supervisor at the Village, shared insights and research regarding the demographics of Skokie. Areas discussed include race, age forecasts, the wealth gap, employment, and housing. Miguel Figueroa, Director of ALA's Center for the Future of Libraries, presented information about broader societal trends that may have an impact on libraries. Trends that were highlighted include collective impact, emerging adulthood, fandom, fast casual, sharing economy, and urbanization. More information about these trends, and others, can be found at <http://bit.ly/alatrends>.

On January 21, 2016, staff spent 20 minutes participating in an activity in which they were asked to imagine what it would look like if things go exceedingly well at the library over the next few years. Staff shared their thoughts, and some drawings, with one other person and some shared their ideas with the entire group at the end of the activity. These ideas will be documented and shared with the core committee and subcommittees.

On January 29, 2016, many staff members participated in a full-day workshop with Marc Futterman, President of CivicTechnologies. Futterman presented some background information and data analysis on market segmentation and demographics in Skokie. By factoring in data of circulation of physical materials with market segmentation data, we are able to see a clearer picture of those we are serving (and not serving). We can also factor this information when considering service implications for the next three years.

On February 3, 2016, the core committee heard from leaders from various organizations in the community, including Maureen Murphy (Skokie Human Services), Anthony Scarpelli (Skokie Police), Lisa Schwartz (District 68), Howard Meyer (Skokie Chamber), Diana Juarez (ELL Center), Ann Raney (Turning Point), and John Lockerby (Village Manager). Some common aspirations include serving the most vulnerable in the community and breaking down silos in order to work together more effectively. There was agreement among the group that the library is a community center and a key trusted partner.

In addition to all of the above, the six subcommittees continued their work, exploring their respective topics and planning to submit a report by the end of the month.

Subcommittee chairs will join the core committee on March 3 to present their findings and recommendations.

The remaining timeline for the planning process includes the following:

- February 10 – Shauna Anderson, Young Adult Services Supervisor, will moderate a panel of teens to share their thoughts about the future of the library and the community.
- March 3 – Subcommittee chairs will present their findings and recommendations to the core committee, followed by discussion.
- March 17 – The core committee will meet to identify key strategic areas and goals, in light of the information gathered throughout the planning process.
- March 21 – Community members will be invited to hear about planning progress and offer feedback.
- April 13 – The Strategic Plan 2016-2019 will be presented to the Board for approval.

As previously mentioned, Mr. Kong encouraged the Board to bring forward insights from connections within the community and engage in the dialogue throughout the process.

Notes from the core committee meetings are available for those interested.

SUMMARY OF STAFF ENGAGEMENT SURVEY

In January, all staff members were invited to participate in a survey designed to give each person an opportunity to provide honest feedback about their work, colleagues, and overall work environment at the library. A total of 124 staff members completed the survey, which is a large increase from the 97 staff who responded to the January 2015 survey.

Overall, the results show that we are remaining steady with high satisfaction ratings in most areas. Some notable positive signs include:

- Understand how my work contributes to the library's goals (92% responded that they either agree or strongly agree with this statement)
- Feel involved in and focused on my work (90%)
- My supervisors and I have a strong working relationship (90%)
- My co-workers and I have a strong working relationship (96%)
- Library positively affects people in the Skokie community (94%)

We're also showing some significant increases in a few key areas. The largest increases from January 2015 to January 2016 were found in staff who agree or strongly agree with the following:

- Satisfied with the culture of the library (69%, up from 57% in 2015 and 51% in 2014)
- Staff effectively identify future challenges and opportunities (73%, up from 61% in 2015 and 54% in 2014)
- Staff willingly accept change (63%, up from 46% in 2015 and 43% in 2014)
- Communication between departments or teams is good (54%, up from 44% in 2015 and 34% in 2014)

The biggest drop came in the percentage of respondents who agree or strongly agree that they have the opportunities to apply their talents and expertise. This percentage decreased from 78% in 2015 to 72% in 2016.

Areas with the most room for improvement include providing staff with more opportunities for professional growth and development, organizational culture, and communication between teams and departments.

Skokie Public Library - Staff Engagement Survey

Comparison from July 2014 to January 2016

Percentages represent staff who agree or strongly agree with the statement

| Statement | July 2014 | Jan 2015 | Jan 2016 |
|---|-----------|----------|----------|
| Satisfied with my opportunities for professional growth and development | 64% | 63% | 68% |
| Satisfied with the job-related training at the library | 65% | 73% | 74% |
| Satisfied that I have the opportunities to apply my talents and expertise | 69% | 78% | 72% |
| Understand how my work contributes to the library's goals | 83% | 93% | 92% |
| Feel involved in and focused on my work | 91% | 92% | 92% |
| Enjoy my work | 83% | 90% | 88% |
| Have opportunities to express ideas and opinions related to my job | 54% | 76% | 74% |
| My supervisors and I have a good working relationship | 85% | 94% | 90% |
| My co-workers and I have a good working relationship | 94% | 91% | 96% |
| Satisfied with my overall job security | 76% | 76% | 76% |
| Satisfied with the culture of the library | 51% | 57% | 69% |
| Satisfied with the culture of my department | N/A | N/A | 80% |
| Have taken steps to help improve the culture of the library | N/A | N/A | 66% |
| Staff adapt well to difficult situations | 61% | 73% | 79% |
| Staff effectively identify future challenges and opportunities | 54% | 61% | 73% |
| Staff take the initiative to help each other when the need arises | 87% | 83% | 86% |
| Staff willingly take on new tasks as needed | 75% | 73% | 77% |
| Staff willingly accept change | 43% | 46% | 63% |
| Communications b/w my department's managers/supervisors and staff is good | 49% | 81%* | 81% |
| Communication b/w departments or teams is good | 34% | 44% | 54% |
| Teamwork b/w departments or teams is good | N/A | N/A | 67% |
| Managers and supervisors recognize strong job performance | 55% | 72% | 76% |
| There is trust b/w my department's managers/supervisors and staff | 49% | 78%* | 81% |
| Staff treat each other with respect | 84% | 82% | 84% |
| Library is dedicated to diversity and inclusiveness for staff | 70% | 75% | 73% |
| Library positively affects people in the Skokie community | 92% | 90% | 94%** |

*Added "my" to statement in January 2015

**Changed from "people's lives" to "people in the Skokie community" in January 2016

“LEADERSHIP BRIEF: BUILDING CONNECTED COMMUNITIES” URBAN LIBRARIES COUNCIL, JANUARY 2016

Mrs. Anthony distributed the Urban Libraries Council's *Leadership Brief* as it mentions the library's Grrrls Code program.

DIRECTOR SEARCH UPDATE

The Board discussed consultant June Garcia's questions regarding the brochure text. Agreement was reached and Mr. Prosperi will notify Ms. Garcia.

Mr. Prosperi left the meeting at 8:51 p.m.

REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported on the following highlights from the January 22, 2016, RAILS Board of Directors meeting's supporting documents. The videoconference recording was not available at this time.

Financial Report: The written report from RAILS Finance Director Jim Kregor reported that he continued to use "FY2016 proposed budgeted expenditures for our projections of our cash and investments coverage of operations" because of the non-receipt of FY2016 Area and Per Capita Grant payments due to the state budget crisis. The General Fund unassigned cash and investment balance ending December 31, 2015, was \$12,600,000, covering 16.2 months of operation, through April 2017.

Executive Director Report: Executive Director Dee Brennan, in her Board document, reported that she received instructions from the Illinois State Library to be prepared to make serious changes to services and programs due to the state budget crisis. With the FY2016 budget, Anne Craig stated in her letter that funding for the Talking Books and Braille services would terminate. Ms. Brennan stated that the RAILS executive committee agreed to support the Talking Books program through their reserve funds. It was also the committee's consensus not to alter the plans of service for FY2016 at this time. In her written report, Ms. Brennan recapped this past year's budget status: "RAILS is due to receive approximately \$5,781,805 in Live and Learn and federal funds soon. The amount of general revenue funds that we might receive this year is unknown because there is no state budget agreement. Last year, we received approximately \$1.5 million in general revenue. The rest of our grant was made up of \$6.4 million in Live and Learn and \$1.9 million in federal funds. LSTA funds in the amount of approximately \$2,600,000 for a total grant of \$9,800,000. We are currently \$680,000 under budget in expenditures for FY 2016."


The next meeting will be February 26, 2016, at the Burr Ridge Service Center.

COMMENTS FROM TRUSTEES

Mrs. Hunter complimented Mrs. Anthony on being named an Illinois Library Luminary. Mr. Griffin commented that the Board photos in the east lobby look great.

ADJOURNMENT

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



Karen Parrilli, Secretary