

June 10, 2015

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, June 10, 2015.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 7:29 p.m.

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

Member absent: Susan Greer.

Staff present: Richard Kong, Deputy Director.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF MAY 13, 2015

Mr. Griffin made a motion, seconded by Mrs. Hunter, to approve the minutes of the regular meeting of May 13, 2015, subject to additions and/or corrections. There being no additions or corrections, the minutes were approved unanimously and placed on file.

Review of Closed Session Minutes

A motion was made by Mrs. Parrilli, seconded by Dr. Maks:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES FINDS THAT THE NEED FOR CONFIDENTIALITY STILL EXISTS FOR THE JULY 11, 2007, AUGUST 15, 2007, JANUARY 12, 2011, DECEMBER 3, 2013, SEPTEMBER 10, 2014, OCTOBER 14, 2014, NOVEMBER 12, 2014, AND DECEMBER 10, 2014 MINUTES AND THEY SHALL REMAIN CLOSED.

The motion was approved unanimously.

Approval of Destruction of Audio Recordings of the Closed Minutes

A motion was made by Mrs. Parrilli, seconded by Mr. Griffin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVES DESTRUCTION OF THE VERBATIM AUDIO RECORDINGS OF THE FOLLOWING CLOSED MINUTES: JULY 11, 2007; AUGUST 15, 2007; SEPTEMBER 9, 2009; SEPTEMBER 15, 2010; JANUARY 12, 2011; SEPTEMBER 14, 2011; AUGUST 15, 2012;

AUGUST 14, 2013. ALL WRITTEN MINUTE REQUIREMENTS  
HAVE BEEN MET PER [5 ILCS 12/2.06 SUBSECTION (a).]

The motion was approved unanimously.

CONSENT AGENDA (Financial Statements; Circulation Report/Dashboard; Annual Reports F.Y. 2014-2015; Reports from Department Heads; Program Statistics Fourth Quarter F.Y. 2014-15; Gifts; Personnel)

Mr. Prosperi requested that the Annual Reports F.Y. 2014-2015 be removed from the Consent Agenda. The Board agreed.

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

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. PROGRAM STATISTICS FOURTH QUARTER F.Y. 2014-15
4. GIFTS: \$300. FROM BRIAN McGUIRE IN MEMORY OF WILLIAM KATZ; FOR SUMMER READING CLUB: \$1,000. FROM FIRST BANK & TRUST; \$500. FROM SKOKIE LIONS CLUB; \$500. FROM EVANSTON SUBARU IN SKOKIE; \$500. FROM KALEIDOSCOPE DANCE AND MOVEMENT CENTER INC.
5. PERSONNEL: RETIREMENTS: HILDA MORALES, PART-TIME MATERIALS HANDLER, ACCESS SERVICES, EFFECTIVE MAY 29, 2015; JUDY RINKOR, FULL-TIME ILL ASSISTANT, ACCESS SERVICES, EFFECTIVE JUNE 26, 2015; HIRES: SUHA MODIUDDIN, PART-TIME TEMPORARY BOOMBOX MENTOR, LEARNING EXPERIENCES, FROM JUNE 1 TO AUGUST 16, 2015; JAIME GONZALEZ VICKER, PART-TIME TEMPORARY BOOMBOX MENTOR, LEARNING EXPERIENCES, FROM JUNE 1 TO AUGUST 16, 2015; ADRIANNA SAKOLARI, PART-TIME TEMPORARY BOOMBOX MENTOR, LEARNING

EXPERIENCES, FROM JUNE 1 TO AUGUST 16, 2015;  
PROMOTION: HOLLY JIN, FROM FULL-TIME PRESCHOOL  
 OUTREACH/EARLY LITERACY LIBRARIAN TO FULL-TIME  
 COMMUNITY ENGAGEMENT SUPERVISOR, COMMUNITY  
 ENGAGEMENT, EFFECTIVE JUNE 1, 2015; TERMINATION:  
 MARK AUGUSTINE, PART-TIME DIGITAL LITERACY  
 SPECIALIST, LEARNING EXPERIENCES, EFFECTIVE JUNE 15,  
 2015.

The motion passed unanimously.

#### ANNUAL REPORTS F.Y. 2014-2015

The Board discussed the following Annual Reports: General Operating Fund, Reserve Fund for the Purchase of Sites and Buildings, 2001 Debt Fund, Statistical Summary, Access Services, Adult Services Department, and Communications and Marketing. The other seven Annual Reports will be discussed at the July meeting.

The Board reviewed the General Operating Fund.

The Board discussed the Reserve Fund for the Purchase of Sites and Buildings and the options for this fund. Mr. Prosperi requested a list of anticipated capital expenditures for the next 3-5 years for the August Board meeting.

Mrs. Anthony did not prepare a Statistical Summary this year as the Annual Statistics Dashboard covers the same information.

The Access Services annual report is more detailed than in previous years. Discussion followed regarding eBooks and pulling holds for patrons so they can come in and pick up the item they request.

In regard to the Adult Services annual report, Mrs. Hunter commented that personally she does not like the new reference set up. She prefers talking to someone at the Reference Desk and feels this was not a great change. Brief discussion about changes to statistics record keeping.

Communications and Marketing – Mrs. Parrilli and Mrs. Rich commended Vanessa Rosenbaum, the library's graphic designer, on the look of the library's printed publications – they are beautiful. Mrs. Hunter requested statistics on the use of the Business Center and names of the organizations that use the Business Center. What groups other than the Chamber use it regularly?

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

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ACCEPT THE GENERAL OPERATING FUND, RESERVE FUND FOR THE PURCHASE OF SITES AND BUILDS, 2001 DEBT FUND, ACCESS SERVICES, ADULT SERVICES DEPARTMENT, AND COMMUNICATIONS AND MARKETING ANNUAL REPORTS**

The motion passed unanimously.

### **BILLS**

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

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

The roll call vote for approval was 6 ayes, 0 nays; the motion passed unanimously.

### **DIRECTOR'S REPORT**

**USAGE----**Circulation in May was up 10.6% over the same month last year. The biggest gains were in video and video games, but eResource use was up significantly; youth book circulation was up 12.6% and even adult book circulation posted a gain of nearly 2%. Surprisingly, the number of Interlibrary Loans, both borrowed and sent, was up, although direct loans through LINKin continued to outpace ILLs. Three quarters of eligible items are also handled directly by patrons using self check-out. Our book sales of gift and withdrawn books which operates on an honor system posted a gain of nearly 11%. It was good to see the Gate Count up nearly 5% for the month.

**AUDIT----**The auditors came May 14 to start the annual audit. This year, they are also conducting the first separate audit of IMRF for the library which has always been included in the Village's IMRF audit in the past. This change was required by GASB 67 and is part of an effort to hold employers more accountable for monitoring the status of funds set aside for their retirees.

**NILES TOWNSHIP PROPERTY TAX COALITION----**Deputy Director Richard Kong attended the semi-annual Niles Township Property Tax Coalition meeting. It was reported that the Coalition saved \$925,610 of tax revenue for taxing bodies in Skokie, at a cost to the library of \$3,006.90. They also announced that the Consumer Price Index for 2014 for tax-capped entities was 0.8%. Fortunately, the library's revenue is determined by the Village of Skokie which has home rule authority and is not bound by the tax caps.

**ON THE TABLE CONVERSATION----**Susan Carlton, Co-Manager of Community Engagement, planned and led a community conversation June 2 as part of the Chicago Community Trust's "On the Table" program. The intent was to have institutions sponsor civic discussion about community issues. Fifteen people attended the discussion at the library out of 90 invited guests. Everyone who had participated in one of the Harwood community conversations held in the fall and winter was invited back for a follow-up program. The findings from the Harwood conversations as presented to the Board in March were sent to everyone who responded to the invitation. A major finding of the prior conversations was that many people chose to live in Skokie because of the diversity in the population, yet would like to see more interaction among people of various backgrounds and more sense of community. The group for "On the Table" talked about what it felt like to be included, ways to connect with other people, and the differing gifts of head, hand, and heart that each of us has. Although the group was not large, many ideas were generated. Trustees Susan Greer and Karen Parrilli participated in the discussions.

**BOOK EXPO AMERICA----**Two staff members and Mrs. Anthony attended Book Expo America in New York last week. Mrs. Anthony spent two hectic days talking with publishers about business models for making eBooks available to libraries and spoke on a panel organized by Seth Gershel, a consultant to publishers. A blog on the experience which she wrote for American Libraries is attached.

**SPLMI----**Mrs. Anthony spoke to the attendees at the workshop on public library management sponsored by the Illinois State Library and ILA for Directors and some senior staff primarily from smaller and rural libraries in Illinois. Mrs. Anthony talked about Project Outcome, the PLA project that was her presidential initiative and which has received significant funding from the Gates Foundation. Since it was our intent in developing the survey tools that all public libraries including small and rural libraries could easily participate, it was gratifying to get a very favorable reception to Project Outcome. Attendees had excellent questions and were eager to know when they could get started. The Project will roll out officially at a Preconference at the ALA Annual Conference in San Francisco June 26.

**ALA ANNUAL CONFERENCE----** Eight staff and Mrs. Anthony will attend the ALA Annual Conference in San Francisco later this month. As PLA Past President, this will be her last PLA Board meeting and several related responsibilities will also terminate at the end of the Conference. Mrs. Anthony is chairing the nominating committee that will prepare a slate of candidates for the spring ballot for PLA. Mrs. Anthony will also

continue her responsibility as Co-Chair of the Digital Content Working Group for another year.

**TREE IN THE SOUTH COURTYARD----**The large tree in the south courtyard has developed a large split in the trunk. The Village Arborist advised that the tree would probably need to come down. Rich Simon, Maintenance and Security Manager, is getting a second opinion as we would like to retain the beautiful tree if possible.

**COMMUNITY ACTIVITIES----**Mrs. Anthony participated in the 25<sup>th</sup> Annual Festival of Cultures again this year. The library was well represented with the Bookmobile on site at Oakton Park. Cathy Maassen, Youth Services Senior Program Specialist, planned and coordinated activities at the Children's Tent and numerous staff worked at the Festival over the course of two days May 16 and 17. With some of the first warm weather of the year and persistent sunshine in spite of predictions of rain, this was one of the best attended Festivals.

The Skokie Chamber Board met at NorthShore University Skokie Hospital in May and we got a tour of the new surgical floor which will open at the end of June. Skokie Hospital has made significant improvements since becoming part of the NorthShore system including the implementation of electronic medical records, conversion to all private rooms, and the rebuilding of much of the hospital campus to better accommodate ambulatory care.

#### APPROVAL OF OUTCOME REPORT ON GOALS AND OBJECTIVES FY 2014-2015

We have just completed the second of three years in our current Strategic Plan for the library for 2013-2016. Mrs. Anthony distributed a report on the outcomes of objectives for FY 2015. In reviewing the Goals and Objectives statements, it is possible to see a summary of major initiatives for the past year. The outcome descriptions include quite detailed descriptions of methodology, results, and problems encountered.

It is through naming and committing to such initiatives that staff of the Skokie Public Library has continually challenged itself to improve on past performance, not simply in quantity of items circulated or number of programs offered, but in increasing the relevancy and responsiveness of library services, making services easier and more convenient for patrons, working with partners to address larger community issues, helping people develop 21<sup>st</sup> century skills, and building the organization for more effective and efficient operations.

Staff is to be commended for their many accomplishments this past year.

Dr. Maks commended Mrs. Anthony on her leadership; it was fantastic to read the Outcome Report. Mrs. Parrilli commented that she is overwhelmed by how hard the staff works. Brief discussion followed regarding SkokieNet vs. local wiki.

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

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES  
ACCEPT THE OUTCOME REPORT ON GOALS AND OBJECTIVES  
FY 2014-2015 AS PRESENTED.**

The roll call vote for approval was unanimous.

#### APPROVAL OF NON-RESIDENT SERVICES

Public library Boards must annually decide and take action on whether to participate in or opt-out of the non-resident reciprocal borrowing program. This law pertains only to the possibility of providing service to persons “residing outside of a public library service area” and does not affect practice regarding the sale of cards to non-residents of areas already served by a public library. Therefore it would not affect our sale of cards to Chicago residents.

We first discussed this in 2004 due to a revision of the Illinois compiled statues Chapter 75 Act 5, Section 4-7, Paragraph 12 in January, 2002. The effective change was as follows:

A person residing outside of a public library service area must apply for a non-resident library card at the public library located closest to the person’s principal residence. The non-resident cards shall allow for borrowing privileges at all participating libraries in the regional library system ~~only at the library where the card was issued.~~ (New text is underlined. Expired text is lined through.)

Since Skokie does not have a significant neighboring unserved population, I have recommended that the Board approve participation in the program. Since the “closest public library” is determined by school district and the close-by area of Golf does not have public library service, there is a small number (estimated at 50) of students from Golf who attend Niles North and might want to purchase a Skokie Public Library card. In fact, we sold twenty-eight (28) non-resident borrowers’ cards in 2014; twenty-three (23) non-resident borrowers’ cards in 2013, and thirty (30) non-resident borrowers’ cards in 2012. Typically, not more than one or two of these cards are sold to Golf residents each year, a volume which does not present a problem. At the present time, there are no Golf

residents holding fee cards for the Skokie Public Library, but three Golf residents registered as reciprocal borrowers from Glenview.

I recommend that Board renew approval of participation in the Non-resident Services program for the year from July 1, 2015-June 30, 2016.

A motion was made by Mrs. Hunter, seconded by Dr. Maks:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES  
RENEW PARTICIPATION IN THE NON-RESIDENT SERVICES  
PROGRAM FOR THE YEAR FROM JULY 1, 2015-JUNE 30, 2016.**

The motion passed unanimously.

### CAPITAL PROJECTS REPORT

There are a number of capital projects proposed for this year. Mrs. Anthony had outlined some in a memo to the Board last August when the Board was considering the levy request for 2015. Of course, changes have occurred in the past ten months. For example, the HVAC contractor recommends upgrading the Andover building monitoring system for less expense than system replacement. This expense can be absorbed within the budget of the Technology line. The work in the Youth Computer Lab increased significantly beyond replacement of furniture once it became apparent that we needed to trench the floor for additional electrical work and replace the flooring.

A summary of anticipated Capital Projects for FY 2015-16 was distributed, with cost estimates and timeline. A priority level has been assigned to each project. Lower priority projects have been bumped from consideration for FY 2016 due to the number of higher priority projects.

In the Capital line for FY 2016, there is \$1,246,000. The purchase of the Ford Explorer, approved in FY 2015, will actually be paid in FY 2016 for \$30,766. Other Capital expenses already approved for this year include: Upgrade of AV systems in four meeting rooms for \$59,180. and refurbishing the Youth Computer Lab and Youth Media Lab for \$82,223. These items represent \$172,169. already committed for FY 2016. A brief summary of committed expense and anticipated expense for Capital projects was distributed.

The amount that we spend each year on Capital Improvements varies. To give you some idea, the following is a summary of Capital project spending in recent years.

### FY 2015



- Purchase of Ford Explorer \$30,766. (to be paid in FY 2016)
- Optical Disc Repair System \$14,470.
- Eddy Testing on Chiller \$10,000.
- Improvements to parking lot \$37,786.
- Admin Copier \$26,552.67
- Tables for Radmacher Room \$11,039.20

Total: \$130,614.

#### FY 2014

- Teen Area \$107,057.81
- Readers Services \$56,900.
- Pavement Repairs \$40,675.
- Outside Book Drops \$15,994.
- DVD Unlockers \$26,002.
- ShoreTel Phone System \$71,880.86 plus 3 yr support \$9,600.
- iPad Classroom Set \$14,265.63
- Vocera paging \$68,729.
- Elevator Repairs \$33,289.80
  - Elevator Door Operators \$23,700.
- Youth Services Baby Corral \$20,411.

Total: \$488,506.

#### FY 2013

- Carpeting 2<sup>nd</sup> floor \$186,732.
- Hallett Movers \$124,530.
- HVAC – 2<sup>nd</sup> floor remodel \$32,124.
- Genius walls for Business Center \$85,528.
- Tables and Chairs for Business Center \$28,908.
- Yellow Adult Computer Center \$42,563.
- AV Equipment for Business Center \$30,125.
- Corrigan Electric \$78,755.
- Hot Water Heater \$7,682.
- Carpeting – 1<sup>st</sup> floor high-traffic \$40,218.
- Public Computers \$60,011.
- Staff Computers \$8,869.
- East Desk \$5,619.

- Steelcase chairs \$53,400.
- Brno chairs \$12,985.

Total: \$798,049.

#### FY 2012

- 3M Automated Materials Handling (AMH) System \$249,410.
- Construction work for AMH \$25,777.
- Engineering Design services \$24,000.
- Architectural services – 2<sup>nd</sup> floor \$15,000.
- Overhaul of chiller \$41,584.
- Replace four bearings \$7,000.
- AV System in MR Room \$43,677.
- Replace labyrinth seal and damaged impeller \$18,779.
- Relocation Advisers \$27,850.

Total: \$453,077.

#### FY 2011

- Furniture for Jr. High Zone \$12,972.
- Shelving for Jr. High Zone \$15,578.
- Chicagoland Paving \$25,038.
- RFID System \$262,265.
- Petty lighting \$45,471.
- Viburnum Hedge \$15,487.

Total: \$376,811.

From this retrospective look, you can see that we have occasional big expenses for major improvements such as RFID system, Automated Materials Handling, Carpeting, and Phone System. We also have refurbishment and upgrade of service areas such as the Jr. High Zone, High School Lounge, Business Center, and Adult and Youth Computer Labs. Most years, there are some major repairs to elevators, HVAC equipment, parking lot, lighting or landscaping. We typically allow \$1,250,000 - \$1,500,000 for Capital Expense each year in the Operating Budget.

If some unforeseen major expense should be required, the Board may always supplement the Capital line with funds from the Reserve Fund for Sites and Buildings. The Reserve Fund for Sites and Buildings has a balance of more than \$7.5 million at the present time. Even allowing for the Board's operating reserve of five months' operating ca. \$4.5

million, there is at least \$3 million in Reserve that could be spent on Capital projects if needed. In three of the past five years, we have been able to transfer \$1 million to the Reserve Fund at the end of the Fiscal Year. In the other years, we transferred \$500,000. and \$300,000. into the Reserve Fund at year's end.

Mrs. Anthony hopes this helps the Board with the larger picture of capital expense past and pending.

Discussion followed. Future projects for the Capital line will be identified for the August Board meeting.

### CULTURE STATEMENT

In a staff engagement survey conducted in July 2014 (six months after the implementation of the organizational realignment), 50% of respondents agreed or strongly agreed that they were satisfied with the culture of the library, 29% chose "neutral/neither agree nor disagree," 15% chose "disagree," and 6% chose "strongly disagree." Since then, we have taken some steps to create a stronger culture.

The first step took place during Staff Day in December 2014, when all staff took part in an exercise to determine the "ingredients" that make up a healthy organization and culture. Words and phrases such as "Good communication," "Respect," "Friendliness," "Collaboration," "Positivity," and "Teamwork" were mentioned most often by staff. We created a word cloud to capture the results of the exercise and shared it with all staff.

The next step took place during April-May 2015, when a Culture Task Force comprised of newer hires and long-term staff from various departments formed to work on a culture statement. The group's immediate goal was to unpack the word cloud and seek additional input from colleagues to create an aspirational culture statement (see below). The belief is that this statement defines our shared attitudes, values, and practices. We expect the statement to serve as a guide as we strive to live out our culture intentionally.

We are Skokie Public Library.

We serve the community, and we are a community.

Each of us is a whole person with individual experiences and a unique perspective. Our diversity is our strength, and we treat one another the same way we treat our patrons, starting with a belief that others' intentions are good. As colleagues, we respect, value, support, and encourage one another. We recognize that we are better together, and we are committed to direct, open-minded communication and courageous collaboration.

We share a passion for learning, and partnering with others to build a better community. All of us are generous with our time, talent, and resources. None of us are satisfied with 'good enough,' because we know we can be 'great.' Whether contributing to new innovations, or continuing established practices, we stay flexible, mindful, and dedicated. And we leave room to experience joy in our work and our colleagues, because together we form a vibrant whole organization.

Culture Task Force members:

--Bruce Brigell (Adult Services)	--Matt Mackellar (Community Engagement-Bookmobile)
--Gudrun Priemer (Youth Services)	
--Holly Jin (Community Engagement)	--Mimosa Shah (Learning Experiences)
--Jane Hanna (Virtual Community Engagement)	--Paul Jin (Customer Services)
	--Richard Kong (Administration)
--Lindsay Braddy (Access Services)	

Mr. Kong gave a brief history of how the culture statement came about. The Board thanked Mr. Kong for presenting the Culture Statement.

### BOOMBOX REPORT

The BOOMbox Report is appended.

Discussion followed regarding the different STEM/STEAM concepts that have occurred in the BOOMbox since inception. Mrs. Hunter suggested a day trip to the Planetarium to tie-in with the Big & Small theme; perhaps the Park District would want to partner with the library.

### DIGITAL CONTENT QUARTERLY REPORT

The Digital Content Quarterly Report was prepared by Annabelle Mortensen, Collection Development Supervisor.

#### Digital eBook Circulation and Content

Fiscal Year 14-15 closed with a 7.85% increase in eBook circulation and a 51.82% increase in eAudiobook circulation, which accounted for 3% of overall library circulation. In the spring we focused on adding content to our popular OverDrive collection and increasing the number of titles and subjects in our newer 3M platform. As mentioned in the previous quarterly report, 3M launched in February 2014 and has slowly but steadily grown. The 3M collection was enhanced by using information from our

Collection HQ software, indicating the popularity of genres such as romance, biographies, literary fiction. May 2015 was the highest performing month for 3M at the library, both in checkouts (686) and holds (242).

Circulation	May 2014	May 2015	Percentage increase
eBooks from OverDrive	2145 checkouts	2565 checkouts	19%
eBooks from 3M	319 checkouts	686 checkouts	115%

### Hoopla eBooks

Toward the end of May our popular downloadable media platform Hoopla added eBooks and digital comics to its collection. Several thousand books and comic books immediately became available to cardholders through their Hoopla apps. At launch, the content primarily comes from independent publishers such as Tyndale House, Chicago Review Press, RosettaBooks, and IDW Publishing. As with other Hoopla products, we are only charged when an item is checked out. The average cost per use for all Hoopla items is \$1.93 per checkout, and active users check out an average of 3.6 items per month. All items have simultaneous use licenses—titles are available for check out and enjoyment at any time.

Our Hoopla account representatives assure us that the company is close to adding titles from at least two major publishers to the platform. A more robust promotional push is planned for when this richer content is available. However, we did do a brief campaign promoting the digital comics on our library home page. In the first day of the promotion we had 17 cardholders register with Hoopla. In the three weeks since launch, 55 books and 36 comics have been checked out. The most popular book titles so far: *Superfoods* and *Judy Garland on Judy Garland*, each checked out 3 times.

### Other eBook News

- As mentioned in the May Director's Report, the White House announced a ConnectED initiative to provide free eBooks to children through the Digital Public Library of America. Major publishers will provide the free books, but it is yet unknown how the books will be distributed and how children without home Internet connections or digital devices will be able to access them.

- Library Simplified is another eBook project beginning to gain traction. With the help of the Institute of Museum and Library Services, 10 public libraries across the country (including those in New York City, Brooklyn, Boston, Chattanooga and Sacramento) are working on developing technology to make digital collections easier to access. The goal is to create a single platform for various services. We will be monitoring their progress carefully, as a simplified user experience for digital products would benefit all involved.

Brief discussion followed.

Mrs. Hunter left the meeting at 8:46 p.m.

#### REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported on the highlights from the May 22, 2015, RAILS Board of Directors meeting. The following information was taken from the video recording and supporting documents.

Financial Report: RAILS Finance Director Jim Kregor stated that the financial report ending April 30, 2015, had a balance of \$23,900,000 in cash and investments, which represents 27 months of General Fund operations. Total year-to-date expenditures continue to be under budget at 17.7% for the month of April.

Mr. Kregor also asked the Board to approve an amendment to the FY2015 budget, reflecting receipt of an additional Area and Per Capita grant in the amount of \$106,420.21 and the reallocation of funds to the Delivery and E-Read budgets.

Executive Director's Report: After reviewing recent survey results regarding the communication between RAILS and library members, RAILS staff recommended that the Members Advisory Group (MAG) be terminated as it functions currently. It was noted from the survey that member libraries are getting the information they need primarily through other RAILS methods of communication, e.g., E-News and their website. Ad hoc groups will be formed when and where needed to address specific issues. The Board voted to disband the Members Advisory Group, which will be amended in the Bylaws.

Ms. Brennan presented to the Board a preliminary list of future projects charged against the reserve fund in the approximate amount of \$5,050,000.

The next meeting is June 19, 2015 at Burr Ridge Service Center.

#### COMMENTS FROM TRUSTEES

There were no Comments from Trustees.

ADJOURNMENT

At 8:48 p.m. a motion was made by Mrs. Parrilli, seconded by Mrs. Rich to adjourn the regular meeting. The motion passed unanimously.

A handwritten signature in cursive script, reading "Karen L. Parrilli", is written over a horizontal line.

Karen Parrilli, Secretary

<http://americanlibrariesmagazine.org/>

[MENU](#)



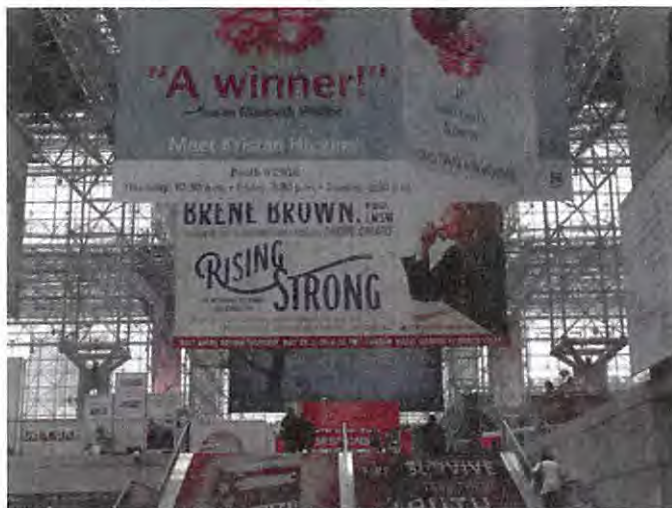
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## Thoughts on BEA 2015: Everything You Need to Succeed

By Carolyn Anthony | June 2, 2015

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The main concourse at BEA 2015.

Public Access to Information.

### Meeting with publishers

Our first meeting was with Skip Dye, a vice president with Penguin Random House (PRH). A key agenda item for us is the company's library ebook business model. Currently, Random House makes all titles available on a perpetual license model at prices ranging from 3–5 times the cost of a hardcover. Penguin's pricing has been comparable to consumer prices, but for a one-year term. We discussed ALA perspectives about PRH's future library ebook business model as the company continues to work through its merger. It will be important to libraries to see how this decision comes down, as PRH is by far the largest of the Big Five.

Because DCWG is looking for ways to help libraries expand their ebook holdings in order to build collections with some breadth and depth, we were looking for options from publishers, such as additional copies at a lower price, pay per use, or other alternatives. It has become clear that paying five times the hardback list price or rebuying titles every year severely limit the ability of libraries to grow their ebook collections since purchasing budgets grow very slowly and must be stretched to cover a multitude of formats. We need a critical mass of e-content before people will look to libraries as a reliable source, and current pricing inhibits that goal.

Although most libraries now offer at least some ebooks, many still have a narrow selection. A 2015 *Library Journal* Materials Survey reported that libraries now spend an average of 7% of their collection budgets on ebooks. Sales of ebooks indicate the potential for more robust circulation, but the dilemma is whether an increased investment will stimulate circulation if the investment yields only a small increase in holdings.

For a first-time attendee at Book Expo America (BEA), my impression was that it was like the ALA Annual Conference on steroids. There were lines everywhere, not only for autographs, but lines for getting tickets to stand in line for autographs.

In spite of the evident promotion and glitz, there was an unmistakable air of getting down to business everywhere one went. And that sense of purpose was clear also to our ALA delegation. I attended as the co-chair of the ALA Digital Content Working Group (DCWG), along with ALA Executive Director Keith Michael Fiels, and Alan S. Inouye, director of ALA's Office for Information Technology Policy (OITP), and Carrie Russell, director of OITP's Program on



The majority of our time spent at BEA was devoted to meetings with midsized publishers, expanding the scope of DCWG's previous work that focused on the Big Five. We wanted to thank them for selling ebooks to libraries, discuss business models, seek feedback, and get their perspective on ebook publishing more broadly (and maybe also different models for mid-list and back-list than for front-list titles).

We met with library representatives from McGraw Hill, Sourcebooks, Akashic Books, Independent Book Publishers' Association, and Workman Publishing to sample their perspectives. We learned that numerous trials are going on in the industry, with some looking at models of simultaneous access when there is a defined community, as in an academic setting. Some publishers have tried pay-as-you-go and found it not economically viable. Some are still hesitant to work with consortia because of the need for contracts. Some are working with aggregators who have other models, such as pay per view or simultaneous users. While publishers are open to bundling titles for sales, bundles create problems for some aggregators. At least the representatives we talked with seemed to appreciate the opportunities libraries offer for marketing publishers' products and expressed interest in author appearances at libraries and other such promotions.

### Panel discussion highlights

Keith Fiels moderated a panel, "The Power of Partnerships," which he acknowledged should have been called "Ebooks: The Continuing Saga." Prices are still too high and the user experience is fragmented. Andrew Roskill, CEO of BiblioLabs and one of the creators of BiblioBoard, talked about the issues of sustainability, improving user experience and reaching underserved communities. He clarified that BiblioBoard is not another content delivery platform, but a platform for promoting content and engaging patrons.

Michael Colford from Boston Public Library also expressed a desire for integrated discovery, calling for a process that is as simple as possible. Veronda Pitchford of the Reaching Across Illinois Library System (RAILS), a multi-type library system serving the northern half of Illinois, talked about E-books Illinois, which serves 1,300 libraries and could be a beta test ground for trying out models for delivering e-content.

Josh Marwell of HarperCollins brought the discussion back to business as he pointed out that the industry average is 30% of sales from ebooks. Library sales of ebooks from HarperCollins represent 13% of total library sales.

Wrap-up comments included the observation that models for ebook sales and distribution should not be defined by the models for print books with check-outs, hold lists and, in general, a model of scarcity. ReadersFirst, the grassroots group of over 300 libraries established to improve access to ebooks, is working with National Information Standards Organization (NISO) on ebook standards. Library Simplified, a project of New York Public Library (NYPL) in partnership with nine other libraries plans to launch its three-click ebook access app at ALA Annual.

“The interest in experimentation by publishers and aggregators was heartening.”

I spoke on a panel titled "Public Libraries, the Publishers' (Discovery and Revenue) Friend in the Digital Age," organized by Seth Gershel, a consultant and former publisher. Nora Rawlinson, publisher of EarlyWord, brought her experience from working in public libraries and publishing to bear on her remarks regarding the extensive presence of libraries in communities throughout the country, making them logical outlets for publishers' marketing efforts. She described an experiment in which a promotion of a mid-list title in a six-branch library system in Maryland resulted in the title becoming not only a local hit, but achieving a place on the *New York Times* Best Seller list.

I pointed out that libraries have displays of popular titles, book clubs, reading promotions, and personalized selection of books for readers in a way that is effective because librarians know their communities and readers' interests. Unlike some of the bookstores that have closed, libraries have roots in their communities and enjoy the trust of their patrons. Libraries want to grow their ebook collections and are looking for flexible terms that make that growth possible. Jeff Jankowski of Midwest Visual talked about models such as Hoopla that offer alternatives for libraries to expand ebook offerings to their users. Andrew Albanese of *Publishers Weekly* closed out the panel with an observation that libraries need to be on the offense in the digital revolution.

The interest in experimentation by publishers and aggregators was heartening. OverDrive touted the success of their "Library Big Read," in which a single title is made available for simultaneous use for a period of time. One can only hope that the experimentation and good will result in an acceptable business model that will enable libraries to become essential players in ebook distribution before their users turn elsewhere to obtain their digital content or divert their energies toward less-contemplative endeavors. ■

# BOOMBOX

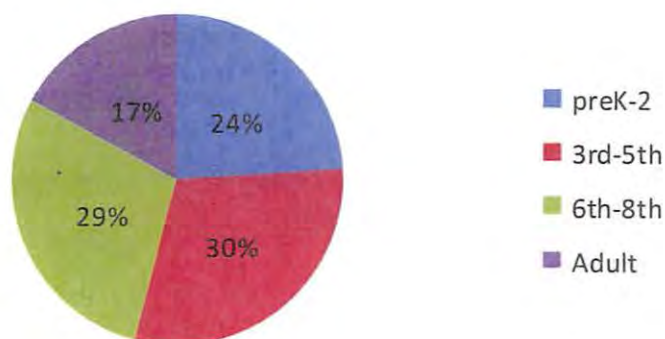
## Overview

After two BOOMbox rotations, nearly 2,000 people attended drop-in sessions and programs in our new STEAM (Science, Technology, Engineering, Arts, Math) space. Fabrication (Fall-Winter 2014/15) provided tools and inspiration for rapid prototyping and making with popular makerspace equipment. Big and Small (Spring 2015) invited learners to explore the unknowns of the many macrocosms and microcosms in our diverse world with microscopes, telescopes, civic science projects, mini computers, and many more hands on activities.

## Drop-In

In 25 weeks, we offered a total of 450 drop-in hours split between youth (grades 3-8), adults (including high school students) and families (grades K and up). While the drop-in sessions reduced by 9 hours weekly during Big and Small, we did introduce Family Drop-In sessions on the weekends. This increased adult drop-in participation by 10%.

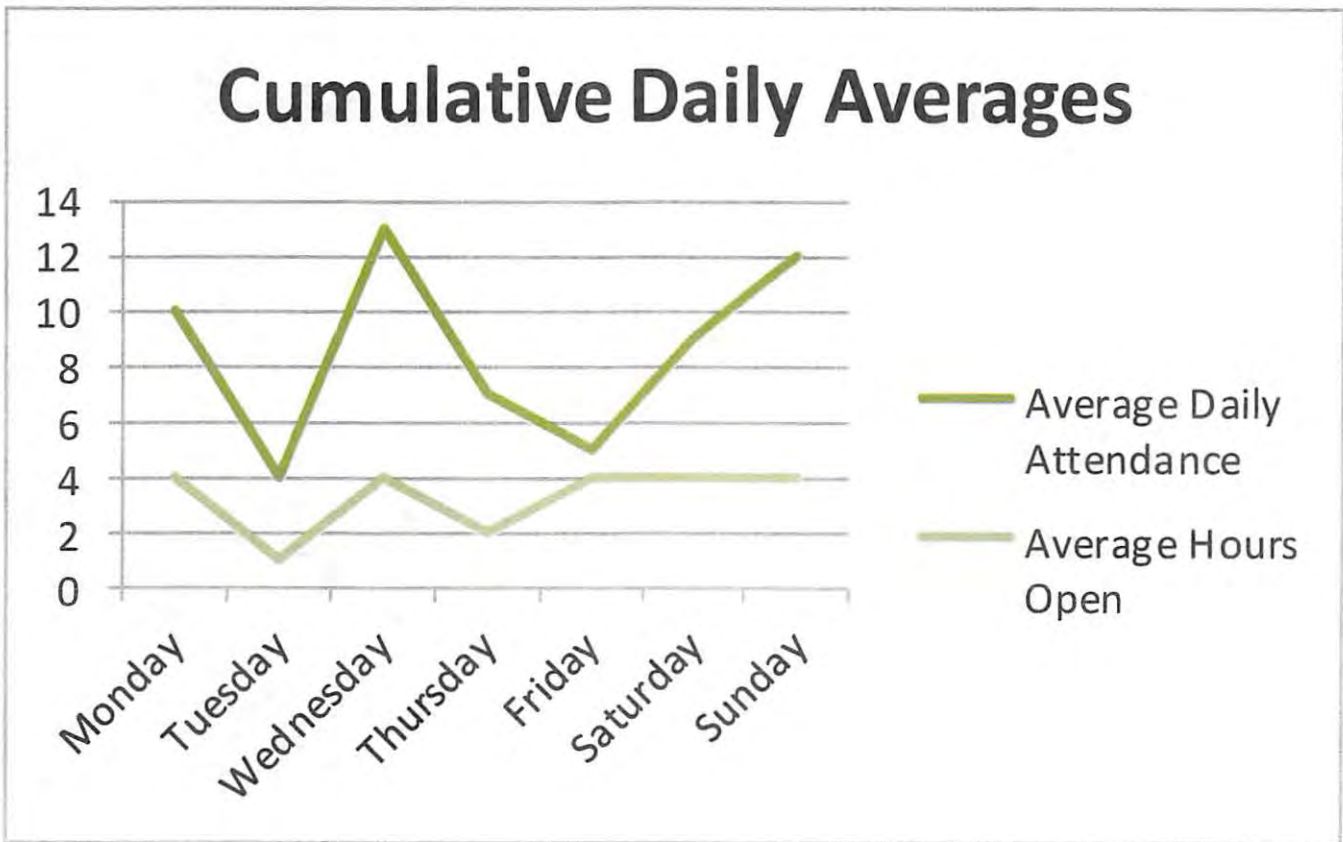
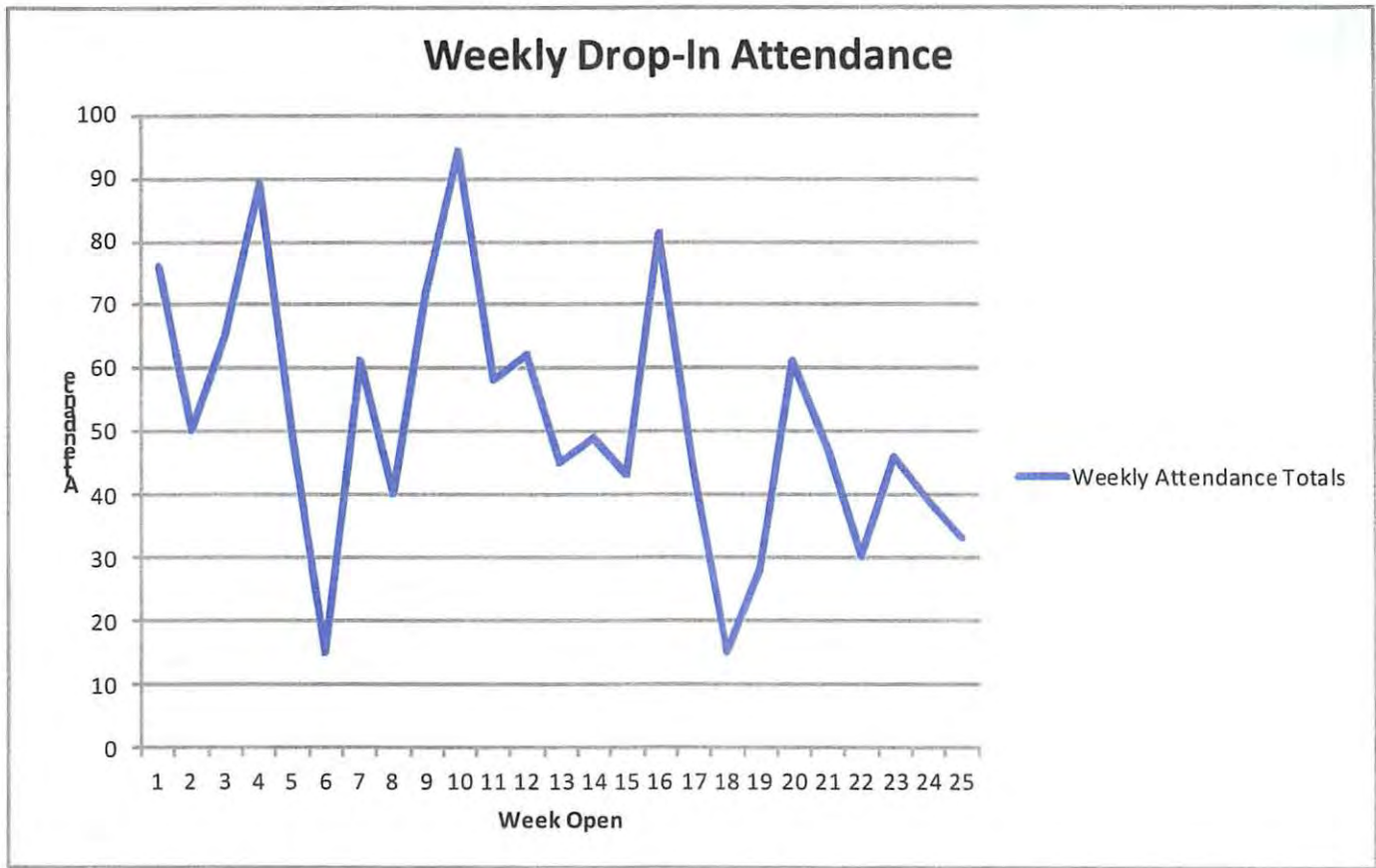
**Cumulative Drop-In Attendance  
by Grade**



## At a Glance

- 1291 people attended drop-in sessions
- 692 people attended programs
- 144 people were on the waiting list for programs
- 74% of drop-in participants used featured equipment
- 50% of drop-in participants received help from a peer
- 29% of drop-in participants helped their peers
- 82% of youth class attendees had fun in the program
- 64% of adult class participants learned something to help in work, school, or home

# Drop-In Usage





## Classes

We offered a total of 88 classes for youth and adults, with 80 in the space, 6 on the Village Green, and 2 in the Radmacher Meeting Room. We increased class offerings by 30% between the two rotations and continued to see consistent attendance and waiting list numbers for all classes.

We experimented with type, frequency, and format of classes for all ages, and will continue to modify classes depending on the rotation theme. Fabrication classes mostly focused on equipment being offered in the space while Big and Small classes had a greater variety but focused on a single STEAM concept.

Youth classes were offered weekly for 3rd-5th grade and 6th-8th grade. We noticed a difference in grade participation, with a significant increase in 3rd grade and 8th grade participants.

Two adult MOOC (massive open online course) classes were offered during the Big and Small rotation. Follow-up interviews reflect an interest in additional MOOC classes being offered at the library and 75% of respondents said they were continuing to independently learn about the MOOC topic.

