



L.E. Phillips Memorial Public Library

MEETING NOTICE

There will be a meeting of the Board of Trustees of the L.E. Phillips Memorial Public Library on **Thursday, October 25, 2007 at 7:00 a.m.** in the **Library Board Room** of the Library at 400 Eau Claire Street, Eau Claire, WI.

AGENDA

1. Member roll call
2. Citizen Comments (limited to 5 minutes per citizen)
3. Approval of the minutes (page 1)
4. Communications
5. Report of the Library Director (page 4)
6. Staff presentation – Administration Division (Michael Golrick) (page 13)
7. Committee reports (page 39)
 - a. President's Report
 - b. Capital Campaign Committee
 - c. Executive Committee
 - d. Legislative Committee
8. Report of the Friends of the Library (page 40)
9. Report of the Representative to the IFLS Board
10. Financial Reports (page 44)
11. Action on bills and claims (page 48)
12. Review of the monthly statistics (page 62)
13. Consideration of Unfinished Business
 - a. Discussion on the 2008 budget
 - b. Discussion and action on a change in meeting time for the Library Board of Trustees [To be distributed separately]
 - c. Organizational Wellness Assessment

14. Consideration of New Business

- a. Discussion of parking time at meters in front of Library (page 64)

15. Directives from the Library Board of Trustees to the Library Director

16. Adjournment

In order to accommodate the participation of persons with disabilities at this meeting, the Library will provide the services of a sign language interpreter or make other reasonable accommodations on request. To make such a request, please notify the Library at (715) 833-5318 at least 2 days prior to the meeting.

Trustees: If you are unable to attend this meeting, please notify the Library's Administrative Office by calling 839-5318.

L.E. PHILLIPS MEMORIAL PUBLIC LIBRARY
Minutes of the Meeting of the Board of Trustees

A meeting of the Board of Trustees of the LE Phillips Memorial Public Library was held on Thursday, September 20, 2007 at 7:00 a.m. in the Board Room of the Library. The following members were present: Dickey, Jurmain, Olson, Radtke, Schneider, Simonsen, Stelter, Von Haden and Xiong.

MINUTES OF PREVIOUS MEETING

On a motion made by Kathie Schneider and seconded by Linda Stelter, the Board unanimously approved the minutes from their August 16, 2007 meeting.

REPORT OF THE LIBRARY DIRECTOR

Michael Golrick stated that his mother's health is improving at this time. Michael Golrick and Laura Miller continue to research customers being able to pick up their holds without staff assistance. If customers are allowed to pick up their holds, a space decision will have to be made in order to accommodate it.

STAFF PRESENTATION

Chrissy Knoelke gave an informative presentation on the many different programs and services that Youth Services provides for babies through teens.

COMMITTEE REPORTS

Capital Campaign Committee

Discussion took place on how individual Board members can help support the Capital Campaign. One idea is to send weekly e-mails with possible donors identified to Board members and volunteers and they can chose which possible donors they wish to call on.

Each Board member will complete the Library Capital Campaign Help Form.

All Board members will e-mail Mary Jurmain and Michael Golrick their list of organizations they belong to, with contact names and the best way to approach the organization for a donation.

Michael Golrick passed out a booklet from ALA that promotes libraries. Michael Golrick will check into obtaining additional copies and using some of the information presented in the booklet.

The Distinguished Service Award Committee already has four nominations which are being held from prior years. The nomination forms will be posted on our new website and will be available in the Library.

On a motion made by Barb Dickey and seconded by Kathie Schneider, the vote was unanimous to approve the Distinguished Service Award Committee description distributed at the meeting.

REPORT OF THE FRIENDS OF THE LIBRARY

Seven adult and two young adult entries have been received for the Libraries Changes Lives Contest so far. A reception will be held for all the contestants at 6:30 pm, Monday, October 15 followed by the Friends' monthly meeting. Kathie Schneider is encouraging Michael Golrick and all Board members to attend.

The book sale that was held on September 14th and 15th resulted in \$5,321 in sales.

REPORT OF THE REPRESENTATIVE TO THE IFLS BOARD

Sue Olson stated there was no meeting in August. The next meeting will be the week of September 23rd. There will be more information to report at the next Board meeting.

ACTION ON BILLS AND CLAIMS

On a motion made by Kathie Schneider and seconded by Jean Radtke, the vote was unanimous to approve the Bills and Claims for August 9 - September 6, 2007, as well as the Additional Bills and Claims for August 2007.

REVIEW OF THE MONTHLY STATISTICS

Michael Golrick pointed out the traditional interlibrary loans continue to decline as well as the renewals from inside the building. This is the result of more customers using remote computers and the phone to complete their renewals.

CONSIDERATION OF UNFINISHED BUSINESS

Julie Gast and Michael Golrick have been having conversations regarding the "maintenance of effort" guidelines for the 2008 budget. The Library must meet state "maintenance of effort" guidelines. Municipal funding for library services cannot be less than the average of the past three years otherwise the Library could lose membership in the public library system. Since this Library serves as the resource library for IFLS there would be significant loss of income for the Library should this occur. Julie Gast and Michael Golrick are paying a lot of attention to this matter.

On a motion made by Kathie Schneider and seconded by Bob Von Haden the vote was unanimous to approve the new Planning Committee description.

On a motion made by Kathie Schneider and seconded by Linda Stelter the vote was unanimous to approve the new Development Committee description as amended.

CONSIDERATION OF NEW BUSINESS

On a motion made by Sue Olson and seconded by Linda Stelter the vote was unanimous to approve the adoption of proclamation for National Friends of Libraries Week.

Michael Golrick will talk to staff and gather information regarding the possible change in meeting time for the Library Board of Trustees. Michael Golrick will send an e-mail and copy Mary Jurmain to staff and Board members listing possible options.

On a motion made by Barb Dickey and seconded by Linda Stelter the vote was unanimous to approve changing the date for the October meeting to October 25.

On a motion made by Linda Stelter and seconded by Kathie Schneider the vote was unanimous to approve the elimination of the Transportation Committee.

DIRECTIVES FROM THE LIBRARY BOARD OF TRUSTEES TO THE LIBRARY DIRECTOR

A directive was given to Michael Golrick to contact ALA about receiving more of the ALA booklet that was passed out at the meeting and using some of the information presented in the booklet.

A directive was given to Michael Golrick to attend the October Friends meeting.

A directive was given to Michael Golrick to request a final written report of the Transportation Committee from Bob Fraser.

A directive was given to Michael Golrick to gather the responses about the possible change in Board meeting times and dates.

A directive was given to Michael Golrick to gather the Board members' responses from the Library Capital Campaign Help Form.

A directive was given to Michael Golrick to compile the Board members' responses about the organizations they belong to, with the name of a contact person and the best way to approach each one regarding a donation to the Capital Campaign.

ADJOURNMENT

Oua Xiong moved to adjourn the meeting. This was seconded by Pat Simonsen and the vote was unanimous.

Respectfully submitted,
Jackie Depa
Associate II



Library Director's Report October 2007

Library Director's Report

In a separate section below is a compilation of the reports on the visit from a consultant from Innovative Interfaces, Inc. (our library automation system vendor). The visit was coordinated by the staff at the Indianhead Federated Library System (IFLS) which helps manage the automation consortium. I attended several of the sessions in the Library, and attended the concluding session.

The first Leadership Eau Claire event, after the retreat, was Agriculture Day. This included visits to the landfill, a working, modern dairy farm, an Amish farm, and an Amish store, and the Beaver Creek Preserve. It was an interesting day. The small group of which I am part will be working on a marketing campaign for Big Brothers/Big Sisters with a focus on recruiting male mentors.

During the month, Julie Gast and I met with IFLS Director John Thompson. He wanted to better understand the Resource Library Contract and why certain things were included. We agreed to meet again, and to begin any discussions about changes before the budget process begins. As part of that meeting, we had a conversation about the State's Maintenance of Effort. There is some confusion because the legislation is vague, and the form to collect data does not use accounting terminology consistently. The definitions will be further discussed with the other systems and the State Library staff. I also attended my first IFLS Advisory Council meeting. It was an opportunity to learn more about the other libraries in the region.

Board President and Capital Campaign Co-Chair Mary Jurmain, Capital Campaign Co-Chair Charlie Graaskamp and I met with Dan Market of Market and Johnson in October. He had some good advice and thoughts. The budget is adequate or perhaps generous. I will be contacting the City/County Purchasing Director to determine whether we can develop a construction management process which will allow us to start the project sooner rather than later. Alan Jenkins (marketing consultant for the Capital Campaign) and I interviewed an excellent student to serve as the marketing intern for the Campaign.

Among other events outside the Library, I attended the annual breakfast which Chippewa Valley Technical College hosts for Chamber of Commerce members. I attended an informational meeting about 2-1-1- meeting which is a United Way service being launched in Eau Claire in January and uses our Community Information Database. I was part of a focus group for the UWEC Strategic Planning process. I have been asked to participate in Clear Vision Eau Claire, the community visioning process.

The week that this mailing goes out, I will be at the Wisconsin Library Association Conference in Green Bay. I was recently notified that I was elected to serve as a Director for the Wisconsin Association of Public Libraries (WAPL), which is the public library division of WLA. This means more email, but only two meetings other than at conferences. On a more personal note, my mother continues to be reasonably well, and recently attended her aunt's 98th birthday celebration in Rhode Island.

Self Service Hold Pick-up

I asked the City Attorney's office for an opinion about the structure of the system created "code" for self service holds. Here is his opinion:

You request an opinion of whether our library may use an automated system which allows patrons to help themselves and pick up pre-reserved books or other materials that are set aside and "coded" for the patron on the shelf. The code would use the first two letters of a person's first and last name as well as the last four digits of their telephone number. You raise the issue of whether this code could be easily broken and, therefore, have confidentiality issues and concerns for our patrons.

I reread the informal AG opinion dated November 26, 2006 (video surveillance in libraries), as well as Sec. 43.30(1m), Wis. Stat., the statute prohibiting the disclosure of library records that identify patrons. Since there is no reported case law, this opinion should be given weight and is important. I also called the AG's reference librarian and there are no other formal or informal opinions or correspondence/letters from their office on Sec. 43.30(1m).

This appears to be an issue of how the code is structured. I agree with you that the AG might not approve current system's code and I would encourage one that only the patron would know. Perhaps the patron could receive a special code when calling in that has no connection to that patron's identity. I realize that a more complicated code may make the system less patron friendly, but I would advise against one where the patron's identity could be determined.

At this time, I would like to put the idea aside until the renovation project (which includes the needed space) is more imminent.

III Consultant through MORE

The III Consultant arrived on Tuesday, September 25. Georgia Fujikawa spent most of the morning in the MORE Office. Amy and Becky attended the IFLS session Tuesday afternoon. Becky attended the Fall Creek session Wednesday afternoon. Amy attended the Rice Lake session Thursday morning. Amy also attended the wrap up session Friday morning. Sharon Price also attended the Technical Services/Cataloging session at Rice Lake Public Library on Thursday afternoon, and the follow-up session at IFLS on Friday morning. Laura Miller, Circulation Manager, attended several follow-up sessions in which the Innovative Interfaces consultant reviewed her library visits and suggestions for possible workflow changes using our system that would be beneficial to the consortium. Her full report will be available next month. Jolene Krimpelbein participated in the Innovative Interfaces workflow consultants visit to the L.E. Phillips, Fall Creek, and Rice Lake libraries. She also attended the wrap up and evaluation session at the Indianhead Federated Library System. In addition she recently completed the project to replace all the backup tapes used by the Innovative System with new media. Renee Ponzio also participated. She attended two site visits, the one here at L.E. Phillips and the one at Rice Lake and the meetings on Tuesday and Friday at IFLS.

Technical Services staff spent approximately four hours with the III consultant. Staff identified a number of areas to change in Technical Services workflow. Among the items identified include: investigating small individual label printer for serial labels; changing workflow so that items are handled once, and at receipt and invoice the item level record is

created; investigating if Baker & Taylor electronic records be used; having labels printed more automatically; and using electronic claiming and invoicing with serials vendor W.T. Cox.

On October 1, Technical Services staff met with Cathie Currier and Julie Woodruff of IFLS to discuss the consultant visit and make certain that all needed information was in place to begin implementing the changes.

All staff report having learned a great deal from the visit, and have begun thinking about ways to more effectively use the automation system.

From the Management Team

Staff and Human Resources

Diane Bilderback received an award for 10 years of service at the Library. Diane is a circulation page who has worked evening hours on top of her full-time job.

Circulation has hired two new pages this month. Angie Greenlund was hired to fill a vacant afternoon page position, and one newly hired page replaced Joan Crane who resigned in late September. Michele Stellick began her training on October 2nd.

Sara Slattery, who had returned to be a Desk Clerk in late March, left in September. Sara was offered and accepted a position in Pittsville as a library media specialist. Sara held two positions in the library. Besides being a Desk Clerk, she was a Reference Page. Natalie Singer, current circulation evening page has been hired in that position. There will once again be circulation interview processes for the new vacancies.

Public Relations and Programming Services (PRPS)

In September, PRPS worked with Circulation Staff to once again make a special effort to get the parking brochure in the hands of our customers. We have done this twice already this year (in March and in June) and plan to draw attention to the brochures again in December as snow starts to fall.

Melany Bartig and Bess Arneson greeted thousands of University of Wisconsin-Eau Claire freshmen as they made their way along the campus mall between classes. Our new "Welcome Students!" brochure with a map to the public library was a big hit. Dozens of students were very appreciative of the opportunity to get a library card in the town they're now calling home.

Melany and Bess braved the elements again on September 15, this time in their winter jackets and mittens, to staff a library presence at the International Fall Festival on Barstow Street in downtown Eau Claire. The balloons and pencils they handed out were well-received by kids of all ages (of course), and there were lots of opportunities to point out the location of the library, talk about its services, and recommend the Friends book sale that was taking place that same day.

New signs have been installed on the off-site book drop boxes. Larry Nickel installed the two kinds of signs: one encouraging people to make sure their items go all the way into the box, and one that is actually a sign-holder whose contents will be changed each month to promote a library service or event.

Larry also worked on the design for an updated library card incorporating the new library logo, the new color palette, and the new web address, www.ecpubliclibrary.info. Another of

Larry's projects was to transfer some of the videotape footage shot by Chrissy Knoelke of YS staff at the library's Back to School Bash to a digital format for use on the website.

The library hosted a concert in September: Dorian Michael, an acoustic guitarist from California touring the Midwest, gave a lively, engaging and humorous performance on September 12. PRPS staff welcomed many newcomers who were attending their first concert at the library.

Bess worked with University of Wisconsin – Eau Claire English professors to select topics and presenters for lecture series in 2008 sponsored by the library and the Elizabeth G. Morris Scholarship Fund. From the proposals submitted this fall, two were selected: David Jones will present a series in March and April on "Rock and Roll and the Rest of Us: Assessing Post-WWII Pop Music, Mass Media, and Social Change," and Gloria Hochstein will do a presentation in the fall on the topic of gender issues in speculative fiction.

Preparations for upcoming programs were a big part of PRPS September activities. Melany Bartig created flyers for *The Book of Moons* art show, *5 Fabulous Foreign Films*, *Shakespeare's Henry V, Film and War: An Inspired Discussion* and *When Did My Life Become a Game of Twister?: An Evening with Mary Pierce*. Melany also produced and printed a "Living Green" bibliography, a poster and brochure for the "traveling" Banned Books program, and a program for the YA Banned Books reading at the library

Safety and Security

Larry Nickel met with Dennis Clausen of Apex Engineering in September to discuss replacement of the library's fire alarm system. The current system is over thirty years old and has never been substantially modified. Mr. Clausen has provided the Library with a quote for his firm's work to design and write specifications for a new fire alarm system, as well as an estimate of costs for the entire system. Once specifications are written, a request for proposals will be sent out to vendors. Larry will continue to work with Jackie Depa of Administration on preparing bid documents.

The rains held off long enough for the annual fire extinguisher training for all city staff to proceed as scheduled. This year, employees with last names beginning with K through Z were required to attend. The training includes hands-on experience, in which each participant uses a fire extinguisher to put out a fire under the oversight and control of fire department personnel.

Technical Services

Jean Nemitz worked on several special projects and completed two, catch-up of ordering replacement nonprint, and ordering of special items for new Daycare kits for Youth Services. Jean also worked with Sharon readying for the meeting with Tom Hoff, City of Eau Claire, Julie Gast, Jean Pickerign and Georgia Fujikawa regarding the use of the Output Vouchers product. This product allows for the importing of invoices from Millennium Acquisitions to MUNIS, the City financial system. The meeting was productive and Jean Nemitz will create a small file to test how data is set for export in Millennium Acquisitions.

It is sometimes difficult to find a replacement images for DVD/CD inserts that have been damaged or lost. Donna Swenson set up a meeting with Selectors, Teri Oestreich and Jackie Hagenbucher to show examples of hard-to-find images and set time parameters for TS staff searching for an image.

Sharon Price and Jean Pickerign did fine-tuning of electronic invoicing process for Baker & Taylor. The next step will be to setup with BWI, the Youth Services major vendor. Donna Swenson began as Chair of Staff Affairs committee, September 1. Processors are scanning the Large Print Fiction for annual inventory. Donna Swenson continued to work with John Stoneberg on checkout period for lengthy multiple DVD sets, specifically television series and mini-series. The issue will be discussed at the next Collection Development meeting.

Youth Services

Youth Services staff had a table at signing day on September 4th at Meadowview Elementary. They displayed information on upcoming youth and family programs and signed people up for library cards. Youth Services resumed the daycare visit program this month. They currently have 11 centers participating in the program. Staff visit each center once a month and present a 30-minute story program and deliver a themed kit of materials for the kids and staff to use. Alisha has been working hard to create four new kits that will be available for the centers to reserve in October.

Jill and Shelly attended a workshop at IFLS on serving homeschoolers. It was a nice way for both of them to meet and talk with staff from other libraries about this and many other topics. Jill hopes to implement some programming geared specifically towards this population in the future.

Chrissy has been working on the Turn Over a New Leaf @ the Library program for students ages 7-18. Through this program, students can “read off” their fines on Eau Claire items and re-establish “good credit” on their library accounts. The program begins October 16th and runs through November 17th.

Several book reviews for the new Readers Blog have been received on the teen portion of the website. Teens had through the end of September to submit their book review and be entered into a drawing to win some hot new Young Adult titles. The winners will be announced during Teen Read Week in October. Chrissy is working with YAAB to celebrate Banned Books Week by recruiting YAAB members and their guests to read a passage from a banned book of their choosing in the library’s lobby on Wednesday, October 3.

Recently, Chrissy purchased new chairs for the YA Lounge Internet stations, as the former chairs had fallen into a very sad state from receiving so much use. She is also looking into purchasing a new shelving unit for the YA magazines, with input from the YAAB members.

On September 20th, Youth Services had a guest from American Eagle read a story to their preschool storytime group as part of Jumpstart’s Read for the Record campaign. The national campaign is designed to encourage hundreds of thousands of children and adults to read the same book, *The Story of Ferdinand*, on the same day, in support of children everywhere. American Eagle is one of the national sponsors of the program.

Assistant Director

On September 12, Assistant Director John Stoneberg attended a day-long IFLS workshop in Rice Lake entitled “Would You Rather? Making Choices in a Web 2.0 World.” John said it was probably the single best continuing education day he had attended for quite a long time including PLA, WLA, WAPL, WiLS World, etc. The workshop was presented by Stef Morrill, Associate Director, South Central Library System and Beth Carpenter, Library Services Manager, Outagamie Waupaca Library System. Both speakers were savvy, relaxed, down-to-earth and enthusiastic.

The workshop was very interactive, full of plenty of examples, visuals, discussion, etc. Most importantly, the presenters created a wiki for the workshop and attendees added to it in the course of the day. The wiki even has lots more than what was in the workshop and anyone could get quite a bit out of just walking through it at: “Making Choices”: <http://makingchoices.pbwiki.com>. The many topics that were covered included: blogs, instant messaging, text messaging, podcasting, screencasting, vodcasting, image sharing, social networking, Doodle, Google docs, wikis, Basecamp, RSS, aggregators, social bookmarking, tagging and tag clouds, social "cataloging" and mashups.

On September 8, John was one of the presenters at the annual Quad Counties Genealogical Meeting which was hosted this year by the Genealogical Research Society of Eau Claire (GRSEC) at the L. E. Phillips Senior Center. He did a review and update of materials and resources available through the library including Ancestry Plus, Heritage Quest, digital Sanborn maps, ACCESS Newspaper Archive (and the newly available digital copies of historic Eau Claire newspapers), online Eau Claire city directories, local databases and more. There were about 80 attendees at the program.

Continuing to cooperate with the Chippewa Valley Fundraising Professionals, John provided text and content for the Nonprofit Resource Center at the organization's new website at www.cvfrp.org. LEPMPL cataloger Donna Swenson got CVFRP approved by the MORE Bibliographic Standards Committee and established as a new subject authority record (also searchable as a word search). 92 records from LEPMPL, Chippewa Falls and Menomonie already have the added heading. To see the records, go to www.more.lib.wi.us, change the search to Subject (or Word) and enter CVFRP and click to search. When you get your results, you can also limit search and sort by date so that the newest come up first.

Jill Przytarski (pronounced “puh-tar-ski”) is a UW-Eau Claire fieldwork student at the library this semester and John is coordinating her activities. Jill is a senior in creative writing and has completed all her library science minor classes. At this point, she would like to eventually find a job in a small public library. She works at the university library. Jill needs to put in 160 hours and we are trying to give her as diverse an experience as possible.

John participated in the Innovative Interfaces workflow consultation time at LEPMPL including the MORE office, Circulation and Technical Services. He also attended the wrap up and summary discussion by the consultant at IFLS.

Circulation

Linda Flach, Circulation Assistant has replaced Kim Kohls on the Library Staff Affairs committee. Jackie Hagenbucher, Library Assistant II and Kris Jarocki, Desk Clerk provided a wonderful morning break “kick-off” party for library staff for the United Way Fund Campaign (library staff can choose a payroll deduction for this donation).

With the help of library pages, Laura Miller has updated the page manual. The page manual is used for training in new pages starting with a tour of the library to the necessary steps to do an efficient and effective “sweep” of the library (better known as a “clean-up”).

The annual order of 12,000 library cards has been submitted to the vendor. The card will change in appearance and text with the new Library logo, new website address and new color palette.

Information Technology (IT)

The new telephone notification system was setup and all functionality tested. Multiple staff are reading the documentation and learning the operations of the new software. Carla Powers, Director of the Rice Lake Public Library, volunteered to act as “the voice.”

Work on the revised MORE on-line catalog web site is wrapping up and it is hoped to release the new interface in approximately two weeks. Highlights of the new release include: revised format icons, advanced keyword searching, advanced searching, spell checking, additional sorting functionality, relevance ranking, creating dynamic materials lists, and a tabbed search interface on the home page.

The library’s new website (<http://www.ecpubliclibrary.info>) has been live to the public for approximately two months. Feedback continues to be overwhelmingly favorable. We have been asked by two other educational institutions in the Eau Claire area for permission to use our site as a template for their revised sites and we were pleased to learn that the site, and Jeff Burns, has won the 2007 Media and Technology Section's Webbies Award for Most Accessible Site.

Kris Nickel worked with Chris Dahlke of Heartland Business Systems to complete the Virtual Local Area Network (VLAN) configurations as needed for network security for wired workstations. In addition both the primary and secondary connections to the CINC network are in place. Significant activity regarding the VoIP telephony system has also occurred and most network related activities that can be done have been done. Completion of the station reviews (a listing of features and functionality needed by the phones in a given unit) is the next critical step. I.T. staff is assisting in this task.

All network cabling and the installation of the access points as needed for the project to provide the public with wireless internet access have been completed. Major remaining steps that remain include:

- replace 9 existing 2.4 Ghz analog telephones. These are on the same frequency range as the wireless network and will cause interference;
- connect to the WINS network as a source of internet access for staff machines and convert the existing DSL for wireless Internet access;
- public desk staff will need to develop policies and / or procedures needed for handling customer interactions;
- configure the wireless controller;
- finalize network configurations related to security.

Reference

Larry Nickel put together a Reader's Advisory table on “Under-Appreciated Mysteries” in September. Cindy Westphal has now ordered the Federal Tax forms for the upcoming tax season. She also created and maintained a Reader’s Advisory table on “A Cup of Tea and a Cozy Mystery” and proctored two tests for customers taking online or long-distance learning classes.

Several Reference staff attended mandatory fire extinguisher training and training on tips and troubleshooting for Overdrive, the library’s digital audiobooks service. Cindy arranged for Employee Recognition awards for ten-years of service to Paul Marshall-Potter and Margaret Stolp. Theresa Boetcher continued to work on the Community Information Directory. She made 48 changes; added 3 and 2 deleted. In addition she trained Joe Niese on how to input items into the CID. David Dial made 6 Club Read lists for audiobooks. David also, sent a review to Leah Langby from IFLS, which she printed in “Yen of Youth” newsletter for September 10.

Renee Ponzio participated in the “Slam the Boards,” an all day reference librarian event using online products such as Yahoo answers or YEDDA. These are places where people can

post questions and have them answered by anyone. The idea was to let the person know that a librarian answered their question and what library the Librarian was from therefore raising our profile. There were participating Librarians from all over the United States.

In September the Home Delivery Service lost three customers and gained five making the current total 183 customers. The Heatherwood book group which Kathy Herfel leads discussed *Kitchen Privileges* by Mary Higgins Clark. Kathy also spoke to the Solorlag Norwegian society at the Plaza on September 12. She told them about the online genealogical resources here and those of the Genealogical Research Society of Eau Claire.

Respectfully submitted,

Michael Golrick
Library Director

Stories from the Front Lines

Every once in a while staff are reminded why we work so hard to draw people's attention to the library and all the services it offers. On September 11, PRPS staff visited a women's group at a local church and gave a talk about books and audiobooks available at the library. The group was interested in getting recommendations of good books to read. Later that same day, as a customer (evidently a member of the morning's audience) was checking out her books, she remarked to the clerk that "this morning's presentation made me want to read again." We are happy to report a new, satisfied customer.

A reporter for the Wall Street Journal called and wanted a description of what Eau Claire was like in the 1890s – business, population, etc. Cindy gave her the population figure for 1890 which was 17,415 told her how to use Lois Barland's notes on the web site, gave her a contact at the University who specialized in local history and then read to her some of the information found in our local history books such as when some of the lumber companies were formed, banks, hospitals, other businesses.

August 7, 2007

Dear Mr. Galrick,

I am the one who lit off the smoke bomb in the library. I am very sorry for what I did. I understand that I lit off the smoke bomb in the library and burned a hole in the carpet. I also understand that it could have started a fire in the whole place. I admit what I did was wrong, and I wish I never did that. I knew even while I was doing it that it was wrong which is why I wish I didn't even do it. I know it could have burned the place down and possibly killed some people. In the future I will avoid doing fireworks, smoke bombs, or any other explosive outside my home. I will find better things to do or spend my time on things like sports or anything that can help me, but not hurt me.

Sincerely,

CIRCUIT COURT
EAU CLAIRE COUNTY
RECEIVED

AUG 07 2007

CHILDREN'S DIVISION

Library Administration

Michael Golrick
October 25, 2007

Staff assigned to Administration

Part time

- Lori Jungerberg – Page
- Larry Nickel – Safety and Security
- Laura Miller – Human Resources Manager
- Mary Blakewell – Assistant II
- Jackie Depa – Associate II

Page

- Photocopies materials for library staff, including form area in Administration workroom.
- Processes and mails check vouchers, assuring correct amounts and addresses.
- Files catalogs and other materials.
- Retrieves and refiles voucher documentation.
- Cleans PCs once per month.
- Empties recycled paper bins once per week.
- Mails Library Board materials from Administrative trays once per week.
- Maintains copy paper inventory in Administration workroom (weekly review and contact to custodian).
- Other duties as directed.

Also works in Technical Services



Safety Coordinator

- Chair of the Library Safety Team
- Member of the City Joint Safety Team and the City Administrative Safety Team
- Drafts and recommends safety/security procedures and policy
- Manages communication with security system vendor; selection, operation and maintenance of security equipment and associated building issues
- Supervises and maintains building entry systems.
- Manages incident reporting system by means of review, communication, and follow-up
- Organizes and accomplishes training for safety-related topics such as fire extinguishers and CPR.

Reports to Library Director on Safety and Security functions

Also works in Reference Services and in Public Relations and Programming Services



Human Resources Manager

- Responsible for developing and organizing the library's personnel program and making recommendations to the Director regarding personnel matters
- Analyzes jobs, develops job descriptions and specifications for the library
- Writes policies and procedures for recruiting, selecting, evaluating, promoting, transferring, dismissing employees



Human Resources Manager

- Oversees policy implementation
- Makes recommendations for changes in personnel policies and procedures
- Coordinates all job interviews
- Participates on interviewing teams
- Prepares personnel budget requests.

Also serves as Circulation Services Manager

Assistant II

- Enters and prints purchase orders on financial system, and faxes or mails
- Inputs accounts payable vouchers on financial system, proofs, balances and posts
- Schedules interviews for job applicants, reserves room and notifies interviewers and units. Checks references and handles correspondence
- Updates Employee Handbook, Orientation Handbook, Problem Patron Manual and Customer Service Manual
- Prepares word processing and spreadsheet documents for Library Board and staff members
- Creates and updates unit forms



Assistant II

- Posts staff meeting agendas, takes staff meeting minutes, distributes and files minutes
- Orders materials, copies and assembles annual budget for mailing and distribution
- Sends Management Team meeting agenda along with previous meeting minutes and any additional agenda items
- Keeps monthly copier and company copier totals
- Manages library job description files
- Sends acknowledgement letters to Endowment Campaign contributors

Assistant II

- Counts and verifies daily Circulation cash and enters data on balance sheet
- Empties coin from copiers for weekly cash, balances weekly cash and prepares deposit slips and weekly cash report
- Maintains staff bulletin boards and staff lounge mailboxes
- Distributes paychecks in supervisors absence
- Arranges for copy machine service
- Arranges for routine maintenance and repair of the library van
- Counts and verifies daily Circulation cash and enters data on balance sheet

Assistant II

- Empties coin from copiers for weekly cash, balances weekly cash and prepares deposit slips and weekly cash report
- Maintains staff bulletin boards and staff lounge mailboxes
- Distributes paychecks in supervisors absence
- Arranges for copy machine service
- Arranges for routine maintenance and repair of the library van
- Verifies employees' timesheets, makes adjustments if necessary, copies and sends to City payroll

Assistant II

- Maintains mailroom magazine sorting list
- Sorts, distributes and routes mail
- Along with supervisors, prepares list of items for disposal at City auction. Offers usable items to IFLS library and arranges for pick up and delivery of items. Coordinates with buyers for the pickup of sold auction items.
- Updates in-house staff phone list
- Keeps inventory and orders overhead supplies for AS workroom
- Keeps inventory of printer and copy machine toners

Assistant II

- Itemizes monthly STS telephone billing and routes to staff
- Assists staff completing UPS forms and duplicating requests to City Hall and approves City billing invoices for these services.
- Keeps FAX list current
- Back up person for Centrex Mate
- Serves on committees
- Produces and reformats Library Board policy changes, files and distributes after approval by Board
- Prepares Library board meeting packets for mailing

Assistant II

- Collects electronic board meeting items and e-mails to Board members
- Prepares Library Board meeting agendas for public notice, faxes and emails to news media.
- Prepares Library Board informational binders for incoming Board members
- Contacts Library Board members for the Director
- Keeps Board mailing labels and mailbox labels current
- Orders and sets up Library Board meeting refreshments

Has other Circulation Department duties

Associate II

- Administers library purchasing function in compliance with City ordinance, and advocates for competitive pricing environment; recommends and purchases equipment and supplies.
- Processes invoices for payment and returns for credit. Monitors open purchase orders for closure.
- Obtains W9 forms from library contractors.
- Oversees non-collection material inventory function, including design and safeguarding of supplies and other assets.



Associate II

- Under supervision of Business Manager, oversees library's cash management function.
- Reviews travel requisitions and vouchers, and assures compliance in accordance with the Library's Policy on Travel. Researches and books flight arrangements
- Performs quarterly Act 150 location audit of patron records.
- Manages library's imaging software system.
- Manages library's historical records, and department's web page and intranet documents.
- Files quarterly Affirmative Action reports.
- Maintains personnel files for union and temporary employees.

Associate II

- Conducts driving record checks annually.
- Coordinates flu shot clinic for library employees
- Assists with recruitment procedures. Maintains job applicant database in Access software, and preservation of applicant files.
- Conducts criminal background checks, and employment reference checks on applicants as requested.
- Assembles new employee packets, and meets with all new employees to complete required payroll forms and orientation to salary, benefits and work rules.
- Takes, prepares and keeps Library Board minutes.
- Assists with employee leave balance administration.
- Assists Human Resource Manager and/or Business Manager with state and federal employment law such as Fair Labor Standards Act, family leave, wage and hour issues, COBRA, and HIPAA regulations.

Full Time Staff

- Julie Gast – Library Business Manager
- John Stoneberg – Assistant Director
- Michael Golrick – Library Director

Business Manager

- Supervises library financial condition; provides information relative to individual budgeted accounts throughout the year for Board, Director, auditors, staff, and outside groups.
- Prepares monthly and annual financial reports.
- Administers library purchasing program. Purchases capital items. Investigates and recommends models of library equipment for purchase. Oversees maintenance of inventory of items stored in library basement. Supervises selection of items for City auction.
- Verifies and prepares all vouchers for approval and payment, assigns account number, and submits bills and claims listing to Library Board for approval.
- Makes adjusting journal entries for accruals and closing entries at end of the year.
- Maintains subsidiary ledgers for various accounts.



Business Manager

- Manages service and maintenance contracts on equipment and insurance coverage on fine arts exhibits.
- Supervises, trains, and evaluates Administrative office staff.
- Maintains comprehensive files of library records and historical information.
- Maintains library's petty cash and supervises weekly cash count.
- Compiles various surveys and reports and keeps and analyzes library statistics.
- Maintains and revises Library Board Policy Manual.
- Conducts and compiles research for policy decisions.
- Maintains official Board records.

Business Manager

- Assists in the administration of the library personnel program with responsibility for recruitment, testing and reference checking. Assists in design of personnel forms and employment application forms.
- Orients new employees on personnel policies and fringe benefits, counsels current employees regarding personnel policies and benefit programs.
- Administers pay plan, computes and prorates pay increases, deductions, and benefits. Administers fringe benefit program.
- Maintains all employee personnel records and union records.
- Makes recommendations to Director for changes in personnel policies and acts as a resource person for Library and City staff in the collective bargaining process. Assists in interpretation of contract language.
- Responsible for day-to-day administration of various federally funded employment programs.
- Monitors employee time sheets and leave account balances.
- Supervises library purchasing procedures.
- Files state-required annual report.
- Assists in the compilation of Library Board meeting agenda and supporting documents.
- Approves supplies expenditures.

Assistant Director

- Administers assigned area of library operations to achieve goals within available resources; plans and organizes workloads and staff assignments; trains, motivates and evaluates assigned staff; reviews progress and directs changes as needed.
- Provides professional advice on library issues to supervisors.
- Communicates official plans, policies and procedures to staff and the general public.
- Assures that assigned areas of responsibility are performed within budget; monitors revenues and expenditures in assigned area to assure sound fiscal control; prepares annual budget requests; assures effective and efficient use of budgeted funds, personnel, materials, facilities and time.



Assistant Director

- Issues written and oral instructions; assigns duties and examines work for exactness, neatness and conformance to policies and procedures.
- Maintains harmony among workers and resolves grievances; performs or assists subordinates in performing duties; adjusts errors and complaints.
- Answers questions on every level of complexity through the use of a wide array of information and materials including print, non-print, electronic and human resources.
- Chairs the library's collection development committee. Through the use of a variety of print and electronic resources:
 - selects materials for non-print areas and several non-fiction print categories of the library's collection
 - evaluates existing collections to correct weaknesses and reinforce strengths. Inventories and weeds materials as appropriate
 - maintains knowledge of local, state, regional, national and international news, politics, trends and culture as well as an awareness of the current arts and entertainment field and trends within it.

Assistant Director

- Prepares reports, participates in analyses, studies, initiatives to provide information on collection management issues, library staff, etc. Gathers and evaluates statistics and other data as necessary. Writes reports.
- Recommends individual reading materials as a reader's advisory service. Assists in maintaining the various librarian's choice displays.
- Keeps abreast of new developments in the field. Participates in professional organizations and professional development activities.
- Participates in library planning and the development of library policies and procedures through committee and team structures.
- Responsible for library operations in absence of Director.

Library Director

- Talk on the phone
- Do email
- Go to meetings



Library Director

The Library Director is responsible for developing and directing library policy and programs consistent with the directions of the Library Board of Trustees. In this capacity the Director is responsible for overall direction, organization and coordination of actions of all units within the public library. Assesses long-range library needs, recommends staffing levels and hires upper level staff. Shares with the Trustees the major responsibility for the library's development and fund-raising functions.

Others in the Admin Suite

- Friends of the LEMPL Coordinator
 - Mary Hable
- Home Delivery Services
 - Kathy Herfel
- Capital Campaign
 - Kris Jarocki



Board President's Report

10/17/07

Executive Committee

The Executive Committee met with Dale Peters on October 4th to discuss changes to the process of performance evaluation for the Library Director. A tentative timeline for the process for the rest of 2007 was created. Additional meetings are planned.

Capital Campaign

The focus of the Capital Campaign this month has been on getting more volunteers to approach donors. One volunteer was trained and a training session has been scheduled for another. We are holding meetings to review the Friends list and select members to approach as possible volunteers. Penny France has been a great help with this.

Kris Jaroki is doing an excellent job of keeping Giftworks up to date. We are close to hiring a marketing intern to assist with donor research.

A speaking event featuring local author, columnist, and radio program host Kevin McKinley is planned for November. Kevin will include information about charitable giving in his talk.

Activites:

Sept 18 – training meeting with Luanne Coy, a Capital Campaign volunteer from the Friends.

Sept 20 – meeting with Michael and Alan Jenkins to review and revise the Standard Operating Procedures for the capital campaign

Sept 24 – attended Eau Claire Community Foundation's annual gathering

Sept 25 – met with Kris Jaroki at library to discuss Giftworks procedures

Oct 1 – Alan Jenkins and I met with Ray Hughes to discuss the status of the campaign and get his feedback and suggestions

Oct 3 – Capital Campaign meeting

Oct 4 – Executive committee meeting

Oct 8 – Capital Campaign (subcommittee) meeting to review Friends list for possible volunteers

Oct 9 – Michael and I met with Dan Market to discuss possible staging of library remodeling project

How The Library Changed My Life

Kelly Hicks Hour 7

While many do not realize that the library actually has had a large part in their life, ever since I can remember I have been always checking out and reading books constantly.

The first librarian I ever had a relationship with was Mrs. Statz, my elementary school librarian. She was always helping me pick out good books that I would enjoy. I would always choose a different animal book because while I was in elementary school I was very interested in animals and I wanted to be a veterinarian.

In the spring of my 4th grade year I was invited to go to a lock-in at the public library. At first I didn't know what to think. What was a sleepover at a library? But after all my friends decided to go I went too. When we arrived they told us that we could put all of our sleeping gear in the basement and play group games. We decided to play a group game of hide and go seek. After that we played a lot of different games and before I knew it, it was already 3am! We then had a spoon egg race at 4am and watched a movie before we finally rested for a couple hours. Before we knew it, it was 8am and time to go home. My mom came and picked me and my friends up and we talked about how great the lock-in was all the way home. I met a lot of people at the lock-in that I still know today.

My days in middle school were very different. I was becoming less interested in animals and more interested in mysteries and adventure books. Some of the books I would constantly check out were Nancy Drew mysteries and The Series of Unfortunate Events books. We had a kiosk in our library, which was used for kids who just wanted to relax and sit and read quietly. I always went into the kiosk because I loved the pillows where I could just get right into my book that I was reading. When I read in the kiosk, I felt like I was in a different world. I loved that feeling so much that I would stay after school some days and read by myself or sometimes with friends that wanted to get away also. The librarians got to know me quite well and would help pick out different books for me that were on the best sellers list or let me know when new books came out.

During my summers off of school I had a nanny. Our nanny would take us to the library twice a week to check out books, movies and magazines. I would always keep track of the amount of time I read per week so I could enter all the contests at the library. I loved winning because then I got free new books I could read. I also loved the times when different authors would come to the

library and talk about books that they had written. Sometimes I would get them to sign my book for me. It was exciting.

I am now a sophomore in high school. Looking back at all the memories I've had of the library and how much time of my life I have spent there, I do not know what I would have done if it did not exist. When I was in elementary school I would always read for fun, but now in middle and high school we read to learn and study different subjects. I learned so much about animals when I was just checking those books out for fun in elementary school, that I still know some of those facts today. Plus, I have a larger vocabulary from reading all those different books. I have used the library ever since I can remember. I look forward to using it in the years to come.

I've relished libraries my entire life. Let me count the ways.

Our 10-member family could afford few books while I was growing up. I don't recall my parents ever having time to read to me anyway, as when my twin sister and I were born, there were already 3 children under the age of 4. We were, however, blessed to get in the mail once a month the Best Loved Children's Stories. My siblings and I would race to see who got to open up the package.

The St. Columban's Catholic School library where I was educated through 8th grade was small but fed my incessant curiosity about science, history, geography and literature. Because I was such an advanced reader, they broke the rules and let me take out more books than officially allotted. I volunteered to help during the summer too. I loved the feel of the books in my hands and I relished filing them meticulously according to the Dewey Decimal System.

Out in the rural township of Goshen, Ohio where I grew up, there was no public library. Every other week in the summer, the Clermont County Bookmobile would park at Dave's Carry-out nearly 2 miles from our country home. I felt joy in my heart as I caught a glimpse of the bookmobile. I considered it my friend. I had to plead with my mom Rita to write a note saying I was allowed to check out more than 3 books at a time due to my young age. After using allowance money to buy some of the requisite penny candy at Dave's, my siblings and I would trudge the hills back towards home sweating with the effort. One time I had such a huge stack of books that I ran right into a stranger's mailbox. Often I would read as I walked. When I'd finished reading all the books I'd been able to lug home, I'd start in on my sibling's books. Sometimes I would read 3 books a day. Mom would often plead with me to "Go outside and play." I'd respond "I will as soon as I am done with this book."

Fast forward to 1984 when I moved to Eau Claire. I thought I was in paradise when I first walked through the L.E. Phillips Public Library. Over all these years here, I have tapped the vast resources available. Folk music, world travel, philosophy, spirituality, health, art and poetry-all my curiosities could be fed there. The art exhibits, educational community displays and bulletin boards have also helped deepen my awareness of the talents of the Chippewa Valley.

From nearly the first moment my daughters Emma and Sally were able to hold their own heads up, I would spend hours with them in the children's section exposing them to wonderful illustrators and authors available for the borrowing. They'd bring back a bag full of books to pour over in the rocking chair. Many a fun moment was spent at story hours and then, as they inevitably grew up, at Back-to School and international music outdoor concerts on the lawn overlooking the Eau Claire River. A family holiday tradition has always been to pick out some of their favorite books to place under the large Christmas tree for the "Give a Kid a Book" program. I always get tears in my eyes when they do this.

I know I succeeded in instilling a love for reading in both daughters. As I write this, I recall with a smile the library Emma created at age 8 in a corner of our living room. Her banner above the rows of books available for "check-out" proclaimed in her rather messy hand writing "A Book Is A Child's Dream".

How true that has been for me. I can't imagine how my life would have unfolded without libraries. My hope is that all children in Eau Claire who dream of spreading their wings will have the L.E. Phillips Public Library as their treasured friend.

submitted by Dianne Rhein, age 53
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Eau Claire, WI 54701

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LE PHILLIPS MEMORIAL PUBLIC LIBRARY
2007 YTD BUDGET REPORT - Operating
For the Period Ended September 30, 2007

OBJ #	ACCOUNT NAME	2007 ESTIMATED REVENUE	ACTUAL YTD REVENUE	RE-CEIVABLE	REMAINING UNCOLLECTED	% COLLECTED
PUBLIC LIBRARY REVENUE						
4002	General Property Tax-City	\$ 2,711,500.00	\$ 2,711,500.00		\$ -	100.0%
4112	Federal Aid-WI Humanities Grants	\$ 1,000.00	\$ -		\$ 1,000.00	0.0%
4128	Federal Aid-Other	\$ 15,000.00	\$ -		\$ 15,000.00	0.0%
4330	Library Fines & Miscellaneous Revenue	\$ 132,000.00	\$ 96,796.57		\$ 35,203.43	73.3%
4398	Other Penalties (Collection Agency)	\$ 3,100.00	\$ 1,895.10		\$ 1,204.90	61.1%
4451	Electronic Copy Revenue	\$ 2,500.00	\$ 1,476.50		\$ 1,023.50	59.1%
4452	Copier Revenue	\$ 2,700.00	\$ 2,456.40		\$ 243.60	91.0%
4602	Service to Eau Claire County	\$ 522,400.00	\$ 520,629.00		\$ 1,771.00	99.7%
4608	Indianhead Library System	\$ 123,000.00	\$ 21,434.50		\$ 101,565.50	17.4%
4672	Service Charge-Other (Fairchild)	\$ 1,500.00	\$ 805.98		\$ 694.02	53.7%
4798	Misc Service Revenues (Act 150)	\$ 104,600.00	\$ 168,750.60		\$ (64,150.60)	161.3%
4834	Book Bag Sales	\$ 700.00	\$ 244.55		\$ 455.45	34.9%
4836	Misc Grant Revenue	\$ -	\$ -		\$ -	n/a
4850	Gift Revenue	\$ 16,000.00	\$ 25,662.13		\$ (9,662.13)	160.4%
4852	Misc Reimbursements-Lost Items	\$ 15,000.00	\$ 11,719.55		\$ 3,280.45	78.1%
4858	Refund of Prior Years Expense	\$ -	\$ -		\$ -	n/a
4898	Miscellaneous Revenue	\$ 4,300.00	\$ 3,442.42		\$ 857.58	80.1%
5152	Sale of Capital Assets	\$ 200.00	\$ -		\$ 200.00	0.0%
		<u>\$ 3,655,500.00</u>	<u>\$ 3,566,813.30</u>	<u>\$ -</u>	<u>\$ 88,686.70</u>	<u>97.6%</u>
5590	Fund Balance Used for CIP	\$ -	\$ -	\$ -	\$ -	n/a
5580	Working Capital Applied	\$ 64,500.00	\$ -	\$ -	\$ 64,500.00	0.0%
	TOTAL REVENUE	<u><u>\$ 3,720,000.00</u></u>	<u><u>\$ 3,566,813.30</u></u>	<u><u>\$ -</u></u>	<u><u>\$ 153,186.70</u></u>	<u><u>95.9%</u></u>

OBJ #	ACCOUNT NAME	2007 APPROP.	ACTUAL YTD EXPENDED	ENCUMBRANCES	AVAIL. BUDGET	% USED
PUBLIC LIBRARY EXPENDITURE						
6010	Payroll Wages	\$ 1,695,600.00	\$ 1,221,952.48		\$ 473,647.52	72.1%
6040	Employer Paid Benefits	\$ 333,100.00	\$ 230,527.26		\$ 102,572.74	69.2%
6043	Health insurance-Employer	\$ 319,100.00	\$ 207,594.02		\$ 111,505.98	65.1%
6047	Health insurance Deductible	\$ 57,400.00	\$ 33,483.31		\$ 23,916.69	58.3%
6108	Unemployment Compensation	\$ 8,800.00	\$ 1,906.00		\$ 6,894.00	21.7%
6110	Postage & Shipping	\$ 24,200.00	\$ 13,172.63		\$ 11,027.37	54.4%
6112	Computer Service Charges	\$ 92,500.00	\$ 72,361.63	\$ 6,088.63	\$ 14,049.74	84.8%
6116	Binding	\$ 1,000.00	\$ 65.55		\$ 934.45	6.6%
6120	Auditing	\$ 2,300.00	\$ 1,766.42		\$ 533.58	76.8%
6122	Cataloging	\$ 28,300.00	\$ 27,772.24		\$ 527.76	98.1%
6128	Repairs to Tools & Equip	\$ 5,600.00	\$ 2,576.85		\$ 3,023.15	46.0%
6138	Equipment Rental	\$ 10,600.00	\$ 3,900.82		\$ 6,699.18	36.8%
6150	Special Services	\$ 54,200.00	\$ 18,503.31		\$ 35,696.69	34.1%
6160	Staff Training/Conference	\$ 21,400.00	\$ 15,454.81		\$ 5,945.19	72.2%
6162	Membership Dues	\$ 3,600.00	\$ 1,516.00		\$ 2,084.00	42.1%
6198	Miscellaneous Contractual	\$ 48,100.00	\$ 34,083.14	\$ 10,050.00	\$ 3,966.86	91.8%
6202	Electricity	\$ 69,400.00	\$ 51,582.14		\$ 17,817.86	74.3%
6208	Gas Service	\$ 22,200.00	\$ 13,847.36		\$ 8,352.64	62.4%
6210	Telephones	\$ 13,800.00	\$ 13,649.90		\$ 150.10	98.9%
6252	Water Service	\$ 2,100.00	\$ 1,640.83		\$ 459.17	78.1%
6254	Sewer Service	\$ 2,200.00	\$ 1,060.52		\$ 1,139.48	48.2%
6308	Special Assessments	\$ 500.00	\$ 580.62		\$ (80.62)	116.1%
6350	Liability & Property Insurance	\$ 31,000.00	\$ 20,666.64		\$ 10,333.36	66.7%
6398	Insurance Claims Reimbursement	\$ -	\$ -		\$ -	n/a
6402	Office, AV, Library Supplies	\$ 80,600.00	\$ 52,357.86	\$ 4,906.17	\$ 23,335.97	71.0%
6410	Periodicals	\$ 22,800.00	\$ 21,217.55		\$ 1,582.45	93.1%
6411	Pamphlets	\$ 200.00	\$ 3.00		\$ 197.00	1.5%
6412	Books-Adult	\$ 178,600.00	\$ 124,338.56		\$ 54,261.44	69.6%
6413	Books-Juvenile	\$ 72,400.00	\$ 46,534.11		\$ 25,865.89	64.3%
6414	Non-print Materials	\$ 59,100.00	\$ 43,135.61		\$ 15,964.39	73.0%
6415	Lost/Damaged Collection Materials	\$ 15,000.00	\$ 7,522.34		\$ 7,477.66	50.1%
6490	Equipment Purchases < \$5000	\$ 60,400.00	\$ 46,040.82		\$ 14,359.18	76.2%
6496	Gift Expenditures	\$ 16,000.00	\$ 10,615.46	\$ 1,063.85	\$ 4,320.69	73.0%
6498	Other Materials & Supplies	\$ 2,800.00	\$ 1,605.28	\$ 280.00	\$ 914.72	67.3%
6790	Refunds & Reimbursements	\$ 10,500.00	\$ 10,213.10		\$ 286.90	97.3%
6802	Capital Purchases	\$ 5,800.00	\$ 5,900.40		\$ (100.40)	101.7%
7044	Transfer to Library Capital Projects	\$ 105,900.00	\$ 105,900.00		\$ -	100.0%
		\$ 3,477,100.00	\$ 2,465,048.57	\$ 22,388.65	\$ 989,662.78	71.5%

OBJ #	ACCOUNT NAME	2007 APPROP.	ACTUAL YTD EXPENDED	ENCUMBRANCES	AVAIL. BUDGET	% USED
LIB BLDG MAINTENANCE EXPENDITURE						
6010	Payroll Wages	\$ 121,600.00	\$ 69,104.49		\$ 52,495.51	56.8%
6020	Payroll Overtime	\$ 16,400.00	\$ 6,686.05		\$ 9,713.95	40.8%
6030	Special Pays	\$ 600.00	\$ 422.09		\$ 177.91	70.3%
6040	Employer Paid Benefits	\$ 25,700.00	\$ 13,223.61		\$ 12,476.39	51.5%
6043	Health Ins (ER)	\$ 33,200.00	\$ 14,107.05		\$ 19,092.95	42.5%
6047	Health Insurance Deductible	\$ 6,500.00	\$ 4,205.88		\$ 2,294.12	64.7%
6108	Unemployment Compensation	\$ -	\$ -		\$ -	n/a
6128	Repairs to Tools & Equipment	\$ 200.00	\$ 259.95	\$ 129.98	\$ (189.93)	195.0%
6130	Repairs to Buildings	\$ 19,200.00	\$ 17,626.33	\$ (2,191.71)	\$ 3,765.38	80.4%
6138	Equipment Rental	\$ 100.00	\$ -		\$ 100.00	0.0%
6144	Laundry & Dry Cleaning	\$ 200.00	\$ 39.00		\$ 161.00	19.5%
6150	Special Services	\$ 7,900.00	\$ 6,938.52	\$ 1,673.31	\$ (711.83)	109.0%
6214	Garbage Service	\$ 2,100.00	\$ 1,422.21		\$ 677.79	67.7%
6256	Stormwater Charges	\$ 400.00	\$ 526.27		\$ (126.27)	131.6%
6460	Repair Part & Supplies	\$ 1,100.00	\$ 297.26		\$ 802.74	27.0%
6464	Building Materials & Janitorial Supplies	\$ 7,700.00	\$ 3,190.45		\$ 4,509.55	41.4%
		<u>\$ 242,900.00</u>	<u>\$ 138,049.16</u>	<u>\$ (388.42)</u>	<u>\$ 105,239.26</u>	56.7%
TOTAL EXPENSES		<u>\$ 3,720,000.00</u>	<u>\$ 2,603,097.73</u>	<u>\$ 22,000.23</u>	<u>\$ 1,094,902.04</u>	70.6%

LE PHILLIPS MEMORIAL PUBLIC LIBRARY
LTD CAPITAL IMPROVEMENT PLAN BUDGET REPORT
For the Period Ended September 30, 2007

OBJ #	ACCOUNT NAME	CURRENT APPROP.	ACTUAL SINCE INCEPTION EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
	LIBRARY BLDG IMPROVEMENT					
6810	Capital Costs	\$ 892,800.00	\$ 712,036.53	\$ 4,072.85	\$ 176,690.62	80.2%
	TECHNOLOGY UPGRADE					
6802	Capital Purchases	\$ 946,000.00	\$ 883,838.41	\$ 35,097.46	\$ 27,064.13	97.1%
	LIBRARY BUILDING EXPANSION					
6810	Capital Costs	\$ 700,000.00	\$ 86,823.21	\$ 15,231.25	\$ 597,945.54	14.6%
	LIBRARY BLDG IMPROVEMENT					
6810	Capital Costs	<u>\$ 115,600.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 115,600.00</u>	0.0%
TOTAL CAPITAL IMPROVEMENT PLAN EXPENSE		<u>\$ 2,654,400.00</u>	<u>\$ 1,682,698.15</u>	<u>\$ 54,401.56</u>	<u>\$ 917,300.29</u>	65.4%

LE PHILLIPS MEMORIAL PUBLIC LIBRARY

Additional Bills & Claims Listing - September 2007

CUSTODIAL OPERATING BUDGET:

VENDOR	DESCRIPTION	AMOUNT
Various	Salaries & wages, overtime, spec. pay	\$ 6,496.91
Various	WRS, SS, life, disability	\$ 1,098.59
Various	Health insurance, deductible	\$ 1,504.84
Hovlands	HVAC repairs	\$ 99.00
Traci's Green Interiors	Plant rental	\$ 260.52
G&K Services	Rental, floor mat, oil mop	\$ 54.46
G&K Services	Rental, floor mat, oil mop	\$ 54.46
G&K Services	Rental, floor mat, oil mop	\$ 54.46
G&K Services	Rental, floor mat, oil mop	\$ 54.46
G&K Services	Rental, floor mat, oil mop	\$ 54.46
Wil Kil Pest Control	Pest control service	\$ 20.00
Waste Management	Garbage and recycling	\$ 189.56
Viking Electric	Electrical parts	\$ 83.40
Ferguson Enterprises	Fittings	\$ 26.82
Menards West	Miscellaneous building materials	\$ 148.00
Menards West	Miscellaneous building materials	\$ 11.86
		<u>\$ 10,211.80</u>

LIBRARY OPERATING BUDGET:

VENDOR	DESCRIPTION	AMOUNT
Various	Salaries & wages, shift premium	\$ 127,280.36
Various	WRS, SS, life, disability	\$ 23,874.87
Various	Health insurance, deductible, EAP	\$ 33,630.44
City of Eau Claire	Unemployment	\$ -
City of Eau Claire	Property insurance, etc.	\$ 2,583.33
		<u>\$ 187,369.00</u>

LIBRARY CAPITAL CAMPAIGN:

VENDOR	DESCRIPTION	AMOUNT
Various	Salaries & wages, shift premium	\$ 492.80
Various	WRS, SS, life, disability	\$ 95.84
		<u>\$ 588.64</u>

LE PHILLIPS MEMORIAL PUBLIC LIBRARY
 Statistical Report - September

2005	2006	2007	Chng. Prev. Yr.	
AVERAGE ADJUSTED DAILY NUMBER OF LIBRARY VISITS IN BUILDING				
1,152	1,158	1,150	-0.7%	Month of September
1,306	1,305	1,312	0.5%	Year to date
AVERAGE DAILY NUMBER OF LIBRARY VISITS TO YOUTH SERVICES				
687	663	669	0.9%	Month of September
854	858	846	-1.4%	Year to date
% SHARE OF CHECKOUTS AND IN-BUILDING RENEWALS (Does NOT include outgoing MORE transactions)				
70.9%	71.6%	71.6%	0.0%	City of Eau Claire
16.5%	16.2%	16.6%	2.5%	Remainder of Eau Claire County participating in Co. Lib. Svcs. Agreement
12.6%	12.2%	11.8%	-3.7%	All other users checking something out or renewing from this building
<i>Figures given for billable period according to contract (July-September)</i>				
NUMBER OF CUSTOMERS CHECKING SOMETHING OUT FROM THIS BLDG:				
13,640	14,050	13,969	-0.6%	Month of September
139,063	141,642	139,816	-1.3%	Year to date
NUMBER OF ITEMS CHECKED OUT FROM LIBRARY BUILDING*				
72,310	73,520	71,383	-3.0%	Month of September
749,994	756,009	729,968	-3.6%	Year to date
RENEWALS FROM LIBRARY BUILDING*				
4,506	4,127	3,894	-6.0%	Month of September
48,855	44,852	38,359	-16.9%	Year to date
<i>*Does not include remote or telephone renewals</i>				
REMOTE & TELEPHONE RENEWALS OF ITEMS OWNED BY LE PHILLIPS LIBRARY				
Telephone renewals				
1,271	1,299	1,239	-4.8%	Month of September
12,091	12,893	13,356	3.5%	Year to date
Web renewals				
13,247	9,454	15,431	38.7%	Month of September
124,161	131,735	141,889	7.2%	Year to date
MORE CONSORTIUM CHECKOUTS ("Blank Code" field not included)				
Incoming materials (included in "Checkouts from Library Bldg" above)				
6,520	7,482	8,018	6.7%	Month of September
61,070	70,647	76,780	8.0%	Year to date
Outgoing materials (NOT included in "Checkouts from Library Bldg" above)				
7,594	9,282	9,076	-2.3%	Month of September
68,621	83,189	85,094	2.2%	Year to date
MORE CONSORTIUM CHECKOUTS OF <u>JUVENILE</u> MATERIALS				
Incoming materials (included in "MORE Consortium Checkouts" above)				
918	955	1,226	22.1%	Month of September
8,497	9,247	10,455	11.6%	Year to date
Outgoing materials (NOT included in "Checkouts from Library Bldg" above)				
1,202	1,482	1,540	3.8%	Month of September
9,313	11,907	12,675	6.1%	Year to date

2005	2006	2007	Chng. Prev. Yr.
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INTERLIBRARY LOANS

Incoming materials (NOT included in "Checkouts from Library Building" above)

206	238	282	15.6%	Month of September
2,422	2,193	2,296	4.5%	Year to date

Outgoing materials (included in "Checkouts from Library Building" above)

643	525	399	-31.6%	Month of September (without renewals)
5,669	5,422	4,345	-24.8%	Year to date (without renewals)

Outgoing materials (included in "Checkouts from Library Building" above)

7	6	7	14.3%	Month of September (renewals)
57	88	179	50.8%	Year to date (renewals)

HOME DELIVERY (included in "Checkouts from Library Building" above)

1,050	889	782	-13.7%	Month of September (without renewals)
8,407	9,347	7,509	-24.5%	Year to date (without renewals)

HOME DELIVERY RENEWALS (included in "Checkouts from Library Building" above)

61	n/a	n/a	n/a	Month of September Renewals
733	n/a	n/a	n/a	Year to date Renewals

UNIQUE VISITORS TO WEBSITE

10,862	13,574	n/a	n/a	Month of September
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Michael Golrick, Library Director
400 Eau Claire Street
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715/839.3022
michaelg@eauclaire.lib.wi.us

October 15, 2007

To: Library Board of Trustees

From: Michael Golrick
Library Director

Subject: Meeting times

At the last Board meeting, you discussed potentially changing the meeting time. I contacted the City Attorney's Office and they said that it was permissible to use a tool like "Doodle" to poll members as long as it did not constitute taking a vote, and that there was no discussion.

7 of 7 Board Members: 3rd Thursday, 5-7 PM (only choice that Barb Dickey and Bob Van Haden chose)

6 of 7 Board Members; 4th Monday, 5-7 PM

5 of 7 Board Members: Tie for 5-7 PM on 3rd Tuesday/4th Tuesday/4th Thursday (Kathie Schneider did not vote for any of these)

You will need to take official action, and this is one of the agenda items on the October board meeting agenda.

I would recommend that you start with January since that will allow those who need time to change their schedules.

A suggested motion would be:

"I move that the L. E. Phillips Memorial Public Library Board of Trustees change its meeting time to the third Thursday of each month at 5 pm effective with the January 2008 meeting."



Michael Golrick
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October 17, 2007

To: Library Board of Trustees

**From: Michael Golrick
Library Director**

Subject: Parking on Eau Claire Street

As the result of a customer suggestion, Library Staff have recently had conversations with the City Traffic Engineer Ross Spitz regarding parking and parking signs. The signs in the lower parking area will soon indicate that meters there are enforced from 10 a.m.-6 p.m., Monday through Friday. Ross Spitz and the Police are both fine with that. City ordinance will be changed to reflect that. Except for the north side of Eau Claire Street, the parking immediately surrounding the Library is for two hours and is enforced 9 a.m.-6 p.m., Monday through Friday. The north side of Eau Claire Street, the side closest to the Library, is different than all the other spaces and is limited to one hour parking. To eventually change the time, the City Council will need to change the ordinance. (On a separate matter, the sign on that sign of the street will soon be corrected to indicate that meters are not enforced Saturday, Sunday and Holidays.)

Several staff have discussed the fact that some library users make only short visits and wonder if we could provide better service by encouraging more turn-over in parking in the spaces in front of the building.

Here are the options and locations for the current locations of time limits around the City of Eau Claire:

Fifteen minutes--Between 9 a.m. and 6 p.m. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than fifteen minutes between the hours of nine a.m. and six p.m. except Sundays and holidays upon the following streets or portions of streets:

Chestnut Street, the north side from Bellinger Street to 25 feet west of Sixth Avenue.

Thirty minutes. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than thirty minutes at any time upon the following streets or portions of streets:
Oxford Avenue, the east side, from Lake Street to 225 feet north of Lake Street. (Ord. 5506 §3, 1995).

Thirty-minutes--Between 9 a.m. and 6 p.m. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than thirty minutes between the hours of nine a.m. and six p.m. except Sundays and holidays upon the following streets or portions of streets:

- Bellinger Street, the east side, from a point 100 feet north of Madison Street to Cameron Street;
- Dewey Street, east side, from the north end of the bridge to the Milwaukee Railroad Crossing;
- Galloway Street, south side, from North Barstow Street to Hobart Street;
- Grand Avenue, north side, from Farwell Street to Dewey Street;
- Main Street, the south side, from Talmadge Street to 120 feet east of Talmadge Street;
- Putnam Street, west side from Wisconsin Street to 280 feet north of Wisconsin Street;
- Second Avenue, the east side, from West Grand Avenue to Ann Street, except the first six parking spaces lying south of W. Grand Avenue;
- Talmadge Street, the east side, from Main Street to 75 feet south of Main Street.

Thirty minutes--Between eight a.m. and five p.m. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than thirty minutes between the hours of eight a.m. and five p.m. except Saturdays, Sundays and holidays upon the following streets or portions of streets:

- Ball Street, north side, from a point one hundred seventy-five feet east to a point two hundred fifty feet east of Spring Street;
- The south side of Galloway Street from a point 2,566 ft. east of South Dewey Street to a point 2,766 feet east of South Dewey Street. (Ord. 5728, 1997; Ord. 4164 §2, 1981).

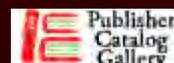
Thirty minutes--At all times. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than thirty minutes at any time upon the following streets or portions of streets:

Forest Street, the east side, from 250 feet north of the Chicago/Northwestern spur viaduct to 1,250 feet north of the Chicago/Northwestern spur viaduct. (Ord. 5195 §3, 1991).

One hour--Between 9 a.m. and 6 p.m. When signs or parking meters are erected in any block giving notice thereof, no person shall park a vehicle for longer than one hour between the hours of nine a.m. and six p.m. except Sundays and holidays upon the following streets or portions of streets:

Cameron Street, north side from Westgate Road to Warden Street;
Cameron Street, the south side, from Sixth Street to 100 feet east of Sixth Street;
Eau Claire Street, north side, from Dewey Street to Farwell Street;
Esmond Road, west side, from Kirk Street to 75 feet south of Kirk Street;
Fairfax Street, the east side, from 200 feet south of Clairemont Avenue to Lexington Boulevard;
Germania Street, the west side from 150 feet to 200 feet south of Birch Street;
Putnam Street, east side from Galloway Street north to the railroad tracks;
Putnam Street, west side, from Galloway Street to Wisconsin Street;
Seaver Street, the south side, from Farwell Street to Dewey Street;
University Drive East, the south side from University Drive North;
Washington Street, north side, from Dewey Street to 75 feet east;
Washington Street, either side, from Farwell Street to Dewey Street;
West Grand Avenue, both sides, from First Avenue to Second Avenue;
Wisconsin Street, south side, from Putnam Street East to a point 50 feet from the east end of Wisconsin Street.

Do you want to keep the parking on that side of Eau Claire Street at one hour or make it shorter or longer?



STORY TOOLS



Library 2.0

Service for the next-generation library

By Michael E. Casey and Laura C. Savastinuk -- *Library Journal*, 9/1/2006

Libraries are changing. Funding limits and customer demands are transforming staffing levels, service models, access to resources, and services to the public. Administrators and taxpayers are seeking more efficient ways of delivering services to achieve greater returns on financial investments.

Enter Library 2.0. This new model for library service is being discussed online, at conferences, in administrative offices, and at the reference desk. If you and your library staff are not among those already talking 2.0, pay attention; Library 2.0 could revitalize the way we serve and interact with our customers.

The heart of Library 2.0 is user-centered change. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services. It also attempts to reach new users and better serve current ones through improved customer-driven offerings. Each component by itself is a step toward better serving our users; however, it is through the combined implementation of all of these that we can reach Library 2.0.

While not required, technology can help libraries create a customer-driven, 2.0 environment. Web 2.0 technologies have played a significant role in our ability to keep up with the changing needs of library users. Technological advances in the past several years have enabled libraries to create new services that before were not possible, such as virtual reference, personalized OPAC interfaces, or downloadable media that library customers can use in the comfort of their own homes. This increase in available

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technologies gives libraries the ability to offer improved, customer-driven

Tapping new users through the “long tail”

In the current library world—particularly in public institutions—we are accustomed to focusing our services on those customers we already reach. Michael Stephens explains on ALA TechSource, “As we reach out to users, we must remember all of the folks we serve.” Libraries are in the habit of providing the same services and the same programs to the same groups. We grow comfortable with our provisions and we fail to change. When thinking about this new model for library service, Stephens believes that “Library 2.0 will be a meeting place, online or in the physical world, where [library users'] needs will be fulfilled through entertainment, information, and the ability to create [their] own stuff to contribute to the ocean of content out there.”

No matter how hard we try, many of the services we offer are not being used by a majority of our population. It's never been easy to reach this group with physical services, because libraries are constrained by space and money and cannot carry every item that every user desires. Many public libraries now try to offer a hit-driven collection plan, putting forth popular materials many of their existing customers request.

This keeps some traditional customers satisfied, but non-shy users might be better served if librarians consider what's called the long tail. Chris Anderson, editor-in-chief of *Wired*, who coined the phrase in an article of the same name in 2004, argues the demand for movies or books that are not hits far outnumbers the demand for those that are hits. Match those nonhits with the people who are interested in seeing them, and suddenly you have a group of constituents equal to or greater than those who want to see and read the hits. (For more on libraries and the long tail, see Katherine Mossman's “**Serving the Niche**,” *LJ* 7/(p. 38–40.)

Going after the diverse long tail requires a combination of physical and virtual services, a move underway in many libraries, efforts such as interlibrary loan (ILL) purchase-on-demand from online used-book retailers, home delivery of books to customers who otherwise never visit libraries, and by offering more electronic texts. Tim O'Reilly, in his seminal essay “What Is Web 2.0” discusses the concept of harnessing the collective intelligence of everyone who uses a product. In an online environment, it takes the form of feedback, user reviews, and user-crafted social networks. Sites as diverse as Amazon, Flickr, MySpace, Facebook, and Wikipedia (see “**2.0 Resources**,” p. 42) all depend on high levels of user participation to expand the value of product.

Blogs and wikis are other ways to engage customers and push fresh content to users. Temple University Library, Philadelphia uses its blog to provide a place for “news, events, and discussion.” Ann Arbor District Library (AADL), MI, went a step further and turned its homepage into a blog—an opportunity to build community and also quickly respond to feedback. The resource librarians at the Saint Joseph County Public Library in South Bend, IN, used open source wiki software to create a successful subject guide that facilitates customer feedback.

Customer as collaborator

At its most basic level, the Library 2.0 model gives library users a participatory role in the services libraries offer and the way they are used. Customers, should they desire, will be able to tailor library services to best meet their own needs. This can be done electronically, such as through the personalization of library web pages, or physically through new service options such as allowing customers to call impromptu book talks or discussion groups. Such collaborative efforts require librarians to develop more intensive routine of soliciting customer response and regularly evaluating and updating services.

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To increase both your library's appeal and value to users, consider implementing customizable and participatory services. The Library 2.0 model seeks to harness our customer's knowledge to supplement and improve library services. User comments, tags, and ratings feed user-created content back into these web sites. Ultimately, this creates a more informative product for subsequent users. Your library customers have favorite titles, authors, and genres. Allowing them to comment, write reviews, create their own tags and ratings, and share them with others through a more versatile OPAC interface will enhance your catalog. Customers want to know what their neighbors are reading, listening to, and watching. Hennepin County Library, MN has taken this step by allowing users to comment in the catalog.

When creating customizable services you should also consider customer privacy. Libraries should remain as vigilant with protecting customer privacy with technology-based services as they are with traditional, physical library services. There are ways to preserve privacy, such as by allowing anonymous comments and tagging within the catalog. Library users should not be required to identify themselves publicly in order to participate in virtual services.

While a lot of the discussion about Library 2.0 involves technology, libraries with limited technology funding or in communities affected by the digital divide can still work toward Library 2.0. If technology options are limited, consider physical functions that will better serve current customers as well as bring in new ones. You can develop ideas for new, affordable offerings, including physical services, from other libraries, staff feedback, and by surveying both current and potential customers.

Handling the technology

The openness of Library 2.0 extends to the software and hardware that libraries use, including integrated library systems (ILS). Modifiable automation systems and catalogs are preferable to proprietary, closed systems. An excellent example of this is the Evergreen ILS project that is being developed by the Georgia Public Library Service for use by the Georgia Library PINES Program.

Some librarians, such as John Blyberg, Ann Arbor's network administrator, are concerned that ILS vendors, in an attempt to capitalize on the changes brought about by Library 2.0, will design proprietary interfaces to link library catalog data with our users. Blyberg has responded with a call for open standards. His proposed "ILS Customer Bill of Rights" charges libraries with the need to have usable access to the data that they own in their databases and the ability to create service applications that use that data in new and creative ways. [For another AADL innovation from Blyberg, see "**Baker's Smudges**," p. 30.]

Not every library system can employ programmers or maintain a large IT staff. "I'd say the problem (not the excuse) is that a typical library webmaster is very part-time," observes Steve Lawson, humanities liaison librarian for Tutt Library at Colorado College, Colorado Springs. "I would love to implement some of these Web 2.0 ideas, but with reference, instruction, and collection development responsibilities, I don't have the time to innovate constantly. In my own case, I'm hoping I can leverage free sites like Flickr and PBWiki and APIs [an application program interface, the end result of which is often referred to as a mashup] like Google Maps to create a Web 2.0-friendly environment for the library web site."

In other libraries, applying 2.0 is a question of awareness. "Ask yourself if your library is ready for this type of shift [in technology], because, overwhelmingly, the answer is no," writes Jenny Levine of the Shifted Librarian blog and the American Library Association. "Librarians just aren't thinking like this yet, and we need to change this. It's at the very core of the whole 'Library 2.0' discussion, and this is why it's so critical. If we keep our content locked up on our own web sites and don't get it there for people to use as they want to use it, then our content will fall by the wayside."

For many, a realistic start means embracing some inexpensive, even free new technologies. Libraries currently offering word processing may want to move away from locally installed and administered applications and instead point customers to such wonderful online tools as Writely and Writeboard, which both offer word processing applications that run in the web browser. Michael Arrington, of the blog TechCrunch, says, "Writely is no longer a toy—it is fast becoming a legitimate alternative to Word."

These online tools offer valuable collaborative functions. Two writers can simultaneously work on Writely, crafting changes

visible to the other writer, no matter their physical distance. Many other Microsoft Office–style applications exist online. 37signals offers several useful online tools that range from its powerful project management application Basecamp to the personal information organizer Backpack and sharable to-do lists called Ta-da Lists—all of which are available in free, fully optioned versions. Also, Microsoft has recently announced online productivity tools to come from Microsoft Office Live.

2.0, all the time

What makes a service Library 2.0? Any service, physical or virtual, that successfully reaches users, is evaluated frequently, makes use of customer input is a Library 2.0 service. Even older, traditional services can be Library 2.0 if criteria are met. Similarly, being new is not enough to make a service Library 2.0.

Many libraries have made encouraging advances in their electronic offerings by providing access to top-quality databases, downloadable audiobooks and music, and instant messaging reference services. Our own Gwinnett County Public Library (GCPL) in Lawrenceville, GA, has launched a successful downloadable music, video, and audiobook service. South Huntington Public Library, Huntington Station, NY, has already created an iPod Shuffle loan program. Some libraries have expanded physical services by creating specific areas for teen and community activities, reflecting the public's desire for a civic space : exciting new programs. The Cecil County Public Library in Elkton, MD, offers Teen Game Nights. GCPL held a very successful teen band competition in 2005 as part of its Year of the Teen.

Currently, libraries have a tendency to plan, implement, and forget. Library 2.0 attempts to change this by encouraging the development of a schedule that includes regularly soliciting customer feedback and evaluating and updating services. Both new and existing library services should be revisited routinely to ensure that they are still meeting expected goals. Even older, traditional library services should be reviewed with a fresh eye to determine if any aspect needs updating.

When thinking about ways to work toward Library 2.0, consider what services your library already offers that could be improved as well as new things that can be added. This includes both technology-based and nontechnology services. Also consider applications that are presented virtually, such as virtual reference, and those offered in the branches, such as your ILL system. Libraries have to evolve continuously to keep up with the changing needs of their users. You can help keep your service offerings fresh by always looking for new ideas and reevaluating old ones.

The Public Library Association's (PLA) Planning for Results is an example of a tool that can be used to evaluate library services. Planning for Results offers a starting point for measuring the worth of current services and system procedures. No matter what tool your library chooses to use, be it contracted consulting or an internally created plan, it is essential to create a schedule of regular evaluations for new and existing services and seek both staff and customer input. Be sure to survey both current and potential customers, as well as staff from all levels. A wide range of commentary will provide balanced feedback on the success of or demand for a service.

Your library may already offer some services that can be considered Library 2.0. If your organization combines these Library 2.0 options with a framework for continual change and customer input integrated into other operations within your library, it will be well on its way to becoming Library 2.0.

Many tools and ideas will come from the world of Web 2.0, and many will have nothing to do with technology. The specifics of the Library 2.0 model will be different for each library system. Every library has a different starting point. Through collaboration between staff and users, you will be able to develop a clear idea of how this model will work for your organization.

2.0 Resources

KEY READING

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www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

BLOGS TALKING 2.0

ALA TechSource
www.techsource.ala.org

Blyberg.net
www.blyberg.net

LibraryCrunch
www.librarycrunch.com

See Also...
library.coloradocollege.edu/steve

The Shifted Librarian
www.theshiftedlibrarian.com

Tame the Web
www.tametheweb.com

TechCrunch
www.techcrunch.com

2.0 ON THE WEB

Amazon
www.amazon.com

Backpack
www.backpackit.com

Basecamp
www.basecamp.com

Evergreen ILS Project
open-ils.org

Facebook
www.facebook.com

Flickr
www.flickr.com

Hennepin County Library
www.hclib.org/pub

Microsoft Office Live
www.officelive.com

MySpace
www.myspace.com

Ta-da Lists
www.tadalists.com

Wikipedia
www.wikipedia.com

Writeboard
www.writeboard.com

Writely
www.writely.com

Zoho Office Suite and Productivity Tools
http://www.zoho.com

Author Information

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