PUBLIC NOTICE

There will be a meeting of the Board of Trustees of the L. E. Phillips Memorial Public Library on Thursday, April 21, 2011 at 5:00 p.m. in the Board Room of the Library at 400 Eau Claire Street, Eau Claire, Wisconsin.

AGENDA

1) Member Roll Call
2) Welcome to new Business Manager, Teresa Kriese!
3) Citizen Comments (limited to 5 minutes per citizen)
4) Discussion and action on a recommendation to temporarily suspend customer library hold privileges
5) Discussion and action on a recommendation to temporarily suspend customer library privileges
6) Presentation by Brian Amundson (Director of Public Works, City of Eau Claire) regarding the Eau Claire Downtown Riverfront District Project
7) Discussion and action regarding the Eau Claire Downtown Riverfront District Project
8) Approval of Previous Minutes of the Library Board (Page 1)
9) Communications
10) Report of the Library Director (Page 68)
11) Report of the Library Board President
12) Committee Reports
13) Report from the Friends of the Library
14) Report of the Representative to the IFLS Board
15) Financial Reports (Page 93)
16) Action on Bills and Claims (Page 97)
17) Statistical Report (Page 109)
18) Consideration of New Business
   a. 2011 Allocation of Materials Spending (Mark Troendle) (Page 111)
   b. Update, discussion and action regarding the 2012 budget including the 2012 budget calendar (Page 112)
   c. Discussion and action on policy review of the month: Use of Beverages and Food (no changes recommended) (Page 121)

19) Directives from the Library Board of Trustees to the Library Director

20) Adjournment

In order to accommodate the participation of individuals with special needs 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 two days prior to the meeting.

Trustees: If you are unable to attend this meeting, please notify the Library’s Administrative Office by calling 715/833.5318
A meeting of the Board of Trustees of the L.E. Phillips Memorial Public Library was held on Thursday, March 17, 2011, at 5 p.m. in the Board Room of the Library. Board members present: Fraser, Hauser, Lee, Pagonis, Stelter, and Wisner. Board members absent: Bruce, Horan, Wachs. Staff present: Arneson, Gast, Stoneberg, Troendle.

STRATEGIC PLANNING PRESENTATION AND DISCUSSION
Bess Arneson, the Library’s PRPS Manager, gave a presentation on programming and the programming process at the Library.

APPROVAL OF PREVIOUS MEETING MINUTES
On a motion made by Robert Hauser and seconded by Bob Fraser, the Board unanimously approved the minutes of their February 17, 2011 meeting.

COMMUNICATION
- John Stoneberg shared: an article from clickz.com on how e-mail usage is decreasing as teens turn to mobile communication and social networking instead; an article from libraryjournal.com pointing out that the IRS is moving away from providing paper tax forms and encouraging e-filing; a report from ICMA, the International City/County Management Association about how to Maximize the Potential of Your Public Library; and the spring 2011 issue of the Communiqué from the Wisconsin Association of Public Libraries.

REPORT OF THE LIBRARY DIRECTOR
- The Director’s report was reviewed.
- John Stoneberg reported that the chiller project is progressing well and should be completed on time by mid-April.
- A heating water pump replacement project could cost $80,000-$120,000 and will have to be budgeted for in the future over the next couple of years. A meeting with an elevator consultant will take place soon.
- Exterior building issues are currently being reviewed and may have to be addressed before other projects.
- Freegal, the new Library service that provides users free music downloads, was launched February 22 and is already averaging 1,000 downloads per week.
- The Friends annual meeting will be held at 7 p.m. on April 18, 2011 and Board members are encouraged to attend.
- A new Friends coordinator, Angie Sommers, was recently hired.

REPORT OF THE REPRESENTATIVE TO THE IFLS BOARD
Robert Fraser reported the next IFLS Board meeting will be held on March 23, 2011.

FINANCIAL REPORT
The Board reviewed the February Financial Report, as well as the preliminary, incomplete December 2010 report.
ACTION ON BILLS & CLAIMS
On a motion made by Don Wisner and seconded by Bob Fraser, the Board unanimously approved the Bills & Claims of February 4-25, 2011, as well as the Supplemental Bills & Claims for February.

STATISTICAL REPORT
The Board reviewed the February Statistical Report.

CONSIDERATION OF NEW BUSINESS
- John Stoneberg indicated that the proposed 2011-2013 state budget calls for a ten percent cut for Wisconsin’s public library systems. The Maintenance of Effort (MOE) requirement is being proposed for elimination in the proposed state budget as well.
- The recently passed state budget requires employees to contribute 5.8% to WRS. The library union contract runs through December 2012 so union employees are not affected by this until 2013. The Personnel Committee held a meeting this morning to discuss if the Board should consider any kind of offset to this for the nonunion employees for the balance of 2011. Stella Pagonis requested additional information which the Personnel Committee will bring to a future Library Board meeting, perhaps as early as April.

LIBRARY ANNUAL REPORT
On a motion made by Bob Fraser and seconded by Richard Lee, the Board unanimously approved the 2010 Library Annual Report to the State of Wisconsin and the Public Library Assurance of Compliance with System Membership Requirements as presented.

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS
On a motion made by Robert Wisner and seconded by Robert Hauser, the Board unanimously approved the Statement Concerning Public Library System Effectiveness, and added the comments on page 87 of the March Board packet, paragraph four.

MONTHLY POLICY REVIEW
On a motion made by Richard Lee and seconded by Stella Pagonis, the Board unanimously approved no changes to the Expenses of Library Volunteers policy.

DIRECTIVES
- John Stoneberg will attempt to nail down a better picture of the city budget direction for the April Board meeting.
- John Stoneberg will inquire as to what the ten percent cut to the IFLS budget will mean for L.E. Phillips Memorial Public Library.

ADJOURNMENT
On a motion made by Linda Stelter and seconded by Robert Hauser, the Board unanimously adjourned their meeting at 6:30 p.m.

Respectfully submitted,

JACKIE DEPA
PURCHASING ASSOCIATE II
FROM: Laura Miller, Circulation Manager
SUBJECT: Joseph Kroeger: Summary of Holds Placement/Cancellations
DATE: April 13, 2011

05/10/10: 1st letter sent by Laura Miller when HRS office employees noted a large number of items coming from other MORE libraries in courier in the morning to fulfill holds for Eau Claire customers. Many of these items, when scanned, no longer had holds so were just sent back. At that time, Mr. Kroeger had placed and cancelled 427 holds of which 59 of those items had been sent to us and immediately returned.

08/24/10: 2nd letter sent by Laura Miller when over 40 items that had been placed and cancelled by Mr. Kroeger were received in courier and sent back. The letter reduced his holds limit from 50 to 25.

12/07/10: 3rd letter sent by Mark Troendle which reduced his limits even further to 10 holds. At that time, we had been tracking Mr. Kroeger’s holds and noted that in one month’s time, even at the 25 holds’ limit, he had 51 items come in to fulfill his hold that he had cancelled the day before.

12/22/10: 4th letter sent by Mark Troendle that suspended his holds placement for 3 months. Between this letter and the 3rd letter dated 12/7/10, Mr. Kroeger had continued to place holds and cancel on a frequent enough basis, with his 10 limit, to still have a large number of items come and go. He also started using his son’s card for the same purpose and had 31 items come and sent back.

03/21/11: Mr. Kroeger’s privileges to place holds were re-instated. Close monitoring showed that Mr. Kroeger began, once again, to place and cancel holds.

03/24/11-04/05/11: Mr. Kroeger placed and cancelled 237 holds of which 120 were paged and sent to our library. Most of these were books-on-CD.

Here are the steps and time involved in a hold placed, trapped, sent here, cancelled and sent back:

1. Paging list printed at MORE library that has the available item to fill the hold (per priority table)
2. Item is “paged”—searched for and retrieved from the library shelf; scanned in to trigger/trap the hold, slip printed to send to Eau Claire and set aside for packing
3. Item(s) packed in courier bin that will go to Eau Claire. The smaller libraries may pack multiple libraries in a grey courier bin.
4. Bins are picked up by Waltco. They go to the Waltco sort facility in Chippewa Falls. If this item for Mr. Kroeger is in a bin with items going to a variety of
libraries, these items are sorted, then re-packed into the individual library bins.

5. Bins are delivered to Eau Claire in the morning daily Monday – Friday. They are placed on a special wheeled dolly; which is transported by staff to the HRS, removed from the dolly and unpacked.

6. Before we scan the item to go to the hold shelf, the item is inspected for contents. It is then scanned. These holds then will go to the self-pickup of hold shelves.

7. Mr. Kroeger's items, when scan, prints the in-transit slip which tells us to “send it back”. All items then travel through steps 3-6 to get back to the owning library which then has to re-shelve it.

No circulation counts occur with any of these items that are cancelled and do not get checked out.
December 7, 2010

Joseph Kroeger
1426 Truax Blvd
Eau Claire, WI 54703

Dear Mr. Kroeger,

In May of this year, the Circulation Manager for the L.E. Phillips Memorial Public Library sent you a letter in reference to a large number of holds which had been canceled. Specifically, 427 holds were canceled and, of those, 59 had either already arrived from other libraries or were in-transit. The Circulation Manager went on to describe the process we and other libraries go through in order to fulfill requests and then she described how customers can manage their holds.

In August, the library reduced the total number of items you could have on hold to 25 after a large number of items (over 40) were requested and again canceled while they were in-transit.

Since November 2, another 51 holds have been canceled, the majority of which had to be sent back since the cancelations were not timely.

We understand that customers cannot always pick up an item on hold for one reason or another; however, the volume of cancelations on your account is atypical. The Circulation Manager has also reported that a couple of holds recently expired off the holds shelf even though you had been in to check out other items.

In an attempt to try to reduce the burden this is placing on our resources and the resources of other MORE libraries, a decision has been made to further reduce the number of active holds you may have at any one time on your account to a total of ten (10) items, though it won’t affect the current 25 holds on your account. This restriction will be reassessed as needed.

Respectfully,

Mark Troendle
Assistant Director
December 22, 2010

Joseph Kroeger
1426 Truax Blvd
Eau Claire, WI 54703

Dear Mr. Kroeger,

The library has contacted you three previous times this year regarding the issue of holds management. Earlier this month, we reduced the number of holds you may place at any one time to ten (10) items. Reluctantly, we find it necessary to take further action in the form of a temporary suspension of holds.

You may continue to use the library and checkout materials, nor will this affect any materials presently on hold, but we are now suspending the ability of you and your two linked family members to place new holds for a period of three (3) months because the previously-described pattern of placing and cancelling large numbers of holds requests continues. Statistical reports show this activity is also happening with cards belonging to family members linked to your account, which is why their accounts are being included. For example, a family member’s card has had 31 cancelled holds since December 13, and 18 of these had to be sent back to the lending libraries. As previously noted, it is particularly burdensome and costly when holds are not cancelled in a timely manner.

We understand that customers cannot always pick up an item on hold for one reason or another; however, this volume of cancellations is atypical.

You may resume placing holds again on March 21, 2011; however, if this pattern resumes after that date, we may need to take additional steps to ameliorate the burden this is placing on our resources and the resources of other MORE libraries. Included is a MORE brochure on how to manage holds.

Respectfully,

Mark Troendle
Assistant Director
April 6, 2011

Joseph Kroeger
1426 Truax Blvd
Eau Claire, WI 54703-1471

Mr. Kroeger,

Last year, the library contacted you four times regarding the issue of holds. Late last year, we first reduced the number of holds you were able to place at any one time and then we implemented a temporary suspension of your ability to place holds because you had been canceling large numbers of holds (over 500) throughout the year. The management of holds costs staff time and money and inconveniences other customers and, although we want to provide this valuable service to customers, we cannot afford in these fiscally sensitive times to have the holds process abused.

Our Circulation Manager reports that since March 24, 2011 when you were allowed to place holds again after a three months suspension, you placed and cancelled 237 holds in the span of only 12 days. Of these 237 holds, at least 120 were already in-process.

Reluctantly, we find it necessary to take further action immediately. We are once again temporarily suspending the ability of you and your two linked family members to place new holds. At the next meeting of the Board of Trustees on April 21, a recommendation will be made to the Board that the ability of you and your two linked family members to place new holds be suspended for one year. Statistical reports show this activity also occurred with cards belonging to family members linked to your account which is why their accounts are being included. You may continue to use the library and check out materials. This action will not affect any materials presently on hold.

You have the right to be heard by the Library Board of Trustees at its meeting on April 21, 2011 at 5 p.m. in the Library Board Room on the second floor, but you are not required to attend that meeting. We will confirm by letter, the final Library Board action. If you have any questions you may contact me at 839-5001.

Respectfully,

John Stoneberg
Library Director
Mr. Jeremy Deen  
45 South Buena Vista Road  
Elk Mound, WI  54739-9072  

Mr. Randy Hammann  
656 Galloway Street, Apt. #1  
Eau Claire, WI  54703-3599  

April 15, 2011  

Mr. Deen and Mr. Hammann,  

For your parts in the damage to and theft of 15 DVDs recovered by the Eau Claire police from you on April 13, 2011 (Case #11-6705) while you were in the library you are hereby barred from entrance to and use of the library and its materials and services until April 22, 2011. If you attempt to use the library or its materials or services, the police will be called.

You have the right to a hearing before the Library Board of Trustees at its meeting on April 21, 2011 at 5 p.m. in the Library Board Room on the second floor, but you are not required to attend that meeting.

At that meeting, I am recommending that your library privileges be revoked for one year. If you plan to attend the Board meeting, please let me know. If you have any questions you may contact me at 839-5001.

John Stoneberg  
Library Director
Eau Claire Downtown Riverfront District Project Comments

(The best ways for Library Board members to look at the various concept drawings we will talk about at the Board meeting are looking on a computer at the PDFs included in the electronic version of the Board packet or reviewing the Ayres Associates’ Eau Claire Downtown Riverfront District website section on Eau Claire Street:  http://www.ayresassociates.com/ECDowntown/eauclaire.html)

City Hall/Library Campus Concept Alternatives

Concept A

Pros
✓ Half-circle driveway for customer drop off
✓ Driver and passenger side material drops
✓ Doesn’t disturb U.S. Bank property
✓ Redesigned library entrance plaza with central sculpture

Cons
✓ Three fewer parking spaces (10) than current (13)—no truly accessible parking space in current or new
✓ Parallel parking
✓ Turn onto Farwell from half-circle driveway is sharp and potential dangerous for traffic
✓ Significant loss of sidewalk apron in front of the library

General Comments:
✓ Could driveway be one-way, but two lanes to keep traffic moving through it?

Concept B

Pros
✓ One-way, one lane street—generally safer for customers/staff
✓ One more parking space (14) than current (13)—two/three truly accessible parking spaces in new
✓ Some angle parking
✓ Indented driveway for customer drop off
✓ Driver and passenger side material drops
✓ Redesigned library entrance plaza
✓ Doesn’t disturb U.S. Bank property

Cons
✓ One-way, one lane street—inconvenient for vehicles
✓ Some parallel parking
✓ Some loss of sidewalk apron in front of the library

General Comments:
Concept C

Pros
✓ Large library plaza with central water feature and sculpture created with a City Hall connection
✓ Eau Claire Street eliminated—safer for customers/staff
✓ 11 new parking spaces (# of accessible spaces not known yet)

Cons
✓ Eau Claire Street eliminated—inconvenient for vehicles
✓ More complicated book drop process (distance, weather, etc.)
✓ More complicated for semi-truck deliveries
✓ New parking area would appear to have a lot of diverse activity (City Hall, Library, materials drop off, Bank, parents with strollers, etc. that could generate traffic/safety issues)
✓ Central water feature (instead of, e.g., raised planters) will require considerable maintenance and loses its aesthetics during the months it is shut down

General Comments:
✓ Disturbs but incorporates U.S. Bank property
✓ Consider an indented drop off for passengers on the plaza at Farwell Street
✓ Should consider making Gibson Street a one-way through street from Farwell to Dewey (could incorporate City Hall outdoor payment center)
✓ Make sure driver side book drops are strategically placed to avoid traffic issues
✓ Make sure plaza has as much customer seating and as many electrical outlets (for vendors and activities) as possible

Concept D

Pros
✓ Even larger library plaza with raised planters and sculpture with a City Hall connection created
✓ Eau Claire Street eliminated—safer for customers/staff
✓ 19 new parking spaces (# of accessible spaces not know yet)

Cons
✓ Eau Claire Street eliminated—inconvenient for vehicles
✓ More complicated book drop process (distance, weather, etc.)
✓ More complicated for semi-truck deliveries
✓ New parking area would appear to have a lot of diverse activity (City Hall, Library, materials drop off, Bank, parents with strollers, etc. that could generate traffic/safety issues)
✓ Requires elimination of U.S. Bank property

General Comments:
✓ Should consider making Gibson Street a one-way through street from Farwell to Dewey (could incorporate City Hall outdoor payment center), but would sacrifice new City Hall entrance
✓ Consider an indented drop off for passengers on the plaza at Farwell Street
✓ Make sure driver side book drops are strategically placed to avoid traffic issues
✓ Make sure plaza has as much customer seating and as many electrical outlets (for vendors and activities) as possible

**Preliminary Recommendation for City Hall/Library Campus**

First Choice: Concept D (if U.S. Bank is willing to give up/sell its property)
Second Choice: Concept C (if U.S. Bank is willing to have its property incorporated into the plan)

**Street Concept Alternatives**
First Choice: Celebration
Second Choice: River Flow

**Street Section Alternatives**
First Choice: No Curb Two Lane with Parking Both Sides (not shown)
Second Choice: Two Lane with Parking Both Sides (Section A)
Maine Librarian's Pointed Budget Message Hits the Mark

by Bill Nemitz

Some might have looked at the long lines of people waiting to testify on Gov. Paul LePage's proposed budget and decided it wasn't worth it.

After all, you can wait hours for your turn to speak.

And when they finally do invite you up to the microphone, you get only three minutes.

And while there may be strength in numbers, it's easy to wonder after a while whether those weary legislators on the Appropriations Committee -- or any of us, for that matter -- are truly capable of absorbing all that testimony over one full day, then another, then another ...

I got that feeling Wednesday afternoon as I sat at my desk with headphones on, listening online as a seemingly endless procession of Maine citizens decried all that's wrong with the governor's $6.1 billion spending package for the next two years.

Some, understandably, sounded nervous.

Others apologized in advance because they had colds.

Still others, bless them, tried to cram too many words into too little time and had to be gently coaxed into conclusion by Sen. Richard Rosen, R-Bucksport, the committee's co-chair.

Then along came Kelley McDaniel of Portland -- No. 48 on the day's speaker list.

She's a part-time librarian at King Middle School -- and a very good one at that.

She drove to Augusta with her 11-year-old daughter, Aedin, in tow because Aedin is on King Middle School's debate team, loves politics and dutifully met her mother's condition that she write a letter to each of her teachers explaining why listening to her mom testify at a state budget hearing was at least as important as a day in school.

Talk about a teachable moment.

If politics these days is all about what the experts call "driving the message," McDaniel spent all of her precious three minutes in the fast lane.
She told the committee that she recently won a national "I Love My Librarian" Award from the Carnegie Corp. and The New York Times -- an honor that included a check, made out to McDaniel, for $5,000.

"I plan to report that money on my income tax and I expect to pay taxes on it," she told the lawmakers. "Even though I donated the money in its entirety to the public middle school where I work."

You heard that right.

She gave the whole five grand, after taxes, to her school. If you live in Portland, that's your school, too.

It was only the beginning.

McDaniel said she's "happy to pay those taxes" because the way she sees it, taxes are "like membership dues" for being a citizen of this great state.

She said that while she gets lots of things (education, health and safety, arts and recreation) in exchange for those "dues," she realizes "I may not personally benefit from everything that tax money is used for."

She has no problem with that. As McDaniel put it, "I try to trust that elected officials will spend money to the best benefit of society and not just to a handful of individuals."

Then, without missing a beat, she turned her attention to the budget.

She talked about how, over there, the budget contains $200 million in tax cuts -- including an expansion of the estate-tax exemption from $1 million to $2 million -- that largely would benefit Mainers who aren't exactly scraping to get by.

And how, over here, that loss of state revenue is more than offset by $413 million in various curtailments on benefits earned by retired state workers -- many of whom, like McDaniel has at King Middle for the past 11 years, served long and nobly in Maine's public schools.

Observed McDaniel, "I don't understand the rationale for this proposal."

She said she doesn't buy the idea that the tax cuts, putting significantly more money back into the pockets (or portfolios) of Maine's wealthy, will stimulate the economy.

Citing reports from the Congressional Budget Office, McDaniel said "the best way to stimulate the economy is to give modest increases to the poor. Wealthy people tend to hold on to their money, while poor people tend to spend it as they get it."

Then McDaniel, as those experts might say, "re-framed the issue."
"I don't think it's a moral decision, because taking money from people who don't have much money and giving it to people who have more money than the people you took it from seems, well, greedy," she said. "Greed is frowned upon in every major world religion -- and I don't think agnostics and atheists look too kindly upon it, either."

She wondered aloud, "Is this about a quid pro quo? A gift from elected officials to wealthy people who have donated, or will donate, to election and re-election campaigns?"

Finally, as the clock wound down, McDaniel dropped the hammer.

"It's not economically sound. It's not morally sound. And I think you know that," she said. "I would be embarrassed to support something so ludicrous -- taking from the poor to give to the rich.

"Maybe you're testing us, checking to see if we, your constituents, are really paying attention, really listening," she continued. "I hope that's what's going on, because the alternative involves me losing faith in representative government, in democracy and in you, the elected officials."

Not once did her voice waver.

Not once did she cross the line between on-point and off-the-wall.

And not once did she sound like she was feeling sorry for herself.

Truth be told, McDaniel decided to testify in honor of her stepfather, a retired high school social studies teacher who, like so many in this state, struggles to fit rising health care costs into a painfully fixed income.

After McDaniel finished, the packed hearing room erupted into applause. Rules being rules, Chairman Rosen reminded them that cheering is not allowed.

But as McDaniel gathered her daughter for the ride home to Portland, a proud young Aedin said she noticed something about her mother's testimony that she hadn't seen with the other speakers.

"All of the people on the committee -- they weren't on their computers or looking at their papers while you were talking," Aiden told her mother. "That's because you were using your teacher voice."

A teacher voice.

Now more than ever, it's worth a few minutes of Maine's time.

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Bill Nemitz is a news columnist for the Portland Press Herald and Maine Sunday Telegram. After 10 years as a city editor and assistant managing editor/sports for the Portland Newspapers,
he began fulfilling his long-held desire to put aside the budgets and performance evaluations and returned to writing in 1995, with his three-times-a-week column.

more Bill Nemitz

Join the discussion:
You must be logged in to post a comment. If you haven't registered yet, click here to register. (It's quick, easy and free. And we won't give your email address to anyone.)

Article printed from www.CommonDreams.org
Source URL: http://www.commondreams.org/view/2011/03/09-6
Barnes & Noble: eBooks will pass print -- fast

Posted by JP Mangalindan, Writer-Reporter
March 25, 2011 1:31 PM

The book industry thinks its digital transformation is happening even faster than it did with music and movies.

At the GigaOm Big Data conference in New York City this week, Barnes & Noble (BKS) executive Marc Parrish took the stage to discuss rapid changes in the book publishing industry.

"The book business is changing more radically now, and quicker, than movies or music or newspapers have, because we're doing it in a matter of months," he said. "In the next 24 months is when this business will totally shift," implying that eBooks will dominate sales. (Note: In a post-conference follow-up, Parrish now says he didn't mean to put a specific timeline on the shift.)

As evidence, he pointed to numbers from Codex Forrester and Gartner Research: 30% of all readers consume both ebooks and print books to some degree. For 2011, the company predicts 18 million ereaders will be sold -- compared with just 900,000 sold in 2009 -- and 35% of readers will own come to own one. As for actual book sales, the Association of American Publishers reported ebooks in the U.S. brought in $70 million last January, a 116% increase from the same month last year, while adult paperback sales fell from $104.2 million to $83.6 million during the same period.

Given those numbers, and the rapid pace of adoption, Parrish implies the industry will soon reach a point where more readers will prefer ebooks than print.

Just as the transformation in music and movies was rough, the shift in the book industry has been anything but smooth. Sure, Amazon and Apple are well-poised to benefit -- Amazon (AMZN) reported in January that ebook sales passed paperback sales, and Apple (AAPL) has said 100 million ebooks have been downloaded via its iBooks.
store since last April -- but traditional brick and mortar stores, including Barnes and Noble and Borders, the latter of which filed for Chapter 11 Bankruptcy protection last month, continue to struggle.

Even Google (GOOG), an Internet giant with no brick and mortar legacy to tie it down, is running into trouble. Earlier this week, a judge struck down a 2008 deal between Google and various author and publisher groups worth $125 million that allows the company to make millions of books available online.

If Parrish's predictions are right and ebooks become the dominant book medium by March 2013, the question changes from who will come out on top, but who will get left behind in the newest race of technological relevancy.
Library Ebook Lending Under Attack

by Paula J. Hane

Posted On April 4, 2011

Libraries are getting the short end of the stick in the ebook market. The options libraries have are poor and our customers are frustrated. There are numerous restrictions on lending, device incompatibilities, proprietary systems, interface issues, privacy issues, and more. How can librarians work with publishers to build a sustainable ebook model that works for libraries? With the world moving increasingly digital, libraries need to find a way to continue to provide services to their constituencies, ensure equitable access to information, and work to develop new electronic content access solutions. There’s a growing rift between librarians and publishers—at the very time we should be sitting down at the table together to work on these issues.

In my column in the March issue of Information Today, I discussed Library Renewal, a grassroots initiative by librarians, legal professionals, and other interested stakeholders to find new solutions. Library Renewal is committed to advocate for solutions with legislators, with users, with the media, with colleagues, and with the private sector, to find a way to renew the value of the library. I also mentioned the announcement of the Berkman Center initiative to plan for a “Digital Public Library of America.” Since then, the issue of library ebook lending has been thrust into the spotlight and the debate is definitely heating up. It was triggered by HarperCollins’ decision to restrict the lending of ebooks. The message was reluctantly passed along to library customers of OverDrive, a provider of digital books in the library market. The 26-loan limit produced an outcry and irate response, followed by boycotts of Harper Collins titles by librarians. OverDrive then moved HarperCollins ebooks out of its general catalog and into a separate collection.

Josh Marwell, president of sales for HarperCollins, posted “an Open Letter to Librarians” in which he stated that the previous ebook policy would “undermine the emerging ebook eco-system, hurt the growing ebook channel, place additional pressure on physical bookstores, and in the end lead to a decrease in book sales and royalties paid to authors. We are looking to balance the mission and needs of libraries and their patrons with those of authors and booksellers, so that the library channel can thrive alongside the growing ebook retail channel.”

But, many librarians felt angry and undervalued. Don’t publishers understand that libraries are in a unique position to promote and support reading and book buying? One blogger posted: “Publishers would be wise to remember the symbiotic relationship they’ve always shared with libraries who act as promoters and advertisers. Libraries get people hooked on books, and ebooks are going to help libraries do that even more.”

A boycott site was started by several librarians, which provides a sample letter. As librarian Kate Sheehan blogged: “This boycott isn’t designed to punish HarperCollins for trying to come up with a solution, it’s a megaphone for libraries to advocate for ourselves and our members while the ebook world is still fresh and malleable. No one wants to infringe on readers’ rights, least of all librarians. The proposed boycott is an attempt to protect those rights while we still can.”

There is now a growing list of library consortia, organizations, and individual library systems around the country that are joining the boycott and deciding not to purchase HarperCollins ebooks. A recent article in Library Journal
provides a helpful summary of some recent actions. There is also a task force that has been formed by the Chief Officers of State Library Agencies (COSLA) that is debating a response to HarperCollins.

**ALA Speaks Out**

Reflecting the serious nature of the ebook debate, the American Library Association’s president Roberta Stevens, has spoken out about the “shared alarm at announced and potential limitations to the access to knowledge, information and the creative written works of authors in the electronic era.” She stated, “The marketplace for ebooks is changing rapidly. We encourage publishers to look to libraries as a vehicle to reach and grow diverse audiences.”

Data collected by the ALA shows that libraries are responsive to the needs of their users. Nationwide, 66% of public libraries report offering free access to ebooks to library users—up from 38% 3 years ago.

Two ALA member task forces—the presidential task force on Equitable Access to Electronic Content (EQUACC) and the E-book Task Force—were recently created to address these complex and evolving issues. The Equitable Access to Electronic Information Task Force (EQUACC) met recently in a 2-day retreat and has established a blog and forum to invite commentary on the work of the Task Force and to discuss more generally libraries’ role in providing free and confidential access to econtent for the public.

**A Better Approach**

Here’s what looks to be a better approach to library lending: The Colorado Independent Publishers Association (CIPA) announced a partnership with two Colorado libraries: the Red Rocks Community College Library and the Douglas County Libraries. By June 2011, the two libraries will not only offer ebooks from CIPA’s authors for checkout through their library catalogs, but will also allow click-through purchases of these titles.

**And the Conversations Continue...**

Equitable access to information and ebooks will be the subject of the first virtual ALA Membership Meeting, scheduled for June 1.

Public and school librarians from around the world will come together with publishing industry leaders at OverDrive’s third international user group conference, Digipalooza, July 28-31, 2011, in Cleveland. Held every 2 years, this 4-day educational and networking conference will address the massive surge in library ebook borrowing with panels on industry trends, best practices, marketing and outreach, and upcoming enhancements to the OverDrive service. A roundtable featuring representatives from several leading publishing houses will provide librarians with the chance to ask questions, in-person, about the future of library ebook lending.

While some might say that our library organizations are coming late to the ebook party, the bottom line is that all stakeholders must join together now in crafting 21st century solutions that will ensure equitable access to information for all.

**For More Reading**

Bobbi Newman, at Librarian by Day, has put together a collection of links to what librarians have written about this issue.

Further Reading from EQUACC: An excellent compilation of links for key topics: first sale doctrine, copyright, and legal issues; evolution of library relationships; formats; publishing and library data; and more.

Slide presentation by Ned Potter

Sarah-Houghton-Jan and Andy Woodworth have started the call for “The eBook User’s Bill of Rights.”

“Ebooks and Libraries,” by Irene E. McDermott, Searcher, March 2011, p. 7-


Paula J. Hane is Information Today, Inc.’s news bureau chief and editor of NewsBreaks.

**Email Paula J. Hane**

**Related Articles**
Eight Critical Skills for the Future
business trends, new strategy, powerful idea, prediction, social trends, technology trends

On Monday evening I presented my thoughts on the “Future of Mobile Apps & Peripherals” at our monthly Night with a Futurist event. My talk was followed by a fascinating panel discussion with three of the industry’s brightest minds — Michael Sitarzewski, Lisa Calkins, and Gary Moskoff with Karl Dakin moderating the discussion.

Several people left this event saying their heads were ready to explode with all the fascinating new ground we covered, and I credit these four with helping us push the envelope on this topic.

At one point the conversation turned to social networking services like Facebook, Twitter, Foursquare, Yelp, and Buzz that encourage users to log in and share their location. This feature is packaged as a fun way to find friends and stay social. But there is a downside.

Michael Sitarzewski was quick to point out a new site called ‘Please Rob Me’ that aims to make online tell-alls aware of the potential downside to public location-sharing.

‘Please Rob Me’ aggregates and streams location check-ins into a list of “all those empty homes out there,” and describes the recently-shared locations as “new opportunities.”

While this seems comical on one level, the dangers are quite obvious, and even more apparent is our poor understanding of the demands being placed on us individually, and the skills we will need to function in this unchartered new territory.
With this in mind, I've put together a list of the eight critical skills that we will need in the future that are not being taught in school today.

**New Planet Scenario**

I often think about what it would be like to colonize a new planet and start a new civilization from scratch. Starting with a clean slate, and knowing what things work well and not-so-well on earth, how could we construct a significantly better society?

As with every society, it begins with creating a series of new systems, and these systems are all formed around rules.

Rules create order. They create the inter-relational fabric of society around which all of our actions are woven.

Much like colonizing a new planet, we are just now coming to grips with the need for rules and order in the emerging digital information age.

**Eight Critical Skills for the Future**

Equally as important as the social systems, we currently have very few rules for how to live our lives in a fully immersive world where explosive amounts of information are flowing to us and around us on a second by second basis.

Since each of us interacts with this information differently, it is up to us to master the “new rules of engagement.”

With that in mind, here are eight skills I see as being critically important in our future:

1.) **Communication Management** - How much is too much?

According to Nielsen, teenagers in the U.S. sent and received an average of 3,276 texts per month in the last quarter of 2010.

A Pew Research Center study from 2010 reported that more than four out of five teens with cellphones sleep with the phone on or near the bed, sometimes falling asleep with it in their hands in the middle of a conversation. Pew’s Amanda Lenhart, a senior research specialist, said “many expressed reluctance to ever turn their phones off.”

It’s getting to the point where hospitals are starting to see young patients who come in exhausted from being “on call” or semi-alert all night as they wait for their phones to vibrate or ring with a text.

Communication is an essential ingredient in all of our lives, but too much or too little can have devastating effects.

With new communication channels springing to life in games, social media, and smartphone apps on a regular basis, people suffer great anxiety over not keeping up with their friends and family. And when they turn things off, they suffer even greater anxiety over feeling left out.

Effective ways of managing our communications is a critical skill currently not being taught in school.

2.) **Reputation Management** - Our reputations are no longer something that builds up around us that we have little or no control over. With highly personal online content being generated about us from many different sources, it is
now up to us to exercise control over what people are saying, the images of us that appear online, videos we’re in, bylines of our work, and virtually every other indicator of who we are and what we stand for.

About 57 percent of adult internet users in the United States said they have entered their name into a search engine to assess their digital reputation, according to a new Pew Research Center study “Reputation Management and Social Media.”

That’s a significant increase since 2006, when only 47 percent of adult internet users said they had looked their name up on a search engine. The findings show “reputation management has now become a defining feature of online life,” the study concludes.

The study also found that young adults are more apt to “restrict what they share” and manage their online reputations more closely than older internet users. This is “contrary to the popular perception that younger users embrace a laissez-faire attitude about their online reputations.

Clearly this is another critical skill that schools have yet to come to grips with.

3.) Privacy Management - Privacy and transparency live on opposite ends of the same social spectrum.

Pew also studied online privacy study and found that social networkers ages 18 to 29 were the most likely to limit their profile privacy settings. The percentage who did so was 71 percent, compared with just 55 percent of the 50-64-year-old bracket. Altogether, about two-thirds of all social networkers who were surveyed said they’ve tightened security settings.

People derive significant benefits from sharing their personal details as they take advantage of relevant and useful services online. However, once collected, businesses often exploit and monetize personal information, leaving people exposed and placing their information in predatory danger.

Yes, protecting and enforcing privacy is an added burden for business, but a lack of privacy creates risk for users and reduces trust. Trust plays a key role in innovation.

The free flow of personal information that respects privacy can fuel and cultivate innovation. Optimizing the risks and rewards across the stakeholders may lead to new forms of innovation and the release of new economic value. The big challenge ahead will be to establish legal frameworks that foster innovation and facilitate information sharing across jurisdictions in global business environments.

Understanding both sides of this equation will be a critical skill for future generations.

4.) Information Management - In 2008, Roger Bohn and James Short, two researchers at the University of California in San Diego did a study to determine the amount of information people have entering their brains on a daily basis.

In rough terms, 41% come from watching television, 27% - computers, 18% - radio, 9% - print media, 6% - telephone conversations, 4% - recorded music, and smaller amounts from movies, games, and other information sources.

As it turns out, the average American spends 11.8 hours every day consuming information. Many other countries are posting similar numbers. People today are being exposed to far more information than ever in the past.

How can we manage all this information better? How can we be smarter about the information we consume and the sources we’re getting it from?
Our ability to effectively manage our personal information inputs and outputs will greatly determine our ability to compete in the global talent marketplaces of the future.

5.) Opportunity Management - The average person that turns 30 years old in the U.S. today has worked 11 different jobs. I'm predicting that in just 10 years, the average person who turns 30 will have worked 200-300 different projects. Short work project will replace long-term employment for many.

Business is becoming very fluid in how it operates, and the driving force behind this liquefaction is a digital network that connects buyers with sellers faster and more efficiently than ever in the past.

Opportunities are springing to life all around us. Having an ability to find, select, and capitalize on opportunities will be a critical ingredient in how successful people run their lives in the future.

6.) Technology Management - New tools are entering our lives on a minute by minute basis. What should we be paying attention to, and what can we dismiss?

Our choice of technology defines who we are and our ability to function in an increasingly technology-dependant world.

The tech-selection process has been largely relegated to tech insiders and key influencers with product manufacturers often playing a key role.

However, technology management goes far beyond hardware and software purchases. Both tend to evolve over time and the functionality is shifting on a daily basis with new apps giving us tools we never dreamed possible before.

Our relationship with our personal technology will continue to be an ongoing challenge and improving skills in this area will be highly advantageous.

7.) Relationship Management - In a world immersed in social technology, we know lots of people, but what kind of relationship do we have with them? How do we qualify the value of those relationships?

As the size of a person’s social network increases, it becomes more difficult for someone to have meaningful conversations with each person in their network. Different rules apply to those we have strong ties with versus those who we maintain only a weak relationship with.

The way relationships are managed in the digital age is changing, especially when it comes to marriage.

Contrary to the way traditionalist would have it, for most college-educated couples, living together is like a warm-up run before the marital marathon. They work out a few of the kinks and do a bit of house-training and eventually get married and have kids. Those without a college degree tend to do it the other way around — move in together, have kids and then aim for the altar.

Our understanding of the shifting nature of relationships will be one of our most critical skills to manage in the future.

8.) Legacy Management - How will future generation remember you? How will they perceive your successes and failures, your accomplishments and misguided efforts, and your generosity and perseverance?

While many still view inheritance as the primary way to leave a legacy, people now have the ability to manage the information trail they leave behind. In fact, they can very easily communicate with their own descendants who have not even been born yet.
The body of work we leave behind will become increasingly easy to preserve. So if we chose to let future generations know who we are and why we set out to achieve the things we did, we can do that today with photos, videos, and online documents.

Future generations may even have the ability to preserve the essence of their personality and make interactive avatars that can speak directly to the questions and issues future generations will ask.

As all of us age, the notion of leaving a legacy becomes critically important, and furthering our skills in this area will serve us well.

**Some Final Thoughts**

In addition to what I view as the eight “new” skills are two traditional skills that need to be radically updated to mesh with the needs of today’s world.

1. Time Management
2. Money Management

Time management classes of the past are a poor fit for the incessant pace and demand of living digital, and money management takes on an entirely new dimension with the any-time any-place tools at our disposal.

This was not intended to be an all-inclusive list of skills for tomorrow. There will be many more that will be needed.

*My goal was to draw attention to eight of the most critical ones that currently seem to be overlooked today.*

But I’d love to hear your thoughts on this topic. Let me know what I’m missing and where I may be off base. The ideas of the many are almost always greater than the ideas of the few.

By [Futurist Thomas Frey](http://www.futuristspeaker.com/2011/04/eight-critical-skills-for-the-future/)
Closing most Cobb libraries not realistic

By Margaret Johnson-Hodge

8:25 p.m. Monday, April 11, 2011

Cobb County is proposing closing of all but four of its libraries as early as May 1. It is easy to dismiss what a library is and its importance in our society. It is easy to say that just four branches can handle what 17 used to, especially if you don’t use them.

The world of the Internet has changed the game. Want to read a hot new book? Just download it to your electronic device. Need to know what the state flag of Scotland looks like? Do a Google search. Everything about the world is right at your fingertips. Who needs a library?

Ask that of the man who has a family but lost his job two years ago and no longer has a car because he couldn’t keep up the car note. But he can walk to his local library to fill out job applications on the Internet.

Ask that of the young mother who realizes that it is never too early to start her children on the path of thought, wonder and imagination and takes her children to her library for story hour.

Ask that of the young child whose life at home is difficult sometimes, but she finds peace and solace sitting in the children’s corner reading a book at her local library.

Ask the little girl who discovered the joy of reading at the age 5 when she was given her first library card and grew up to become a best-selling author because of her discovery.

Ask me.

I was that little girl who, through stories and words, my dreams became bigger than myself. I was that little girl who loved going to my local library to roam the stacks, breathing in the smell of dusty old books as I browsed title after title, thrilled at the idea of what new journeys I would discover. I was the child whose deep love of reading turned into a deeper desire to write stories and went on to become an author.

You see, a library is more than books. It is more than the people who staff them, and the rows and rows of tomes that fills its space. Libraries are refuge for the overwhelmed mind and respite from a technical age. Libraries are lifelines to the outside world and the hope for a better life. Libraries empower the spirit and uplift the soul. Libraries educate and liberate. They are as essential as the air we breathe.
As the powers that be hold hearings about closing 13 of Cobb’s 17 libraries; as they speak of budget gaps and all those numbers that have brought them to this abyss, I ask that they keep in mind what a library is.

I ask that they remember that man, out of work for two years with a family to support, using his local library to put in job applications. I ask that they remember the children who look forward to story time and that youngster who finds solace in the pages of a book in the children’s section.

Lastly, I ask that they envision just four branches servicing a clientele of more than 380,000 who borrowed nearly 2.9 million books last year. I ask that they remember all of this.

A society without adequate libraries is a society that is denying itself a vital future. That is my quote. And while it is simple to say that four branches can do the job that 17 branches did, it is not realistic, especially if you have no means to get there.

Margaret Johnson-Hodge is the author of “In Search of Tennessee Sunshine” and other novels. She lives in Kennesaw.
There's a big public library literally across the street from my bank and the supermarket where I most frequently pick up stuff like milk and paper towels. *Across the street*. As in: first I buy Diet Coke, then I dodge one SUV careening around the corner, and I'm there.

And yet, until this weekend, I'd never been in it and I had no library card.

*I know.*

I've talked a bunch of times about the economics of e-book purchasing and paper book purchasing, about my love of paperback romance novels, and about how unattached I am to book ownership and the growth of my personal library, and somehow, I never crossed the street.

After finally heading over to get signed up and then leaving on Saturday with the odd sense I [tweeted about](https://twitter.com/search?q=library&src=typd) that they had let me walk out with six books and three DVDs for nothing and I felt like I'd committed a heist, I gave this some thought. Why, when there's such bitter frustration over pricing of all the things people actually buy, is...
library borrowing often only faintly heard about in noisy, angry discussions you can so often hear about "How do I stop getting broken on the rack by publishers of various kinds?" What kinds of hesitations stop this from happening?

(Note: I know that for some of you, you've always been library hounds; I salute you. Don't feel marginalized. I'm speaking of those — whose numbers are strangely large — who, like me, just kinda ... stopped thinking about public libraries at some point.)

**Do they have what I want?** Obviously, one of the issues is always going to be selection. I think when I envision libraries, I think about ... encyclopedias? Children's books? History? It's not that I don't know that they have new books and popular fiction, though you often don't see that stuff on display because it's out with lengthy waiting lists. But somehow, I don't think of the library as possessing the same books I buy for myself. I see it the way I saw it when I was a kid. I see it the way I saw it when I assumed that all books that didn't have pictures in them were dry and important. I have always associated the library with school and homework and (the horror) being quiet, not necessarily with fun.

But on Saturday, I grabbed David Foster Wallace's *Infinite Jest*, which I checked out because (1) I've never read it; (2) I may not talk myself into it or be able to finish it and I *definitely* don't want it in my house staring judgmentally at me if I don't; (3) I want to give it a try; and (4) it wouldn't work as a Kindle book anyway because of the footnotes. Taking it out of the library is basically the only model under which I'm likely to try that particular book.

I also found the last three books in a highly frivolous Nora Roberts romance series (oh, settle down) from which I'd already read the first. They'd cost $12.99 each if I bought them electronically. That's forty bucks to read three more books that are ... all very much the same book as the first book, but I kind of wanted to read them, because ... whatever, it was the weekend. It's relaxing. It's a series. Don't judge.

Anyway, borrowing them long enough to read them (which takes, in total, maybe twelve hours for all three) cost me ... nothing out of pocket.

So let's review: E-book pricing versus paperback pricing versus zero dollars (beyond what I pay in taxes to support the library, which I'm paying anyway) — for the rest of the set. It was not a *very* difficult question.

I also picked up the Tom Shales history of *Saturday Night Live*, which I'm pretty sure I've read, or at least looked over, but there it was, and why not? I also love the gigantic tomes about etiquette that Judith Martin (that's Miss Manners to you)
writes — she's hilarious and smart — and they had one of those, so I picked it up. That's six books that I genuinely wanted to read, at least three of which I probably would have blown money buying and then felt bad about.

**What condition is the stuff in?** The same romance about physical books that leads some people to inhale of the pages as if they're breathing in knowledge itself leads some of those same people not to like books that are beat-up. And make no mistake: In my public library, I found many beat-up books.

In particular, I found that all those cheap romance paperbacks were beaten, mangled, shaken and stirred. Not so that you couldn't read them, but just so you knew they'd been read a lot. Oddly, I found this ... comforting. I picked up some of those horribly abused books and felt like I was putting my hands on tangible populism. Those books are there because they're read, and it actually made kind of a good reminder that the library was trying to help, that the idea was to serve readers. Whether you like genre fiction or not, the people who read it read books and support libraries and bookstores, and the proof is right there in all those spines that are half-unreadable because they're creased in so many places.

(Oh, and one other thing: If you read romance novels from the library, you will learn that while you might not fold down the pages to mark the ... well, the more risque sections, some people do. I found this, again, delightful. You naughty people who live in my county.)

In short, you are indeed dealing with shared books, and they feel like shared books. It's not the same feeling as owning a book yourself and filling it exclusively with your own marginalia and placing your bookplate in it, but it has its own charms.

**What do I do if the selection doesn't turn out to be so great locally?**

Consider for a moment our new I Will If You Will Book Club selection, Neil Gaiman's *The Sandman: Dream Country*, which we'll get started on this week. As it happens, when I look it up in the online catalog, there are no copies at my branch. (Four copies across my library system are checked out; I dearly hope they are all to IWIYW readers.) But there are other copies at other branches, and right from my desk, I can ask my branch to get me one, and I can pick it up there. In other words "Dear Building Near Me: I want to read this book, and they have it at Building Not Near Me. Could you ask them to send it over, and then I'll pick it up on this particular day? Sincerely, Lazy N. Frugal." To which my library will say, electronically, "Dear Lazy: No problem! We look forward to seeing you."
So in other words, depending on your system, there's an excellent chance that the selection is bigger than you think it is.

**Do I have to run back and forth all the time?** The lending period at my library, for most stuff, is three weeks. And most things can be renewed online, up to a point. I mean... they're trying to make it easy on you, they really are.

**Were you embarrassed when they saw you checking out romance novels?** If it's been a while since you visited your library, you may be surprised to learn that many of them have automatic checkout with scanners, just like at the grocery store, so you don't have to show your books to anyone if you don't want to. Nora Roberts was my little secret. Well, not so much *now*, but you know.

**Do they have anything for me if I'm not so much a reader?** I know you probably know that your library has DVDs. But somehow, in my mind, I envisioned a measly little table, like at a garage sale in the late '90s, with a few scattered, beat-up DVDs on it, all of which would be selected from the great list of... things I don't care about.

To my surprise, they have a nice fat shelf of movies. I was recently reading Wil Wheaton's **beautiful piece** about reuniting with the cast of *Stand By Me* and remembering River Phoenix, so when I saw *Stand By Me* on the shelf, I took that. I then realized that the documentaries (*I love* documentaries) were shelved with the books (weird, but understandable), so I went into the stacks again. There, I found Ken Burns' *Baseball* and — oh, joy — the fantastic *King Of Kong: A Fistful Of Quarters*, a movie that I recently discovered, to my dismay, is not streaming on Netflix anymore, and which I hadn't seen in a couple of years.

So there you have it: three movies and six books, all very much from the universe of stuff we talk about here on the blog anyway. No research papers, no homework, no garage-sale cast-offs. I was *really* surprised, at some level, when the detectors at the door didn't go off, even though I intellectually knew they wouldn't.

**What say you to e-readers and audiobook lovers?** I'm glad you asked.

I may have misspoken when I said on Saturday that my library had e-books I could read on my phone. It's not clear to me yet (watch the drama unfold in the comments!) whether I can actually do that. BUT! Some other readers can read them, and I can read on a PC, which isn't as bad a way to read as I used to think it was. (This is actually how I first discovered e-books, was reading on my PC before I
owned a Kindle.) The e-book situation with libraries is in flux, you could say, as Lynn Neary recently reported. But it's not because your local library isn't trying.

As for audiobooks, my library has those, too, and as with e-books, you can download them from your computer without even going to the library. You could actually be a thriving, happy library user without ever setting foot in my particular public library. The library is hermit-friendly!

Is that it? It's ... not remotely. They had magazines, they did have encyclopedias and research materials, obviously, and basically, if you have a small child, they will do everything short of holding your kid by his feet and dipping him in fonts of wisdom. There's story time, there are tutoring rooms (which were in use when I was there), there's a book club (they're reading As I Lay Dying at the moment), and OH RIGHT, it's staffed with people who clearly would really like it if you came up and asked them questions about books or anything else.

The point I'm trying to make is that as a pop-culture-adjacent person, you may think that public libraries are not particularly relevant to you. But I felt like since we've talked about movie pricing, e-book pricing, and a lot of other business models, it was only fair to bring to your attention my experience with this bizarre business model that's so crazy it just might work.

[Note: It is a complete coincidence, you have my word, that I just figured out it's National Library Week. My finger purely accidentally landed on the pulse of library news.]
Libraries = access, opportunity

By Paula Kiely

April 12, 2011 |(13) Comments

Say "library" and most people immediately think "books." They're absolutely right. But the 21st-century library includes E-books, recorded books, Internet, laptops, PCs, CDs, downloadable music, databases, online and paper journals and, yes, hardcover and paperback books.

Long before the digital divide, Benjamin Franklin recognized that information and knowledge were not just for the privileged few but for everyone, no matter what their station in life. Free and ready access to information was, and still is, a fundamental building block of a democratic society.

Our public libraries perform that function on a daily basis by helping customers find jobs, learn new computer skills, do their homework and, yes, find a book to read. Services are available regardless of a person's ability to pay - our mission is to provide service to all.

Recent studies indicate that Milwaukee's youth still lag in reading and math scores. Public libraries, as partners in education, provide resources for students of all ages and their parents. In Milwaukee, a new program funded through federal block grant dollars places certified teachers in five branch libraries after school.

This successful initiative serves hundreds of students each week who are getting help with homework and reading. This translates into better study skills, better grades and hope for a prosperous future.

As public library services are needed now more than ever, budget dollars at the local, state and federal levels are being squeezed. Gov. Scott Walker's proposed state budget for the next biennium could mean a 10% cut in library system funding for the first year and a flat budget for the second year, even though a recent Wisconsin Library Association Foundation study found that each dollar invested in public libraries returns $4.06 to the economy.

Reduced funding means cuts in library hours, fewer resources and librarians. Cuts to statewide library services for patrons who are blind or physically handicapped are also possible.

At a time when the economy has left many people unemployed or in other financial straits, public libraries are needed more than ever. Libraries offer free access to the Internet for job searches and applications and résumé preparation. These vital services help those who've had to cancel their personal Internet service and those who never had it.

Students continue to use the library for studying, and for those in online distance education programs, public libraries provide access to lectures, class materials and exam proctors.

While some libraries will certainly struggle under the governor's proposed cuts, others will find this to be the final nail in the coffin. Yet access to a wide range of opinions, perspectives and formats remains
critical to quality education, critical thinking and our system of democracy.

What happens to our society when its citizens lose their fundamental right to information or find their access severely limited or reserved for those who can afford to pay for it?

Legendary author and storyteller Ray Bradbury ("Fahrenheit 451," "The Martian Chronicles") says he got his education at the public library. As we mark National Library Week, let's make sure that in years to come, others have the same opportunities and that our libraries remain open for business.

_Paula Kiely is Milwaukee Public Library director_ (www.mpl.org).

Find this article at:

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Libraries have seen more than their share of fiscal cliffhangers recently, and the celebration of National Library Week, April 10–16, offers no respite. But through the power of social networks, a loyal customer base, and elected officials who eventually read the handwriting on the wall, some rays of light permeate the gloom.

The most recent drama threatened to close the doors of 13 of the 17 branches of Cobb County (Ga.) Public Library as of May 1 in order to plug a $31-million mid-year cavern in the county budget. Announced by the county commission April 7, the proposal lasted for five days; on April 12, in the presence of a standing-room-only crowd of more than 300 people, county commissioners voted instead to institute five furlough days and other belt-tightening measures across all county departments, but to spare the library system. The library is not yet out of the woods, what with FY2012 looming ahead, but the assertive patrons who organized, emailed, blogged, and started a Facebook campaign with such lightning speed are striving to stay ahead of the curve next time.

Their determination is reminiscent of the tenacious library love exhibited by the Mecklenburg County, North Carolina, Future of the Library Task Force, which was formed in October 2010 to recommend steps to sustain the financially stricken system. To the delight of the library board and patrons (and the consternation of some members of the county commission), the final report urged a hike of at least $2 million for FY2011–2012 in keeping with the funding levels of library systems in 13 peer communities. And, contrary to the opinion of some naysayers, the task force concluded that the Charlotte Mecklenburg Library in its 24-branch heyday several years ago had been neither overbuilt nor overfunded.

Elsewhere, library staffers, patrons, and other supporters haven’t stood idly by either:

- Defying a cost-cutting decision by the board of the Evanston (Ill.) Public Library to close the South branch, the EPL Friends group opened a volunteer-staffed and donation-funded space several blocks away on March 26. Organizers acknowledged that the outpost isn’t an official
branch by dubbing it the Mighty Twig—and maintaining their offer to lease the space to the library board for $1 per year.

- On a larger scale, Angelenos affirmed the importance of Los Angeles Public Library in their lives by approving March 8 the $50-million Measure L initiative, despite the reluctance of city officials to place the matter on the ballot. The additional funding will restore six-day-per-week service at 64 branches and, down the road, seven-day-service at the main library and eight regional facilities.

Unfortunately, there are also heartbreaking setbacks: Troy (Mich.) Public Library is scheduled to close May 1 after the defeat of two operating millages and the city council refusal in February to discuss options for funding the library. The nearby Romulus Public Library is slated to close the same day.

A blogger from Troy who is known only as Sharon continues to seek a solution. “Since we all agree that the library should be saved, how about the city coughs up some funding to save the damn library through the end of the year till the people come to their senses and save it?” she wrote April 6.

The millage defeats are particularly painful in light of Michigan Gov. Rick Snyder’s budget, which proposes slashing state library aid by 40%. “There isn’t much more we can take and be expected to survive,” Michigan Library Association President Christine Berro said.

“As the powers that be hold hearings about closing 13 of Cobb’s 17 libraries; as they speak of budget gaps and all those numbers that have brought them to this abyss, I ask that they keep in mind what a library is,” wrote novelist Margaret Johnson-Hodge in the Atlanta Journal-Constitution the day before the county commission backed off the closure plan.

In her plea to bear in mind what a library is lies the crux of the disconnect between library advocates and detractors.

For those who see the library as a brick-and-mortar collection of stuff, such as publishing consultant and e-book enthusiast Mike Shatzkin, the institution seems to be on the brink of running its course. In a blog post titled “It Will Be Hard to Find a Library 15 Years From Now,” Shatzkin postulated that, in a little over a decade, “All of us will have access to, or personal ownership of, many screens. Through those screens, we’ll also have access to a variety of content that is suggested by what the internet can deliver us today.” He goes on to argue that, while people will always need librarians to guide them through the information glut, “When all of us have access to more books on our screens than are in the library, what’s the point to the library?”

On April 11, American Library Association President Roberta Stevens responded with a letter she shared on the discussion of ALA’s governing Council. “It is no surprise that Mr. Shatzkin recognizes that the ‘navigating’ skills of librarians are needed,” Stevens stated. “Digital formats and the means of delivering content will evolve, but the need for libraries and librarians will endure.”

Libraries will endure because, in addition to being a haven for knowledge seekers and idea lovers, they are the only public space that offers, as Johnson-Hodge put it, a “refuge for the overwhelmed mind and respite from a technical age” if that’s what’s being sought, of course. If not, a public-access screen awaits.

That’s why libraries (or media centers, information commons, or what have you) and the library workers who staff them will endure, and why people will always go to the mat to protect, save, and (worst case scenario) reinstate them.
St. Croix Falls (Wis.) Public Library

**Sustainable Construction:** The adaptation of a vacant grocery store for use as the St. Croix Falls Public Library includes an in-floor radiant heating system and a high-efficiency heating and cooling system incorporated into a solar array. A lighting control system dims lights automatically during daylight hours, while countertops, textiles, and carpets are manufactured from materials made of recycled plastic bottles and denim.

Architect: Norsman Architects Ltd. (http://norsmanarchitects.com/)

Photo: Norsman Architects

St. Croix Falls Public Library and Public Plaza - St. Croix Falls, WI - Completed Fall 2009 Consultants: Structural Engineer - Louis Shell Engineers, MEP Engineers - IBC Engineering Sustainable Highlights: Super insulated roof, solar thermal rooftop array for primary radiant heat, local materials, recycled building, reduced impermeable site, recycled building materials, Solatube skylights and sunlight monitoring lighting controls, low-flow plumbing fixtures, etc. The project entailed the adaptive re-use of a vacant grocery store that serves as a gateway building to the historic downtown of this northern Wisconsin community of just over 2,000 residents. Studio NA took design cues from the community's interest in developing a progressive, sustainable vision for the community's future. Local prehistoric volcanic trap rock was included in the concrete mix for the plaza pavement and retaining walls in addition to the polished concrete floors of the Library's interior. The primary heating source for this cold climate locale is a solar thermal rooftop array that provides primary heat for the building's radiant floors. Sound absorptive hanging ceiling panels are cut from a topographic survey of the community's river valley.
The State of America’s Libraries

A Report from the American Library Association

Taxpayers Trust Libraries
Job-seekers, Entrepreneurs Turn to Libraries
65% of Public Visited Library
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The State of America’s Libraries, 2011

Executive Summary

A key resource for the jobless and entrepreneurs. The Great Recession may have come to an end, but there’s no end to libraries’ key role in helping hard-pressed Americans find employment or launch a bootstraps venture.

These and other key trends in the library community are detailed in this report on the State of America’s Libraries, 2011. The trends are documented in a nationwide poll commissioned by the American Library Association (ALA) as part of a Harris Interactive telephone omnibus study conducted in January with a cross-section of 1,012 adults.

The library-use figures that emerged from the poll were up several percentage points from a year earlier, testament both to Americans’ entrepreneurial spirit and libraries’ role in nourishing that spirit.

Sixty-five percent of those polled said they had visited the library in the past year; women are significantly more likely than men (72 percent vs. 58 percent) to fall into this category, especially working women, working mothers, and women aged 18 to 54. Overall, 58 percent of those surveyed said they had a library card. Among those with a card, the largest group was, again, women, especially working women and working mothers. College graduates and those with a household income of more than $100,000 were also well represented among cardholders, according to the survey.

The Harris poll revealed that Americans value the democratic nature of libraries as places that level the playing field for all Americans in the provision of materials free of charge.

Thirty-one percent of adults—and 38 percent of senior citizens—rank the library at the top of their list of tax-supported services. Overall, the library’s most highly valued services pertain to the provision of free information and programs that promote education and lifelong learning. Ninety-one percent (up 5 percentage points from the previous year) place great value in the library’s provision of information for school and work.

And almost all Americans (93 percent) believe that it is important that library services are free. Nevertheless, the past year showed that some state and local budget-cutters see libraries as easy targets. Media reports of cuts and cutbacks to library budgets and services abounded in 2010 and early this year. U.S. mayors reported in November that hours, staff, or services at local libraries was the No. 2 budget area that had come under the budget-reduction knife, second only to maintenance and services at parks and gardens.

The Troy (Mich.) Public Library was a particularly graphic example. In November 2010, the library lost a 10-year millage vote for the second time in less than a year. (The defeat in Troy came as Michigan’s 103 public libraries fought to get back $3.2 million in state aid that they were entitled to under state law.) In February, the subject of library funding was raised once
again in Troy, but the mayor and city council members wouldn’t even discuss a resolution that cited $1.7 million in unused expenditures the city could use to operate the library. The council also failed to act on another option that would have raised a 1-mill tax solely to keep the library open.

The three-branch system is scheduled to close June 30.

Another study indicated that 19 states reported cuts in funding for public libraries from fiscal 2010 to fiscal 2011 and more than half indicated that the cuts were greater than 10 percent. That study also found that cuts at the state level were often compounded by cuts at the local level. Library boosters have helped keep the vast majority of public-library doors open to accommodate millions of visitors seeking job-search assistance, storytimes, book clubs, and other programming.

On the horizon is the phasing out of federal stimulus funds, which the National Association of State Budget Officers called the “cliff of 2012.”

**Libraries are a sound economic investment.** Still, libraries have found many new supporters even as questions have been raised by some about their value.

“Libraries seem to be losing out in the funding battles, due, in part, to the mistaken belief that they are somehow anachronistic in an age when so many Americans have instant computer access to information through the Internet,” Scott Turow wrote in the *Huffington Post*. “This . . . threatens to destroy a network of public assets that remains critical in our country.”

ALA President Roberta Stevens rallied many of the nation’s best-known authors to promote the value of libraries through public service announcements, op-ed articles, and other activities. She also participated in media interviews throughout the year to drive home the impact libraries have on the public’s efforts to find jobs and help create a more literate society.

At the other end of the spectrum of opinion, several Fox TV affiliates aired a segment June 28, 2010, titled: “Are Libraries Necessary, or a Waste of Tax Money?”

Fox could have found the answer in Philadelphia, where a study conducted by the University of Pennsylvania’s Fels Institute of Government provided bottom-line evidence that the return on investment in library service more than justifies the costs.

The economic-impact study concludes that the library created more than $30 million worth of economic value to the city in fiscal 2010 and that it had a particularly strong impact on business development and employment. Among the study’s more astonishing findings: An estimated 8,600 businesses could not have been started, sustained, or grown without the resources respondents acquired at the Free Library of Philadelphia (FLP). Direct economic impact: Almost $4 million.

“Until now, there hasn’t been a way to know exactly how much we help in dollars and cents,” FLP President and Director Siobhan A. Reardon stated. “Through this groundbreaking study we
put a figure to our services, providing hard evidence that we are more than a nice community resource—we’re an integral economic engine for the city of Philadelphia.”

In addition, taxpayers “overwhelmingly entrusted their libraries with their tax dollars,” with support for operating revenue measures passing at an 87 percent rate.

**School and academic libraries do more with less.** In terms of funding, school libraries had mixed success in dodging the economic bullets of 2010. Most school districts managed to escape large cuts, but school libraries in high-poverty areas experienced big drops in spending on information resources and in collection size. Overall, school expenditures on information resources were down more than 9 percent from the previous year.

Total school-library staff hours declined, with an average of 2.4 fewer hours per week reported in 2010 than in 2009, according to an annual survey conducted by the American Association of School Librarians, a division of the ALA. The largest decreases were in the Northeast and the Midwest.

The average number of hours that school library staff spent each week delivering instruction continued to increase in the past year, even though school libraries reported being open fewer hours than in 2009. School library collection sizes remained level, despite a 2.6 percent decline in the number of books.

The 2010 survey also noted that there were no significant changes in collection size for periodicals, video materials, or audio materials. Schools had more computers outside the school library but with networked access to library services, and there was also increased remote access to school libraries’ licensed databases.

Many academic libraries, on the other hand, faced budget cuts and restructuring and planned to reduce spending on information resources and staffing. Nonetheless, academic libraries continue to evolve from primarily housing collections to becoming vital places to collaborate, connect, and learn. The numbers are astonishing: During a typical week, academic libraries had more than 31 million searches in electronic databases, answered more than 469,000 reference questions, and made more than 12,000 group presentations attended by more than 219,000 students and faculty. Library websites received more than 722 million virtual visits from outside the physical library building, and visits to online library catalogs totaled more than 479 million.

The increased electronic and remote use of academic libraries challenges not only their physical capabilities but their ability to help students make the best use of rapidly expanding research opportunities. In fact, college students appear to be floundering in information overload, and helping them develop research fluency remains one of the most important roles for academic librarians. Publishers, too, are beginning to realize that they must add value by curating digital information and making it easier to discover.

The year saw more than 20 new, renovated, or expanded academic library building projects completed, with improved library spaces integrating information management, technology, and student-centered settings. Still, academic libraries nationwide grappled with the “new normal”
created by budget reductions and the restructuring that resulted from them. More than 40 percent of U.S. university libraries reported budget cuts, and many planned to reduce spending on information resources and staffing.

**Technology’s challenges (and opportunities).** The ongoing digital revolution is challenging librarians to keep up but at the same time holding out the prospect of future library services that incorporate new philosophies, new technologies, and new spaces to meet the needs of all users more effectively than ever. In a sense, the technological advances of the past decade—or the past year—are leading the library community to rethink the very definition of “library,” what one analyst calls “the sense of place, of service, and of community that has characterized the modern library for the last century.”

At issue are libraries’ changing needs in terms of physical space; what a book or a journal or a database looks like; how to organize, store, and distribute information; and how best to promote information literacy in schools and other settings.

Not at issue is that librarians will continue to play a key role in the provision of these and other services. “The nature of the landscape may shift,” the analyst says, “but the need for a navigator will remain.”

The Institute of Museum and Library Services acknowledged libraries’ evolving roles as it conducted a national campaign in 2010–2011 to help libraries, museums, and civic leaders assess and meet the learning needs of their communities. The campaign, “Making the Learning Connection,” would promote the development of 21st-century skills, including “the ability to think critically about [the] information that is bombarding us from so many media sources every day,” according to IMLS Acting Director Marsha L. Semmel.

In fact, libraries already are making good progress in the 21st century. For example:
- Computer usage at public libraries continues to grow.
- The availability of wireless Internet in public libraries is approaching 85 percent, and about two-thirds of them extend wireless access outside the library.
- Almost all academic libraries offer e-books, as do more than two-thirds of public libraries. For most libraries, e-books are still a small percentage of circulated items—but represent the fastest-growing segment.
- A battle over the future of widely used e-books was joined in March 2011, when HarperCollins announced that it will not allow its e-books to be checked out from a library more than 26 times, raising the possibility that e-book licenses that are not repurchased would be available at the library for only about a year. “People are agitated for very good reasons,” said ALA President Roberta Stevens. “Library budgets are, at best, stagnant. E-book usage has been surging. And . . . there is grave concern that this model would be used by other publishers.”
- Libraries are also making voracious use of social media and Web 2.0 applications and tools to connect with patrons and to market programs and services. More than 90 percent of the respondents in a survey of library administrators/managers, librarians, and other staff called Web 2.0 tools important for marketing and promoting library services. Social
networks and blogs remained the two most popular, with many libraries also continuing to use photo-sharing tools and online video.

- Facebook, Twitter, and blogging tools top the list of Web 2.0 and social media tools in use by libraries, but as one survey respondent observed, even these “are only as effective as the user.”

**Other:**

- The battle against censorship goes on, and thousands of people read from banned or challenged books during Banned Books Week (Sept. 25–Oct. 2, 2010). Leading the Top Ten List of Frequently Challenged Books compiled annually by the ALA Office for Intellectual Freedom (OIF) were *And Tango Makes Three*, by Peter Parnell and Justin Richardson, and *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexie. Aldous Huxley’s *Brave New World*, a perennial “favorite” in this category, was No. 3; it has been stimulating would-be censors almost continuously since its publication—in 1932.

- In an era of body scanners at airports and hacked databases and involuntary disclosure for users of some online services, the OIF launched Choose Privacy Week, a national education and outreach campaign encouraging libraries to host conversations on privacy issues in their communities. Efforts by the ALA and the library community to protect the First Amendment also included weighing in on local book-banning controversies around the nation and ALA officials’ staging of a “Qur’an read-out” at ALA headquarters in Chicago in response to threats by the head of a small church in Florida that he planned to burn copies of the Quran on Sept. 11, 2010.

- The library profession continues its active efforts to make its ranks more accessible to members of ethnic and racial minority groups and to strengthen its outreach efforts to these underserved populations. The ALA’s Spectrum Scholarship Program, for example, awarded 75 scholarships in 2010 to members of underrepresented groups to help them pursue master’s degrees in library science.

- In another outreach effort, 2009–2010 ALA President Camila Alire launched the Family Literacy Focus, an initiative to encourage families in ethnically diverse communities to read and learn together.

- Library funding was caught up in partisan budget battles on Capitol Hill. In December 2010, Congress passed and President Obama signed into law the Museum and Library Services Act, which includes the Library Services and Technology Act and reauthorizes all of the programs under the IMLS. The LSTA is the only federal program exclusively targeted for libraries.

- At libraries of all kinds, technology continued to advance in high gear. Librarians labored—largely with success—to keep up with and to harness the power of social networking, which was also expanding and changing almost by the minute.
Introduction

Libraries continue to pull their weight in a weak economy

Data shows that 20 percent of Americans—more than twice the current unemployment rate—have been affected by a negative change in their employment status due to the recent recession.

And Americans who reported a negative job impact are more likely to use the library more frequently than those not affected and find greater value in both the library and the assistance from the librarian, according to a report, *Perceptions of Libraries, 2010: Context and Community*, released in January.

Nevertheless, several Fox TV affiliates aired a segment June 28, 2010, titled: “Are Libraries Necessary, or a Waste of Tax Money?” The answer should have been apparent before the question was even asked: Gate counts and circulation documented that libraries were more in demand than ever, and patrons were not about to surrender their neighborhood research and recreation hubs to budget cuts.

But even more powerful in an era of budget-slashing was a study conducted by the University of Pennsylvania’s Fels Institute of Government that provided bottom-line evidence that the return on investment in library service more than justifies the costs.

The first-ever economic impact study about Philadelphia’s public libraries, *The Economic Value of the Free Library of Philadelphia* (PDF file) concludes that the library created more than $30 million worth of economic value to the city in fiscal 2010 and that the library had a particularly strong impact on business development and employment. Among the highlights of the report, issued in October 2010:

- Survey respondents said they couldn’t have started, sustained, or grown an estimated 8,600 businesses without the resources they acquired at the Free Library of Philadelphia (FLP).
- Direct economic impact: Almost $4 million.
- About 1,000 said they had found work thanks to FLP resources, pumping $30 million in salaries into the economy and $1.2 million in tax revenue into the community.
- Philadelphia homes located within a quarter-mile of a branch library were worth an average of $9,630 more than homes outside that radius, an indication that the presence of a library is associated with larger real estate tax revenues.

The findings were based on statistics from all FLP branches, a survey of 3,971 FLP patrons and 85 librarians, interviews with 17 librarians and 33 library patrons at 14 branches, and Census data and U.S. Bureau of Labor Statistics data for the City of Philadelphia.

“Until now, there hasn’t been a way to know exactly how much we help in dollars and cents,” FLP President and Director Siobhan A. Reardon stated. “Through this groundbreaking study we put a figure to our services, providing hard evidence that we are more than a nice community resource—we’re an integral economic engine for the city of Philadelphia.”
“Our Authors, Our Advocates”

Librarians and authors have long enjoyed a mutual admiration society, but 2010 saw their love affair grow more passionate as ALA 2010–2011 President Roberta A. Stevens established “Our Authors, Our Advocates” as a major initiative.

Recognizing the need for new forms of advocacy, Stevens, at her inauguration at the Association’s 2010 Annual Conference, did not give a speech but passed the microphone to Marie Arana, Sharon Draper, Carmen Agra Deedy, and Brad Meltzer, who spoke about the value of libraries and librarians. Her objective, Stevens said, was to establish a cadre of nationally known writers who are ready and willing to speak out on behalf of libraries.

She succeeded.

More writers—including Scott Turow, Sara Paretsky, David Baldacci, Tony DiTerlizzi, John Grisham, Pam Muñoz Ryan, Mo Willems, Neil Gaiman, and Kathy Reichs—have come forward, not just to encourage people to read but to support libraries with aggressive advocacy. They and others have recorded public service announcements for libraries, the popular Gaiman served as chair of National Library Week in 2010, and Toni Morrison delivered what American Libraries called “a passionate paean to libraries” at the ALA 2010 Annual Conference in Washington, D.C. Grisham served as the honorary chair of National Library Week 2011, and several of the authors have written op-eds for media outlets to share their view of the enduring value of libraries. Stevens also participated in many media interviews to drive home the impact libraries have on the public’s efforts to find jobs and in creating a more literate society.

Librarians still stand for the freedom to read

Libraries, bookstores, and individuals continue to wage the battle against censorship. Once again, thousands of people celebrated the freedom to read during Banned Books Week (Sept. 25–Oct. 2, 2010) at rallies nationwide, reading from banned or challenged books and discussing the impact censorship has on civil liberties.

Since it began compiling data in 1990, the American Library Association’s Office for Intellectual Freedom has received more than 11,000 reports on book challenges—formal written requests to have a book removed from a library or classroom because of an objection to its content. Aldous Huxley’s Brave New World, which is set in the London of AD 2540 and tries to envision what society might be like then, appears to be a perennial “favorite” in this category; it appeared as No. 3 on the OIF’s Top Ten List of Frequently Challenged Books for 2010, topped only by And Tango Makes Three by Peter Parnell and Justin Richardson and The Absolutely True Diary of a Part-Time Indian by Sherman Alexie. Tango was published in 2005, and Absolutely True Diary in 2007; Brave New World, on the other hand, has been stimulating would-be censors almost continuously since its publication—in 1932.

Other skirmishes in 2010 occurred in Burlington County, New Jersey, where a complaint from a resident led to the removal of Revolutionary Voices: A Multicultural Queer Youth Anthology, a
critically acclaimed anthology, from both the high school and public libraries; and in Stockton, Missouri, where the Stockton R-1 School Board voted to ban Alexie’s *Absolutely True Diary* from both the high school curriculum and the library. The controversy in Stockton seems to have had a virus-like quality to it, since it triggered an outbreak of challenges to other books in the region.

“Not every book is right for each reader,” said ALA President Roberta Stevens, “but we should have the right to think for ourselves and allow others to do the same.

“The founders of this nation protected freedom of expression based on their conviction that a diversity of views and ideas is necessary for a vital, functioning democracy,” Stevens said. “Danger does not arise from viewpoints other than our own; the danger lies in allowing others to decide for us and our communities which reading materials are appropriate.”

Banned Books Week is sponsored by the American Booksellers Association, the American Booksellers Foundation for Free Expression, the ALA, the American Society of Journalists and Authors, the Association of American Publishers, and the National Association of College Stores. It is endorsed by the Center for the Book in the Library of Congress.

And at a glance . . .

Although public outcry couldn’t entirely curtail layoffs and trimmed operating hours, boosters managed to keep the vast majority of public-library doors open to accommodate millions of visitors seeking job-search assistance, storytimes, book clubs, and other programming. Libraries themselves have not stood idly by. ALA chapters in Illinois, Michigan, New York, Ohio, and South Carolina have created—or helped create—websites dedicated to saving the libraries in their states, and the ALA is hosting a clearinghouse website that tracks the effort and offers tips on how to spread the word.

School libraries in high-poverty areas took a hit in 2010, with big drops in spending on information resources and in collection size. However, most school districts managed to escape the economic trials of 2010 largely unscathed, according to the 2010 version of the School Libraries Count! survey conducted annually by the American Association of School Librarians (AASL), a division of the ALA.

Meanwhile, many academic libraries have faced budget cuts and restructuring. A survey in September 2010 indicated that nearly 42 percent of U.S. university libraries reported budget cuts and that many planned to reduce spending on information resources (69.1 percent) and staffing (30.5 percent).

And at libraries of all kinds, technology continued to advance in high gear. Librarians labored—largely with success—to keep up and to harness the power of social networking, which was also expanding and changing almost by the minute.
OUR MISSION

We strengthen our community by offering donors opportunities to establish charitable legacies, by making grants, and by serving as a catalyst to address community needs.

OUR VISION

The Eau Claire Community Foundation is widely recognized in the area as the leading community resource promoting philanthropy, collaboration, innovation, and building endowments.

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GIVE BACK FOR IMPACT
Founders, Donors, Benefactors, and Friends,
The Eau Claire Community Foundation was established with the goal of making a tremendous impact on the future of the greater Eau Claire community. In 2010, numerous advancements were made to ensure that we are achieving this goal.

Positive Change
We are pleased to announce that Donors continue to turn to the Eau Claire Community Foundation as a trusted place to invest their philanthropic dollars. In 2010, we received over $390,000 in gifts, established ten new Acorn Funds, two of which were fully funded within their first year, and awarded over $94,000 in grants on behalf of donors. With the increase in gifts and the strength of the recent market, the combined balances of the Funds held by the Foundation reached over $6 million! Together, gift by gift, grant by grant, we are generating positive results that enrich the lives of present and future generations.

Offering Opportunities
One initiative that has made a significant difference in just a short period has been the ability for Donors to donate online. Located on our homepage and under the “Make a Donation” tab, donating online is easy, safe and efficient.

Securing the Future
In 2011, the Foundation will enter its 14th year. The Founding Members’ vision was to create an organization to benefit future generations. The Eau Claire Community Foundation’s focus follows the vision of our Founders by making grants, offering donors opportunities to establish charitable legacies and by following their vision of serving as a catalyst to promote philanthropy, collaboration and endowment building.

Become a part of our legacy. Whether you have your giving priorities already planned or are just getting started, we can be the partner who will join you in this very important journey. We welcome you to engage with us wherever you are in your charitable planning process. Take the step. Get involved. Decide what role you can play in improving the quality of life in your community. You can depend on us to be the keeper of your legacy. Forever.

Paul Weinke
Chairman
Pat Quinn
Vice Chairman
Matt "Bill" Brunner
Treasurer
Jane Lokken
Secretary

Jill Barland
Duane Dingmann
C. Thomas Dow
Mark Faanes

Dave Frederikson
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Laura Talley

Buzz Minton
Jim Pinter
Laura Talley
Charles Graaskamp
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OUR TRUSTEES

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Dave Frederikson
Charles Graaskamp

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Nicolette Lasker, Chair
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Jack Postlewaite
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B.J. Farmer
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Steve Kristo
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Charles Graaskamp
J on Homstad
Dick Larson
Jack Postlewaite
Sue Tietz
Paul Weinke

Investment Manager
RBC Wealth Management

Operations Committee
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Susan Bruce
Sue Tietz
Ken Vance

Personnel Committee
Paul Weinke, Chair
Jill Barland
Jane Lokken
Sue Tietz

Staff
Sue Bornick, Executive Director
Deborah Nagahashi, Office Manager/Financial Specialist (January-May)
J anet Copeland, Office Manager/Financial Specialist (April-present)
Lorraine Henning, Grants Coordinator
Heather Gaudette, Student Intern (January-May)

VOLUNTEERS AND STAFF

OUR TRUSTEES
In 1995, the Hobbs Foundation, which had donated over $5 million to organizations throughout the community for 35 years, gave its final donation. Following its closure, an Eau Claire couple offered to make a significant gift to the community if a community foundation was in place. The couple, aware of the value of foundations, wanted to see their gift have an impact on the Eau Claire community through a community foundation.

In January 1997, the Board of Trustees established a goal of finding 25 individuals by December 31, 1998, to become members of the Society of Founders. Each member was asked to make an unrestricted commitment of $10,000 (or more), payable over five years. A total of 64 members made total pledges of over one million dollars. With this the Eau Claire Community Foundation became a reality and opened in 1997.

**Peter and Randi Scobie**

Randi and I are both natives of Eau Claire, and have enjoyed being involved in this community for many years. We raised our 3 children here, and are blessed to have 6 of our 11 grandchildren living in the area. When we were asked to be part of the Society of Founders in 1997, we were pleased to participate in the commitment to provide additional support to the community.

My parents (Robert and Rosemary Scobie) were also Founders, and Dad gave part of his retirement in 2006 to start a separate Family Fund, which we continue to add to with the help of my brothers and sisters. Randi has also served on the Board of Trustees and is a member of the Women’s Giving Circle.

We believe the Eau Claire Community Foundation has contributed an additional dimension to current giving, as well as long term giving for the future. This is one of many great programs that make Eau Claire such a special place to live!

**2010 Leadership Award**

**Jack and Carol Bartingale**

Jack, with his wife, Carol, is a Founder of the Eau Claire Community Foundation. At the Annual Fall Gathering on September 20, Jack Bartingale was given the 2010 Leadership Award. This award is presented to an individual who exemplifies the goals and mission of the Foundation through a commitment to philanthropy. Jack is very deserving of this award. He has served on the Board of Trustees and on committees, and helped shape the Investment and Distribution Policies. His leadership, insight, and strong support of philanthropy have been key factors in the growth and success of the Eau Claire Community Foundation. Jack and Carol are members of the Foundation’s Legacy Society, carrying their positive impact on our community far into the future.

**Society of Founders**

- Dr. David and Joan Angell
- Owen and Joan Ayres
- Bob and Louise Barfknecht
- Thomas and Ann* Barland
- Jack and Carol Bartingale
- James C. Bolton, J.r.
- Susan J. Bruce
- Duane and Joan Dingmann
- Arnie* and Lois* Domer
- Stephen and Janet Driever
- B. J. and Bea Farmer
- Phillip and Barbara Fey
- David and Cindy Frederikson
- Walter* and Gloria Gold
- Charles and Joan Graaskamp
- Tom and Mary* Grewe
- Jon N. and Maureen S. Homstad
- Daniel F. and Carolyn B. Johnson
- Don and Eunice Johnson
- Lloyd* and Lila Johnson
- Dr. David and Alice Katz
- Mike and Pat Kell
- Norm and Mary Ellen Keller
- Dick and Marcia Larson
- Charles and Kathy Lasker
- Marv and Sandy* Market
- Lee and Mary* Markquet
- Lee and Ruth Mathison
- Terry and Gina* McEnany
- J im Carter and Victoria Miller
- Buzz and Mary Ann Minton
- Charles D. and Sue E. Nyberg
- Michael and Jane O’Meara
- Mark and Tammy Orgel
- Wayne and Marge Peters
- Jim and Kathy Pinter
- Jack and Lois Postlewaite
- Bob* and Claribel* Rowan
- Wallace and Delores Schulenberg
- Peter and Randi Scobie
- Robert P. and Rosemary M. Scobie
- Steve and Kaye Senn
- Jack and Donna Stromwall
- Dr. Michel and Cathy Sultan
- Matthew and Melissa Tietz
- Roger J. and Susan K. Tietz
- Pat and Kerry Toutant
- Ken and Roberta Vance
- J an and Kathryn Ver Hagen
- W. Verdell and Diane R. Bothun
- Warren and Vonnie* Wangen
- Steve* and Olga Wise
- Jack and Cleo Young
- Ayres Associates
- Charter Bank Eau Claire
- Firstar Bank
- Royal Credit Union
- Stienessen, Schlegel & Co. LLC
- Thompson, Plumb & Assoc., Inc.
- Wipfli Ullrich Bertelson LLP

*denotes deceased
From November 12-18, 2010, the City of Eau Claire and Eau Claire County issued official proclamations recognizing National Philanthropy Week, and the community foundations for Chippewa, Dunn, and Eau Claire Counties each held an open house on November 17. Special efforts were made to raise awareness about community foundations through media attention. The three community foundations launched a new initiative which began during this week and lasted through Thanksgiving Day, to encourage contributions to the Community Fund. The following corporations pledged matching funds: Bauman Associates, LarsonAllen, LLP, Lasker Jewelers, Market & Johnson, Ruder Ware, Senn Blacktop, Weld Riley Penn and Ricci SC, and Wipfli, LLP. Over $5,000.00 was raised for this unrestricted fund at the Eau Claire Community Foundation.

LEAVE A LEGACY

The gift of a bequest or other planned gift to the Eau Claire Community Foundation is an ideal way to leave a legacy of giving back to the Eau Claire community. The Foundation’s Legacy Society helps ensure the growth and well-being of future generations in the Eau Claire area, and allows donors’ generosity to live on for years to come. The Legacy Society recognizes those who have formally acknowledged the Eau Claire Community Foundation through a deferred gift. Over 107 individuals in our community have acknowledged the importance of planned giving and have indicated that they have included the Eau Claire Community Foundation in their estate plans. We acknowledge and are grateful to those listed below.

LEGACY SOCIETY

Dr. David and Joan Angell  
Janet Barland  
Thomas and Jill Barland  
Jack and Carol Bartingale  
Priscilla Berry  
Stephen and Kristine Bien  
Don and Kim Bodeau  
Susan Bruce  
Thomas and Joyce Buckner  
Dick and Marlene* Cable  
Kurt and Tammy Cable  
Jim Carter and Victoria Miller  
Roger and Betty Davis  
Paul Del Torto  
Arnie* and Lois* Domer  
B.J. and Bea Farmer  
Joseph and Jennifer Fesenmaier  
Victoria E. Finstad  
Heidi Fisher  
Louis and Janet Frase  
Richard T. Gannon  
Tom and Annie Grewe  
Charles and Becky Grossklaus  
Karen and Dick Hebert  
Jon N. and Maureen S. Homstad  
Edna Hood  
Laura Hookom  
Al and Peggy Jones  
John Kaiser and Marcia Van Beek  
Dr. David and Alice Katz

Dr. Daniel and Kerry Kincaid  
Joseph Koehn*  
Richard D. and Marcia Larson  
Keith and Allison Martin  
Buzz and Mary Ann Minton  
Gregg and Emily Moore  
Jon and Erika Munger  
Charles D. and Sue E. Nyberg  
Jim and Kathy Pinter  
Jack and Lois Postlewaite  
Lyle and Karyn Quandt  
Steve and Kaye Senn  
Terry and Flo Sheridan  
Charles Shoemaker Jr. and Lori  
John-Shoemaker  
Vernon and Jo Ann Smith  
Jerry and Beth Speckien  
Roger J. and Susan K. Tietz  
Gary and Sonya Tourville  
Dr. Peter Ulrich and Susan  
Pittman  
Kenneth and Roberta Vance  
Jan and Katy Ver Hagen  
Ron and Johanna Warloski  
Paul and Cheri Weinke  
Bonnie Wright  
Dr. Jack and Cleo Young  
Anonymous (9)

*denotes deceased

SUSAN BRUCE

Susan Bruce began developing as a philanthropist as a young woman, when a respected older friend planted an idea in her mind by asking “What are you giving back to this community that raised and nurtured you?” As the years passed, Susan had more life experiences, including, sadly, several losses of cherished loved ones. As she began pondering how she could cope with these losses she became involved in organizations and activities that would nurture her spirit and mind. By supporting these organizations financially and with her talents, Susan began to experience the joy of philanthropy and of giving back to her community. When invited by a friend to be part of starting a community foundation, it seemed the right thing for her to do. Susan has a firm belief that people who work together can bring about positive change in the community, and as a member of the Society of Founders she is living this belief. In 2010 Susan became a member of our Legacy Society.
The four projects funded by the Women’s Giving Circle in 2010 for implementation in 2011 are featured here.

**AIM Court:**
Participants in Eau Claire County’s AIM court are offenders who are single mothers caring for children. Instead of serving a lengthy jail sentence they can participate in a variety of treatment and case management services. The AIM court provides support, education, direction and encouragement to these women so that they can be empowered to establish healthy life styles and stronger families. Grant money will enhance current efforts by creating an alumni group of women who have successfully met all their goals established by the Court and provide incentives and additional educational programming to both participants and alumni.

**Empowering Women Through Savings and Leadership:**
Literacy Volunteers-Chippewa Valley will use grant money to expand a program that was funded last year (Empowering Women Through Savings). The added components of the program will provide women who are living in poverty with knowledge about financial literacy and training and experience with financial functions, business and leadership. Women who have acquired sufficient literacy skills will receive opportunities for training in leadership and business and will form a Women’s Leadership Council.

**Soles for Special Souls:**
Trinity Lutheran Church Food Pantry will use grant money to provide vouchers to children in need that will enable them to select and receive a free pair of shoes from Kmart. Trinity Lutheran Food Pantry guests with children will be offered a voucher redeemable at Kmart in Eau Claire for one pair of shoes for each child. Each child will then be able to select a pair of shoes and purchase them with the voucher.

**Soles for Special Souls:**

**From the Garden, to The Community Table, to The Family Table:**
Participants in this program at The Community Table will learn about local nutritious food resources and about how to access these available resources to make nutritious meals at home. They will shop for necessary ingredients, learn how to preserve food and make complete meals. This program will also enable The Community Table to expand collaboration with hunger and social service agencies and to connect with local gardeners and the local food movement.

In 2007, the Women’s Giving Circle began with approximately 100 founding members, and has since grown to 150 members. Each member gives a minimum annual donation of $250 to the Women’s Giving Circle and each gift is divided into two components. Part of the charitable gifts help to grow the Women’s Giving Circle endowment fund, while the other portion is made available to fund nonprofit endeavors in our community that have a direct impact on women and children. In 2010, a total of $14,500 was granted to four non-profit programs in the Eau Claire community. To learn how to become part of the Women’s Giving Circle, please contact the Eau Claire Community Foundation.
The Children’s Legacy Luncheon is an annual opportunity to recognize individuals who have made outstanding contributions to our community for the benefit of children. The ninth annual luncheon, held on April 22, 2010 at The Florian Gardens, was attended by over 270 people. The honorees are well known for their abiding commitment to children and families. Each was given the opportunity to select a local non-profit organization to receive a $500 grant from the Eau Claire Community Foundation. Honorees selected the following grant recipients: Chippewa Valley Theater Guild, Girl Scouts of the NW Great Lakes, Eau Claire Chamber Orchestra, First Presbyterian Church Three to Five Club, Lutheran Social Services, and REACH, Inc. The Luncheon also raised money for the Children’s Legacy Endowment. The current balance of the Endowment is over $31,000, and in 2010 the first grant from this fund was awarded to the Family Resource Center.

We thank the following sponsors of the 2010 Children’s Legacy Luncheon:

- Luther Mideifort Mayo Health System
- Sacred Heart Hospital
- Chippewa Valley Orthopedics and Sports Medicine
- Kristo Orthodontic Specialists
- Marshfield Clinic
- Lasker Jewelers
- The Hanna Family
- Ayres Associates
- Betsy Barnes
- Charter Bank Eau Claire
- Trish Cummins and John Plewa
- Steve and Janet Driever
- Festival Foods
- McDonough Manufacturing
- Leland and Anna Mayer
- Peoples Bank of Wisconsin
- REACH, Inc.
- Robert and Rose Wiechmann

Honorariums

- In honor of 2010 Children’s Legacy Luncheon Honorees:
  - Steve Bien
  - Joan Figge
  - Richard and Nicolette Hanna
  - Mark Johnson
  - LarsonAllen, LLP
  - Tim and Diane Robertson
  - Dorothy Rosso
  - Katherine Williams

- In honor of Helen Andresen:
  - Karl Andresen
  - Dr. David and Joan Angell
  - Christine Hambach-Boyle
  - Bob Dawson
  - Virginia Hansis
  - C.P. and Lorraine Henning
  - Mary McFarlane

- In honor of Sherry Jasper:
  - C.P. and Lorraine Henning
  - Ruth Henschel
  - Randall and Beth Schultz

- In honor of Jack and Lorraine Schilling:
  - Jerry Berseth
  - David and Ann Schilling

- In honor of Mark Johnson:
  - C.P. and Lorraine Henning
  - David and Diane Oldenberg
  - Robert and Rose Wiechmann

- In honor of Ivar Lunde:
  - Jim and Connie Beck
  - David and Kathryn Duax
  - Ray and Betty Larson
  - Mark and Tammy Orgel
  - Mitch Piper
  - Beverly Stanco

- In honor of Robert Carr:
  - Jerry Berseth
  - Marjorie Bunce
  - Dennis Carr and Susan McClone
  - Durwin and Jeananne Long
  - Monica Meadows
  - Stuart Naber and Mary Kaeding
  - Jessica Schreiner and David Donnelly
  - Barry Storlie
  - Olga Wise

VOLUNTEERS

Chairpersons
- Pat LuCore
- Carol Morin
- Jessica Schreiner-Donnelly
- Justine Vernon
- Rose Wiechmann

Planning Committee
- Shotzie Armstrong
- Margaret Becher
- Sue Bormick
- Nancee Burbank
- Peggy Casper
- Sonya Clumpner
- Marti Foz
- Carol Gabler
- Donna Gilbertson
- Nikki Hanna
- Kathy Hayden
- Lorraine Henning
- Patty Horecki
- Ann Kaiser

Liz Kennedy-Wiechert
Jenna Kulasiewicz
Anna Mayer
Deborah Nagahashi
Helen Nordstrom
Minette Ponick
Robin Shih
Brooke Steele
Zita Stough

Nominating Committee
- Brook Berg
- Peggy Casper
- Bob Lesniewski
- Julie Lorenz
- Al and Barb Roland
- Gail Scukanec
- Becky Seelen
- Terry Sheridan
- Tom Thorsness

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- Jessica Schreiner and David Donnelly
- Barry Storlie
- Olga Wise

Pictured are the honorees for 2010: Sherry Jasper, Karl and William Andresen for Helen Andresen, Ivar Lunde, Lorraine Schilling, Jack Schilling, Mark Johnson, and Robert Carr.

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- Kristo Orthodontic Specialists
- Marshfield Clinic
- Lasker Jewelers
- The Hanna Family
- Ayres Associates
- Betsy Barnes
- Charter Bank Eau Claire
- Trish Cummins and John Plewa
- Steve and Janet Driever
- Festival Foods
- McDonough Manufacturing
- Leland and Anna Mayer
- Peoples Bank of Wisconsin
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- Durwin and Jeananne Long
- Monica Meadows
- Stuart Naber and Mary Kaeding
- Jessica Schreiner and David Donnelly
- Barry Storlie
- Olga Wise
**ARTS & CULTURE: $8,803**

- Chippewa Valley Museum
  - Archival Storage Equipment and Supplies; Unrestricted
- Chippewa Valley Symphony
  - Purchase of Percussion Instruments
- Chippewa Valley Theatre Guild
  - “Give Us a Lift” Campaign
- Eau Claire Chamber Orchestra
  - ECCO Tells the Tale Concerts
- Friends of the L.E. Phillips Memorial Library
  - Unrestricted
- Wisconsin Historical Society
  - Unrestricted
- Wisconsin Public Television
  - Unrestricted

**EDUCATION: $20,235**

- Eau Claire County Humane Association
  - Spay/Neuter Voucher Program; Unrestricted
- Family Resource Center for Eau Claire County
  - Jail Parent Education Materials;
  - Teen Parenting Education Program
- First Presbyterian Church
  - Three To Five Club
- Literacy Volunteers-Chippewa Valley
  - Technology; Empowering Women through Savings and Leadership; Unrestricted
- UW-Eau Claire Foundation
  - “Heroes” Scholarship Program for Single Parents
- Rice Lake High School Scholarship Fund
  - Scholarships for High School Seniors

**ENVIRONMENT & RECREATION: $31,750**

- Phoenix Garden
  - Tools and Equipment for Eau Claire Public Gardens
- Bob’s House for Dogs
  - Unrestricted
- Eau Claire YMCA
  - New Facility Building Fund
- Friends of Beaver Creek Reserve
  - Unrestricted
- Girl Scouts of the Northwestern Great Lakes
  - Resident Camps in Wisconsin
- UW-Eau Claire Foundation
  - Wisconsin Youth Success Program

---

**UW-Eau Claire Wisconsin Youth Success Program**

This program provides children of the community the “right start” by providing a safe and innovative environment in which they can grow and learn. It consists of a 5-week summer program for youth ages 10 to 16 years that includes academic, recreation, and health education. The activities focus on promoting cooperation, self-awareness, and offering opportunities to try new experiences. WYSP has been in existence for 30 years, and serves over 400 youth each year with no cost to individuals or families.

**Phoenix Garden**

Phoenix Garden works in partnership with other local entities, and is a place for growing produce, learning about growing food, and harvesting the crops for oneself, one’s family, and for the community. The Garden is located near the Chippewa River in downtown Eau Claire, and engages the volunteer efforts of many local residents.

The mission for Phoenix Garden is “empowering our community’s food-insecure residents with the vision, knowledge, and experience needed to grow their own food.” By providing opportunities for citizens to learn and practice gardening skills, this organization is tackling a serious community need in a practical, pro-active way.
PUBLIC CHARITY ADVISORS
Non-profit organizations occasionally need professional legal, financial, or tax advice, but often have concerns about the impact of the cost of such services on their limited budgets. The Eau Claire Community Foundation offers a service to non-profit agencies called Public Charities Advisors. Through this service, professional advisors would be available to consult on a single issue basis, with no cost to the organization. The professional advisors donate their time and expertise to assist any 501(c)3 charitable entity in the Eau Claire area. Organizations can contact the Eau Claire Community Foundation to access and coordinate these services.

SOCIAL SERVICES: $33,672
American Institute for Cancer Research  
Unrestricted
Arthritis Foundation-SW District  
Unrestricted
Bolton Refuge House  
Unrestricted
Chippewa Valley Free Clinic  
Unrestricted
Easter Seals Wisconsin  
Unrestricted
Eau Claire County AIM Court  
Incentives for Participants
Eau Claire Interfaith Hospitality Network  
Technology, Unrestricted
Feed My People Food Bank  
Warehouse Equipment
Lutheran Social Services  
Adoption Program
Luther Midelfort Mayo Health Systems  
Open Arms Building Fund; Unrestricted
March of Dimes  
Unrestricted
REACH, Inc  
Handicap Door Opener; Parent-Child Birth to Three Program; Unrestricted
Salvation Army  
Unrestricted
The Community Table  
Unrestricted; From the Garden to the Family Table
Trinity Lutheran Church Food Pantry  
Soles for Special Souls
United Way of Greater Eau Claire  
Unrestricted
UW-Eau Claire County Extension  
Printing and Distribution of Resource Brochure

TOTAL COMMUNITY IMPACT: $94,460.00

A volunteer tutors a participant of the Three to Five Club at First Presbyterian Church. This after-school service is open to all students needing individual help with their academic studies. Mark Johnson, a 2010 Children’s Legacy Luncheon Honoree, recommended a grant be awarded to this organization.

REACH, Inc. used grant money to install a handicap-accessible door and opener, increasing independence and safety for the participants in their programs.

Bob’s House for Dogs is a non-profit charitable organization that provides individualized care in a home-like setting for dogs with special needs with the aim of stabilizing the animal and placing it in a “forever family.” Volunteers interact with the dogs, and take them to local care facilities to bring joy to residents and to further the dogs’ social interaction skills. Bob’s House for Dogs works closely with the Eau Claire County Humane Association in selecting animals for their program.
You can choose the type of fund you establish based on the level of involvement you would like to have in where your donation goes. We work with you and your financial advisor to find the best match for maximizing your tax savings and establishing a lasting legacy, either in your own fund or by contributing to one of our many existing funds. The donation process can now be done conveniently online.

**DONOR ADVISED FUNDS:** If you wish to actively participate, you may set up a Donor Advised Fund that allows you to advise grant recommendations. A Donor Advised Fund can be set up for one person, or a family, which is an excellent way to involve the entire family in the tradition of philanthropy. Minimum balance to grant: $25,000

- Janet Barland Fund
- Dick and Marlene Cable Family Fund
- Community Technology Fund
- John Matthew Fesenmaier Children’s Fund
- Frederikson Family Fund
- Charles and Joanne Graaskamp Fund
- Grewe Family Fund
- Jon N. and Maureen S. Homstad Family Fund
- John and Betsy Kell Family Fund
- Norm and Mary Ellen Keller Fund
- Kristo Family Fund
- Larson Family Fund
- Dan and Debbie Market Family Fund
- O’Halloran Family Fund
- David B. and Dorothy H. Owen Family Fund
- Robert R. Southard Memorial Fund
- Scobie Family Fund
- Mike Siker Advised Fund
- Women’s Giving Circle Fund
- Young Family Fund

**DESIGNATED NAMED FUNDS:** A Designated Named Fund allows you the greatest control in the destination of your gifts. You may select one or more specific charitable organizations to receive grants from this fund. Minimum balance to grant: $10,000

- Thomas and Joyce Bruckner Fund
- Eau Claire Transit Disadvantaged Token Fund
- Eau Claire Dunn Pepin Medical Society
- L. E. Phillips Memorial Public Library Endowment Fund
- Ralph Owen Disaster Relief Perpetual Fund
- Lyle and Karyn Quandt Fund
- Jeannie Richie Memorial Puddle Jump Endowment Fund
- Hubbard and Kathryn Robbins Family Fund
- Dr. Michel and Cathy Sultan Fund
- John and Lela Thompson Fund
- Dr. Joseph M. and Jean M. Tobin Family Designated Fund

**SCHOLARSHIP FUNDS:** Scholarship Funds are named to recognize individuals, families, businesses, and other organizations. These Designated Named scholarships assist schools to provide opportunities for students in their academic pursuits. Students apply for scholarships through their schools. Minimum balance to grant: $10,000

- Elk Mound High School Alumni Scholarship Fund
- Memorial High School Class of '60 Scholarship Fund

**JEANNE RICHEL MEMORIAL PUDDLE JUMP ENDOWMENT FUND**

This Fund was established in 2010 in memory of Jeannie Richie, a long-time teacher at Longfellow Elementary School in Eau Claire, who passed away in May, 2010. This event, held in April, was started in 2007 as a community event that would bring people together for fun and physical activity, and to raise money to support the needs of Longfellow students, such as providing registration fees to camp, YMCA, and other valuable experiences. It also helps support the Community Learning Center, an after-school program at Longfellow School.

**ACORN FUNDS:** Acorn Funds are starter funds that grow over time through investment earnings and your continued contributions. When the fund reaches the minimum balance within five years for the type of fund chosen, granting can begin.

- Advancing Innovation with Eau Claire County Fund
- Thomas and Jill Barland Fund
- Clarence and Isabel Berger Family Scholarship Fund
- Stephen A. and Kristine K. Bien Family Fund
- David T. Bodeau and Family Fund
- Paul Del Torto Fund
- Foundation Leaders Fund
- Leonard E. Gibbs Fund to Promote Excellence in Evidence-Informed Research and Practice in the Helping Professions
- Philip and Janice Happe Family Fund
- Laura and Duane Hookom Family Fund
- Innovation Foundation of Western Wisconsin Fund
- Al and Peggy Jones Fund
- Kincaid Family Fund
- John and Jane Lokken Fund
- Michael Lund Memorial Fund
- 5 Martins Family Fund
- Buzz and Mary Ann Minton Family Fund
- RCU Fund
- Chuck and Lori John Shoemaker Family Fund
- SS Safari All-Star Fund
- Sculpture Tour Eau Claire Endowment Fund
- Sue and Roger Tietz Family Fund
- Gary and Sonya Tourville Fund
- The Warloski Family Fund
- Anonymous
FIELD OF INTEREST FUNDS: With a Field of Interest Fund, the donor relies on the expertise of the Board of Trustees to determine the most effective use of your gift within a general area of interest to you, such as arts & culture, education, environment, recreation, or social services. Minimum balance to grant: $10,000

Aubre Children’s Fund
Children’s Legacy Luncheon Fund
Nellie and John I. Kaiser Memorial Fund
Luther Midelfort Children’s Health Fund
Daniel and Mary Ann Ogan Educational Fund
Jim and Kathy Pinter Mental Health Fund
Public Gardens Fund
Pat and Sue Quinn Recreational Fund
Siker Education Fund

UNRESTRICTED FUNDS: Contributions to your Unrestricted Fund give the Foundation the flexibility to address ever-changing community needs. Your gift will be strategically used to respond to the needs of the Greater Eau Claire area. Minimum balance to grant: $10,000

Charter Bank Eau Claire Fund
James H. Cupery Fund
Lois and Arnie Domer Fund
Phillip and Barbara Fey Family Fund
Victoria E. Finstad Fund
Richard T. Gannon Fund
Giving Traditions Fund
T. Gordon and Gladys P. Keith Fund
Dean and Susan Olson Family Fund
Jack and Lois Postlewaite Family Fund
Terry and Flo Sheridan Family Fund
Society of Founders Grant Fund
Paul and Cheri Weinke Family Fund
Anonymous

COMMUNITY FUND: The Community Fund receives donations to help support grants to local non-profit organizations. The Eau Claire Community Foundation Grant Review Committee determines where allocations are directed from this fund.

PASS-THROUGH FUNDS: Pass-Through and Municipal Funds are established by groups for a specific purpose. In most cases these are short-term charitable funds benefiting our community or a particular agency. Restrictions apply.

Clear Vision Fund
Eau Claire Police Department Special Units Fund (K-9 Fund)
L. E. Phillips Memorial Public Library Building Fund
Rice Lake 11-21-04 Fund
Sculpture Tour Eau Claire Fund

OPERATIONS FUND: Gifts to this fund ensure the continuation of the Eau Claire Community Foundation’s work in supporting philanthropic goals of donors and the nonprofit organizations whose work they cherish.

AGENCY ENDOWMENT FUNDS: We administer Endowment Funds for many Eau Claire area non-profit organizations. These funds provide perpetual support for operations of the organizations, ensuring their future stability. Donors wishing to contribute to an Agency Endowment Fund should send their gifts directly to the agency, and the agency will transfer the funds to the Eau Claire Community Foundation. Minimum balance to grant: $10,000

Bolton Refuge House Endowment Fund
Chippewa Valley Health Clinic Endowment Fund
Feed My People, Inc. Endowment Fund
Beaver Creek Reserve Endowment Fund
Paul Bunyan Logging Camp Museum Endowment Fund
Goodwill Industries Fund
Interfaith Hospitality Network Endowment Fund
Literacy Volunteers-Chippewa Valley Legacy for Literacy Fund
L.E. Phillips Memorial Public Library Fund
L.E. Phillips Senior Center Endowment Fund
United Cerebral Palsy Endowment Fund
Young Men’s Christian Association of Eau Claire
Endowment Fund

SCULPTURE TOUR FUNDS
Sculpture Tour Eau Claire will bring over 25 original sculptures to Downtown Eau Claire sidewalks beginning in 2011. The pieces will be on display for a year, leading to a host of community activities. The public will have the opportunity to vote for their favorite sculpture, which in turn will be purchased by Sculpture Tour Eau Claire and donated to the City of Eau Claire for permanent placement.

This exciting art initiative will bring a variety of benefits to the Chippewa Valley and because this is public art, it is free for anyone to enjoy. It will be located in the heart of downtown Eau Claire, and will be easily accessible by bus, car, bike, or by foot.

To help support the Sculpture Tour Eau Claire initiative, two funds were established at the Eau Claire Community Foundation. They are Sculpture Tour Eau Claire Fund, which supports the operations of the organization, and Sculpture Tour Eau Claire Endowment Fund, which will maintain Sculpture Tour Eau Claire’s initiative long into the future. Visit www.SculptureTour.com to learn more.

PAT AND SUE QUINN
When the Quinns established their Field of Interest Fund, they named it the Pat and Sue Quinn Recreational Fund. In their own lives, recreation has been a valuable source of satisfaction and they wanted to support opportunities for others in the community to find the same kind of enjoyment. Their fund is used by the Grant Team for approved requests from qualified organizations that provide safe and healthy recreational activities.
OUR DONORS

A
Ed and Carla Ahneman  
Dave and Carol Anderson  
Judy and C. C. Anderson  
Karl Andresen  
Dr. David and Joan Angell  
Anonymous  
Schotzie and Mike Armstrong  
Barbara Arnold  
Louis G. Arnold  
John and Mary Ausman  
LaVerne and Beverly Ausman  
Mary Austin-Erickson  
Avalon Floral, LLC  
Ayers Associates  

Susan M. Bornick  
Timothy and Mary Boortz  
Stephen and Ann Bohrer  
Linda and B.J. Bohacek  
Robert and Lois Bodeau  
Robert and Andrea Bodeau  
Jean Bodeau  
Geoffrey and Sandra Bodeau  
Don and Kim Bodeau  
Ann R. Boddy  
Virginia Bluem  
Mary Kay Bissell  
Ann Bishop  

B
Annie Bailey  
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The Eau Claire Community Foundation is one of the 30 community foundations in Wisconsin and one of more than 500 community foundations in the United States that has achieved Confirmation of Compliance with National Standards for U.S. Community Foundations.
April 14, 2011

To: The Library Board of Trustees

From: John Stoneberg, Library Director

Subject: Report of the Library Director

New Business Manager
Teresa Kriese has been hired as the Library’s new Business Manager to replace Julie Gast who is retiring on June 3 after 29 years at LEPMPL. There were 78 applicants for the job and Mark Troendle, Julie and I made up the interview team. Teresa has worked for the City of Eau Claire since 2003 and worked closely with City Finance Director Becky Noland as part of Becky's team. In her position at the City, Teresa worked with the annual city budget and capital improvement plan, prepared financial reports, completed statistical analysis and research, developed RFPs, worked with grant applications and on state reports, assisted with policy development and much more. Mark and I provided a tour of the library building and divisions for Teresa on March 23. Teresa began training with Julie on April 7.

Process Improvement
For a couple of years, the Library has been working with the City in their effort to develop a focus group team trained and proficient in process improvement. Jill Patchin from Youth Services has been our first library representative on this team. The City plans that process improvement will be an ongoing endeavor and that more and more staff will be trained in this endeavor. There have been process improvement projects throughout the City. The first at the library involved responding to a “biohazard” situation (blood, vomit, etc.) A lost child procedures review is being completed and a meeting rooms reservations and setup process improvement project will begin soon with Isa Small in Reference heading up that review. The details of the process improvement review are very interesting.

SRLAAW and Library Legislative Day
Mark and I attended a SRLAAW (System and Resource Library Administrators Association of Wisconsin) meeting on March 21 at Madison Public Library. The major focus of the meeting discussion was the 2011-2013 Wisconsin state budget and its impact on library systems because of a 10% cut and on public libraries because of the proposed elimination of Maintenance of Effort (MOE). SRLAAW voted to support public employee unions in Wisconsin in their opposition to removal of their collective bargaining rights. Mark and I then attended Library Legislative Day on March 22. It was a cold, rainy day and it took us almost 40 minutes to get into the Capitol building. Once in, many doors that are normally open were locked and it was difficult to get around. We were late to our first appointment (with Senator Moulton) but John Thompson met with him. Just Mark and I met with Representatives Bernier and Petryk and we met Senator Vineout with others from the La Crosse area. All in all, the meetings went well and it was unusual to be able to meet with the legislators directly instead a staff person.
Public Library Association (PLA) Virtual Spring Symposium

The Public Library Association (PLA) hosted its first-ever Virtual Spring Symposium on March 30. This day-long, online event attempted to offer the professional education that PLA’s Spring Symposium is known for but in a format more affordable and convenient for attendees. The Symposium was moderated by librarian and author Stephanie Gerding with eight education programs to choose from in the areas of technology, youth services, administration, leadership, adult services and sustainability; a lunchtime interview with author Diane Ackerman; and a closing session with keynote speakers George Needham and Joan Frye Williams. Registrants were able to ask questions, chat with other attendees and follow on Twitter. I arranged with IFLS to co-host the symposium at LEPMPL and invite attendance from everyone in IFLS. We had programming in both the Eau Claire and Chippewa Rooms and the day went well. 10 LEPMPL and 18 IFLS staff attended for all or part of the day. (As an aside, you probably have noted in the various month reporting that more and more staff is taking advantage of a growing amount of online educational opportunities that allow them to remain at the library and keep down costs, but still take part in personal development.)

Chippedia

The Chippewa Valley Museum officially announced ChippePedia on April 5. ChippePedia is a free online encyclopedia (that anyone can help edit) developed and managed by the Museum and hosted by the Library about the Chippewa Valley with technical assistance from Jeff Burns. Using ChippePedia, you can share stories about what it's like to live in the Chippewa Valley and what makes it unique. You can also find information and history about the people, events and places that shape the Chippewa Valley. You can access ChippePedia through both the Museum and Library websites.

Eau Claire Downtown Riverfront District

The third Eau Claire Downtown Riverfront District public information meeting was on April 7 and both Mark and I attended. The meeting was well done and we appreciated the time by Ayres Associates staff that was taken to speak with us. The traffic analysis regarding Barstow Street and whether it should remain one-way or become two-way was important, but we were most interested in the Eau Claire Street and the city hall/library campus work that was outlined. Four city hall/library campus concepts and various Eau Claire Street design and elevation layouts were presented. I’ve asked Brian Amundson, the City’s Director of Public Works, to once again join you to present and discuss. I prepared draft comments regarding the various proposals and then talked them over with Mark. I met with management team members on April 14 to get their reactions and additional feedback. Attached are draft comments and recommendations for your discussion on April 21. On Friday, April 22, I will prepare and send a final version of comments to Ayres. From the Ayres Associates’ Eau Claire Downtown Riverfront District website:

Eau Claire Street:  http://www.ayresassociates.com/ECDowntown/eauclaire.html

“The City of Eau Claire aspires to create a strong visual and circulatory link between the library-City Hall area and the downtown riverfront. Eau Claire Street lends itself perfectly to accomplishing this goal. A well balanced organization of programming and design will establish Eau Claire Street as a major draw for the downtown. Eau Claire Street could
evolve into a hub of activity that attracts patrons to downtown for civic events, festivals, and downtown specific programming.

The 2001 Downtown Action Agenda called for the creation of a Town Square next to City Hall along Eau Claire Street. It also recommended developing an Eau Claire Street Promenade, a waterfront plaza connected to the Town Square and the waterfront through landscaping. It will link the L.E. Phillips Memorial Public Library/City Hall campus and the Haymarket parking lot at the confluence of the Chippewa and Eau Claire Rivers.

As with South Barstow Street, this design will use the principles and theories of "placemaking"—to develop this area so that it offers multiple activities to create a lively and interesting environment that will bring people downtown.”

**Other Highlights**

- Met with the Library Board’s Development and Endowment Committee on March 7.
- Mark Troendle and I attended a community forum on the impact of the proposed state budget at Delong Middle school on the evening of March 10. The forum was sponsored by the Greater Eau Claire Area Alliance for Strong Communities.
- Jackie Depa and I attended chiller construction meetings on March 15 and 31. The library’s new chiller was successfully hoisted and installed on the roof on April 1. Chiller construction work should be completed by the end of April.
- Met with the Library’s Personnel Committee on March 17. The impact of Wisconsin Act 10 (the “budget repair bill”) on non-union Library staff was discussed.
- Because Mark and I were out of town, Shelly Collins-Fuerbringer attended the Friends Board meeting on March 21. The Friends Board approved the 2011 requests from the Library in full.
- As a result of a visit to LEPML by a couple of UWEC McIntyre Library staff, Reference staff and I visited McIntyre on the morning of March 23. We spent the morning with UWEC librarians exchanging resources, touring the facility and sharing ideas on how we can complement each other to better serve our customers.
- In preparation for a public forum, I attended a Good Life meeting at the Chippewa Valley Museum on March 23. Shelly and Mark both had brief training at the Museum in preparation for moderator and note taker responsibilities at the forum. The Good Life Eau Claire County’s public forum was held on March 29 at the Oxford (Eau Claire Children's Theater). The forum presented some of the findings so far and asked the public to tell us about what they think Eau Claire County should do to add to the “good life” in our area. Besides, Shelly, Mark and I, Bob Hauser volunteered to be a moderator. The library lent the Good Life 20 tables for this event.
- At the MORE Directors Council on March 25, revised MORE by-laws were unanimously approved which means in 2012 that LEPML will not only get a weighted vote on MORE financial issues, but on all votes in proportion to what LEPML pays to support MORE.
- LEPML is a member of the Innovative Users Group (IUG) which was founded in 1991 as an international organization of member libraries that use the Innovative Interfaces, Inc. (III) integrated library software, INNOPAC. IUG is an independent
organization from the company. Besides LEMPPL and MORE/IFLS, the other voting IUG members in MORE are Altoona, Hudson, Menomonie, New Richmond and River Falls. Each year, IUG members vote on which enhancements to the III software will be given priority in the coming year. This is important to IUG members. I got feedback from staff and submitted the library’s vote on April 1.

- Jackie Depa, Bob Boecher, Rod Bonesteel and I met with Greg Gehring of Elevator Consulting Services (ECS) (Lakeville, MN) on April 4. ECS will be giving us an estimate on evaluating our elevators and jacks, making recommendations on how to proceed and possibly doing the project management on the elevator work in 2012. Jackie, Bob, Rod and I also met with representatives from Wausau Window and Wall Systems (WWWS) on April 6. Wausau Window did the work on the library windows when it was built. We hope to get recommendations from WWWS on the priorities for refurbishment and/or replacement of the windows in the coming years.
- The IFLS Advisory Council of Librarians met on April 4 with John Thompson and discussed the 2011-2013 budget and its impact on IFLS. (I was re-elected the group’s Chair.)
- I attended the annual Chamber/UWEC Community Breakfast at the University on April 6.
- Sent out an advocacy update via e-mail on April 8 with a special emphasis on maintenance of effort (MOE).
- In the first seven weeks, customers has completed 7,090 music downloads (or an average of 1,013 per week) through Freegal.
- As the agents for the MORE DVD multiple holds project, Mary Blakewell and I completed the project work done every two months.

**From the Management Team & Staff**

**Assistant Director/Human Resources**

Mark attended PLA virtual symposium. He attended sessions on how to reach customers using mobile technology, providing electronic content to customers, managing libraries in a post-recession environment and providing adult services to baby boomers.

Beta testing of a redesigned MORE catalog continued in March. Mark and other staff reviewed the work-in-progress and submitted feedback for a second time.

A local elementary school contacted Mark for help in finding a suitable space during a particular time frame for an upcoming meeting on the importance of summer reading. Happily, we will be able to accommodate their request. Shelly Collins-Fuerbringer will also be assisting by making available a Youth Services staff member to describe summer reading programs offered at this library.

Bess Arneson and Mark met with a Recorded Books representative on April 1 to learn more about that company’s new and evolving electronic services.
Mark drafted and disseminated guidelines for “Take Our Daughters and Sons to Work” day, which will be April 28.

A number of years have passed since staff purchased shirts with the library’s logo, so Staff Affairs developed a process whereby staff could order these shirts once again. They secured a local vendor, narrowed the styles to choose from, selected logo colors, took orders and distributed the shirts in early April. Special thanks to Dayna Lovell for coordinating the many details with the vendor.

**Public Relations & Programming (PRPS)**

During March, the library hosted several events for adults:

PRPS staff collaborated to put together another successful opening reception for ArtsWest, the library’s annual juried art exhibit. Staff purchased and arranged refreshments; produced nametags, awards labels, program inserts and certificates; set up audio equipment; and photographed and video recorded the event.

“You Cutting Edge Women,” a discussion series based on best-selling forensic mystery novels, continued to meet during March. About 15 people attended each of the four sessions led by UW-Eau Claire professor emeritus Gloria Hochstein and reviews were very favorable.

Researching family history got easier thanks to an informational program hosted by the library and the Genealogical Research Society of Eau Claire. About 135 people attended “Ancestry and Archives: A Genealogical Presentation” which was presented by librarians from the Wisconsin Historical Society and the UW-Eau Claire Area Research Center. The program featured insights into effectively using Ancestry.com—the world’s largest online resource for family trees—and helpful tips for accessing family history information available locally. A light complimentary lunch was served.

Sustainable ways to design and care for gardens and landscapes was the focus of a program co-sponsored by the library and the Eau Claire Garden Club on Monday, March 14. “Sustainability in the Home Landscape” was presented by Fran Kiesling of Environmental Praxis Coaching, Inc. About 75 people attended the afternoon session. The presentation was repeated in the evening to an audience of 35.

The library partnered with the Eau Claire Jazz Festival to present “Jazz Styles: The Swing Era” on March 29. Dr. Ryan Jones of UW-Eau Claire’s Department of Music and Theatre Arts led the audience in an exploration of the transition of jazz from the 1920s New Orleans style to the widespread appeal and racial appropriation of the swing era during the 1930s. Artists considered included Louis Armstrong, Duke Ellington, Count Basie, Chick Webb, Tommy Dorsey, Benny Goodman, Gene Krupa, Teddy Wilson and Lionel Hampton.

PRPS staff met for an off-site planning session, which included review of ArtsWest procedures and planning for spring and summer programs and events.
Besides regular tasks, other activities included:

**Larry Nickel**
- Edited the video recording of the ArtsWest reception and exported the file for use on the website.
- Assembled a new equipment cabinet and installed equipment for the Eau Claire Room.
- Began updating the annual report design, text and data for the 2010 report.
- Worked with Reference staff on repair and upgrading of microfilm equipment.
- Designed two print advertisements for a Rakugo program.
- Adjusted lighting for ArtsWest.

**Melany Bartig**
- Sent pickup reminder letters to ArtsWest artists.
- Continued to work on a Summer Library Program (SLP) brochure and one-page SLP flyer.
- Began creating reading folders for SLP.
- Created invitation for the Friends of the Library annual meeting.
- Created a program flyer for the Barry Weiss art show, “Crystal Magic.”
- Created flyers for the following programs: *Get the Help You Need to Find the Job You Want; Immoral, Stalked and Stripped: Page-Turners of Brian Freeman; Rakugo: the Art of Japanese Sit-Down Comedy; and Spring and All: a Poetry Discussion*

**Kris Jarocki**
- Continued to take photos of library art reproductions for the MORE catalog, as well as download and label the photos.
- Downloaded, labeled and filed pictures of the ArtsWest 32 reception.
- Phoned customers registered for the Spring and All program.
- Printed, folded and prepared Crystal Magic brochures for mailing.
- Updated and posted new range signs for the CD and Cassette Audiobooks sections.
- Trained other library staff on using the paper cutter and folding machine.

**Reference Services (RS)**

Renee Ponzio did the pick of the month: “March is Inspiration Month.” This celebrated March as the month where optimism, trying new ideas, becoming involved with music and arts and crafts are the focal point. She also did the reader’s advisory table for the last two weeks of March entitled “Happy Birthday” showcasing the talent and writing by and about those born in the second half of March. Renee attended several webinars including ones on library evaluation for grant; project management and measuring success and the PLA Virtual Spring Symposium. She worked a student from UW-Eau Claire who came and observed at the reference desk for several hours. Renee attended Overdrive and MORE Ops meetings. On March 25, Renee gave a one-on-one tutorial on the library’s grant databases to Ellsworth Public Library’s director.
All reference staff reviewed the proposed enhancements for the Innovative system and forwarded their recommendations to Renee who combined them with HRS recommendations and her own and send them on to John.

Isa Small worked with Jeff Burns and Cindy Westphal on updating information for the new version of the library website. She also attended a WebJunction webinar on creating video tutorials and several sessions of the PLA Virtual Spring Symposium. Isa processed 34 CD titles from AllMusic database to be reviewed by Bess Arneson.

Cindy Westphal attended two sessions of a PLA Spring Symposium webinar, participated in the “lost child procedures” focus group planning session, updated the Author Alert page on the library’s website and created a Club Read list on Cutting Edge Women. For April, she also created the Pick of the Month on the website featuring The Civil War Sesquicentennial.

With the newly refurbished electronic shelving in place, Reference page Janean Hankes has started shifting Special Collections items.

Cindy continues to monitor, reorder and restock the state and federal income tax forms. The library’s distribution of forms continues to be very popular as the library is one of the few sites where forms are available. Cindy proctored 14 exams for students taking online or long-distance courses.

Offering e-mail genealogy assistance, Reference looks up obituary requests, scans obituaries and then sends these requests to customers all over the United States and foreign countries. During March, 29 obituaries were processed and sent electronically. The number of Meebo questions processed was 8 in April. Meebo is the instant messaging service that Reference staff uses.

Kathy Herfel assisted PRPS with the Ancestry and Archives program held in the Eau Claire Room on March 12. This event was co-sponsored by the library and the GRSEC and had over 130 participants.

David Dial was interviewed by reporter Steve Betchkal from WQOW-18 for a piece on Eau Claire history. He answered questions on the initials in the name L.E. Phillips and also provided a bit of information about Louis L. Phillips. The library's Business Resource files were featured in the visuals of the story.

David Dial received a voicemail message asking where to get fresh paw paws? ("Paw paw" is another name for the tropical fruit "papaya." ) David called a few grocery stores and found that no one had fresh paw paws. One produce department worker asked whether it was a fruit or a vegetable. Since paw paws can grow in Wisconsin, David called the county extension office to see if they had the answer. They didn't, but they did have the question—the same caller had left them the same voicemail. Even though the extension officer agreed to contact the customer, the customer did call back and talked to Isa later. Isa was able to give the caller a phone number for a Wisconsin paw paw producer. By the way, we found out that paw paws are only good for a couple of days when ripe.
**Home Delivery**

The current Home Delivery customer total is 195. Two new customers were added and 1 customer was removed from the Home Delivery program in March.

Reminiscing with the Library at Heatherwood Assisted Living was attended by 6 residents. The topic this month was Egypt. Kathy Herfel read from Youth Services books about the history of Egypt and inventions that originated there.

Kathy coordinated a Genealogy Open Lab in the Microlab on March 16. It was attended by 11 genealogists. Dianne Harris, librarian at the LDS church (Church of Jesus Christ of Latter Day Saints) and a Genealogical Research Society of Eau Claire (GRSEC) member spoke on resources found at an LDS library in California and the LDS library in Eau Claire.

Kathy organized a Home Delivery/Library table at Senior American’s Day (SAD) March 22. This year we shared a table with the IFLS Library Books by Mail program. One Friends of the Library member was on hand to help. Two library cards were issued at SAD.

**Holds and Resource Sharing (HRS)**

Jessi Peterson began her position as a Desk Clerk in HRS. Most of her training was provided by Jon Marten. Staff pitched in to cover a few absences and a vacation during the month.

The counter tops and a wheel on the check-in workstations were replaced. The original counter tops were wearing out very quickly. Amy Marsh is working with Jackie Depa to come up with a solution to protect the new counter tops.

All of the new drop boxes were delivered to their locations by custodians. Bob Rieder discovered that some of the locks do not work quite the same as the old locks. When it is warmer he will investigate switching them around to be the same. There was also a problem with the locks icing up during recent bad weather. Jolene Krimpelbein contacted a locksmith for their recommendation. They would just thaw them out with a torch. Renee Ponzio will investigate getting something for Bob to have in the van.

A call was received from a customer who attempted to return some very large audiobooks to a drop box. Amy went out to the location and discovered that the customer forced the items into the chute and then was unable to get them all the way in or remove them. Laura Miller will investigate placing stickers on those items that say they must be returned inside the library.

Renee will check to see if any of the gas keys for the van should be redistributed to different staff. She will also talk with Mark Troendle more about having back up drivers for the drop box pick-up.
During a recent large snowfall Bob had some difficulty getting out of the driveway. Amy checked with Rod Bonesteel at John Stoneberg’s suggestion. Amy will check back with John regarding Rod’s response.

Amy and Jolene reviewed the proposed enhancements for the Innovative system and forwarded their recommendations to Renee.

During a recent power outage staff had to improvise. Bob was unable to get the garage door open so he used his truck to pick up materials at the drop boxes. Paul Marshall-Potter inspected materials by flashlight for about an hour.

HRS staff received information for the new emergency closing procedures. Staff will call the new number. If the library is closed, each person will decide if they should come in based on the circumstances of the closing and personal safety.

Mark is working on preparing the suggested procedures and policies for interlibrary loan. The next step will be to have the board review any parts that would be policy.

**Safety and Security**

Larry Nickel studied current security camera views and met with John Stoneberg to determine possible camera additions. Funds for an additional recording unit and six cameras are in the 2011 budget. Larry also made changes to several camera angles for existing cameras as a part of developing an expansion plan.

Larry viewed surveillance video to investigate a bicycle theft at the library. With approval from the Library Director, a videorecording was turned over to the police.

Larry attended another meeting of the FOCUS group studying changes to the library’s Lost Child procedure. In preparation for the meeting, he developed maps showing search zones for each floor of the library.

**Technical Services (TS)**

Jean Pickerign has been selecting materials from new arrivals for the Friends’ Annual meeting, April 18. After the meeting, volunteers are welcomed to browse the cart and choose a title. Each volunteer will have a book plate with their name entered into their chosen item.

Sharon Price attended sessions of the PLA webinar on March 30.

Teri Oestreich picked up the supply order completed through IFLS/MORE at the Indianhead office.

Mary Blakewell entered all appropriations and allocations into MilAcq for the 2011 budget year plus the first set of appropriations for Lost & Damaged materials.
TS Staff reviewed the IUG enhancement ballot. They voted for their favorites, gave them to Sharon, who compiled them and sent them on to John Stoneberg.

Jackie Hagenbucher will no longer remove bib locations when withdrawing items. After further investigation it was found that, after removal, bib locations pop back on during the link maintenance job that runs every night. This could pose problems for customers scoping to Eau Claire items. In the OPAC summary display it will appear that there are Eau Claire holdings when there are really none, but only an order record or an item at ‘unavailable’ status, e.g. lost & damaged, missing etc.

Mary Blakewell, Sharon Price and Kris Nickel worked on the archiving old order records procedure. This can now be accomplished in the Millennium product rather than going into the DOS version of Millennium. 16,644 order records from 2007 were archived.

MORE-Friendly:
- Jenny Karls requested and was granted permission to use the summaries and plot lines from Novelist (the reader advisory database). She informed all MORE catalogers.
- Catalogers downloaded 115 authority records into the MORE database.
- Recently the Library of Congress Subject heading “Survival after airplane accidents, shipwrecks, etc.” was canceled and changed to 1) Shipwreck survival, 2) Survival, 3) Airplane crash survival, or, 4) Survival at sea. Sharon Price has converted 190 of the old subject headings to one or more of the four choices. This is a slow process since each bib record needs to be scrutinized for the change to see whether the title was about a shipwreck, airplane crash, or survival in the wilderness. There are 342 bib records remaining.
- Donna Swenson removed 82 blind references from the MORE database.
- Catalogers downloaded 171 author and series title authority records from OCLC and 70 from INNView (Millennium product).

Youth Services (YS)

Youth Services held their annual ACT workshop in March for high school students who are preparing to take the exam. 96 students attended the 3-hour workshop which was given by Ruth Harris, Director of the Northwest Reading Clinic.

Dayna Lovell presented at this year’s Senior American’s Day at UWEC. She gave a 45-minute presentation titled Great Books and Tips on Sharing Them: grandparents as literacy partners.

Jill Patchin continues to lead the Focus team that is working to revise the lost child procedure. The committee presented their findings and recommendations in early March to John Stoneberg who approved the recommendations for implementation. The committee then drafted a map of the library and broke it into zones that need to be searched when a child is lost. Each member of the committee is responsible for writing up key areas in every zone to search. This information and a map of each zone will be included on search cards.
that will be distributed to available staff by the Incident Commander at the beginning of the search. The committee hopes to have the new procedure in place at the beginning of the summer.

Alisha has been extremely busy during the past month soliciting prizes for the upcoming summer library program. Prizes come from a variety of local businesses. For the Read to Me and Reader folders, she needs to find a business that is willing to donate 1,500 prizes. This, as you can imagine, is no easy task. This year, Cold Stone Creamery has agreed to offer the first prize, so we are grateful for this extremely generous donation and know the kids will be, too!

Jill attended an ALA webinar “Liven up Baby and Toddler Storytimes with Kathy MacMillan.” She came away with a lot of practical examples of incorporating sign language into storytime. This will be something the Youth Services staff will work to incorporate into future baby storytime offerings.

Dayna and Shelly took advantage of the PLA Symposium webinar sessions that were offered at the library on March 30. Shelly attended When School is out, the Library is in and Dayna attended Connecting with Teens @ Your Library. Both received great ideas for future programming.

Jenn has finalized the application for Summer Teen Volunteers. Youth Services recruits teens entering 6th grade and up to help with a variety of programs and events during the busy summer.

**Circulation**

Laura Miller will be participating as the Circulation representative in the new focus group that will review meeting room registration and processes.

The new curbside drops at the library were installed the first part of March. They are similar to the off-site grocery store drops except have a larger capacity.

Circulation staff lost a dear friend and co-worker in March--Judy Flick. Judy had worked at the library for over 6 years as a Circulation page. She will be missed.

Susan Sveda-Uncapher has resigned her Circulation page position and this has been filled by Stephanie Ringsred who was hired just recently to fill the temporary page position. To date, three pages have been hired in this temporary position since the end of December who were then able to secure permanent page positions soon after starting.

Tally Peters has been hired as a new morning page. Tally had worked in Youth Services a decade ago and is now learning the ropes of her circulation page position this month.

Laura Miller and the circulation assistants provided input for proposed Circulation Functionality enhancements for the Innovative Interfaces automated library software. With
over 60 circulation enhancement choices, we voted on those areas that best help with the efficiency and accuracy of Circulation functions. The Library is a voting member of IUG. Our input was also shared with MORE/IFLS vote as well.

Circulation staff have been preparing for the upcoming school visits by all Eau Claire 1st graders in April by creating new library cards for those students who do not currently have an active one.

**Information Technology (IT)**

In March, Kris Nickel and Jeff Burns responded to and resolved 58 help requests from staff on a wide range of issues. Other highlights by staff member include:

**Kris Nickel**

- **MORE/IFLS Friendly:** Continued with the installation of new PCs according to the 2011 equipment replacement schedule, as well as readied and delivered a large number of computers and peripherals to IFLS for distribution to other libraries.
- Replaced 2 aging uninterruptible power supplies (UPS) in the server room.
- Working with Lee Vrieze, the library’s engineer from Heartland Business Systems, to update and complete documentation and diagraming of the library network. Lee and Kris also readied the network for an upcoming installation of a VPN appliance from Tyler Technologies. Once installed and configured, it will fix the problems of the library’s financial system and its connection to the City. (In December the program, MUNIS, was upgraded by the City of Eau Claire, however, it was discovered after the fact that it was not compatible with multiple networks.)
- At the end of March, Kris worked with Holly Ring, outgoing Friends Coordinator, to transition computer, software, and e-mail setting to Angie Sommers, her replacement.

**Jeff Burns**

**LEPMPL:**

- Continued working on the new version of the library website including content editing/migration with staff and mobile access integration
- Edited/distributed monthly electronic newsletter to subscribers
- Updated YS/kids online photo album
- Added new book trailer and music videos to teen's website
- Edited/Posted ArtsWest 32 video and slide show preview to website
- Made website template adjustments to the [www.Chippepedia.org](http://www.Chippepedia.org) website
- Created pages and tested scoped version of WebOPAC for LEPMPL

**MORE:**

- Updated Purchase and Suggestions online forms
- Tested mobile version files for WebOPAC
- Followed-up with customers regarding account access issues
GOAL 1: Residents of all ages in the Eau Claire area are fully engaged in community life and enrich the quality of life in the area by taking advantage of opportunities to interact with their fellow residents/citizens.

STRATEGY 1: Explore ways to enhance the ongoing funding available for cultural programming and to create greater opportunities for civic engagement.

**Administration/PRPS:**
- Through Himmel & Wilson, investigate examples of successful sponsorship opportunities regarding civic engagement and programming.
- Examine current allocation of time and determine what additional staffing would relieve professional/experienced staff of routine functions so they could concentrate on more goal-associated programming. Goal-associated programming encompasses the library's commitment to offer lectures, discussion series, exhibits, performances and other events that provide opportunities for cultural, literary and educational growth.
- Continue to promote Library meeting facilities to government and school officials as a neutral place to hold hearings/meetings and advertise the role of the Library as a “boundary-spanning organization.”

**NOTES:** Efforts need to be made to engage new users of libraries and groups with diverse interests. Goal-associated programming and outreach to these interests will be highlighted.

STRATEGY 2: Enhance the quality of meeting room space to include appropriate technologies and more comfortable seating.

**Administration:**
Seek funding for the additional renovation of Chippewa Room.

**Circulation/Custodial/Reference/Youth Services:** Use process improvement method to review all procedures, policies, etc. regarding meeting rooms in order to ensure that the most efficient and effective use of them is being made.

STRATEGY 3: Evaluate the mix of adult programming and move toward hosting more programming planned with specific purposes/outcomes in mind.
PRPS:

- Consider how the Library might engage groups and organizations that have not traditionally participated in library programming and work with them to possibly develop programs of interest to their members.
- When requested, provide opportunities for PRPS staff to visit other libraries with exemplary programming, especially those offering highly interactive programs designed to increase civic engagement.

Reference: Conduct literature search to identify libraries involved in civic engagement initiatives and programs such as Socrates Café.

UPDATES ON GOAL 1

- Staff reorganization allowed a new Library Assistant I (15 hours/week) in PRPS and a new Library Associate I (19 hours/week) in Youth Services to assist with moving ahead aspects of the strategic plan relating to programming and early literacy.
- As a first step to renovating the Chippewa Room, new technological upgrades were completed.
- The library hosted the first public information meeting of the Eau Claire Downtown Riverfront District Project on November 8. Mark Troendle and I have been involved with the subsequent public information meetings on February 1 and April 7 and provided input. On December 22, on behalf of library staff and the Board, I sent an e-mail with initial comments to Brian Amundson (the City Public Works Director) and Disa Wahlstrand (a Project Manager for Ayres Associates).
- Reference staff reviewed the current Meeting Rooms Conditions of Use found on the library’s website and made suggestions and wording changes and clarifications to make the document easier to understand.
- A process improvement focus group has been formed comprised of staff from several units to review the meeting room policies and procedures and to improve the way meeting room bookings are handled.
- The Chippewa Valley Museum (CVM) has been working with community partners for over a year to develop a community cultural plan for Eau Claire County. When it's done, this plan will be a tool for local government, funders and cultural organizations as they make decisions and set directions.

Organizations represented in The Good Life core planning team include the Chippewa Valley Museum, the L.E. Phillips Memorial Public Library, Clear Vision Eau Claire, the Children’s Museum of Eau Claire and the Eau Claire Regional Arts Center. The project, called The Good Life, received national funding from the Institute of Museum and Library Services. The Good Life is looking at where Eau Claire County residents think it is now, what it might be like in the future and what can be done to get it there. First Kathie Schneider,
then Susan Bruce, and I have been representing the library on the core planning team.

CVM has learned a lot over the past several months from surveying county residents, both by mail and online. They’ve also interviewed groups of county residents about what they think about Eau Claire County and the kinds of culture it offers.

Good Life Eau Claire County held a public forum on March 29 at the Oxford (Eau Claire Children’s Theater). The forum presented some of the findings so far and asked the public to tell us about what they think Eau Claire County should do to add to the “good life” in our area. Besides, Shelly, Mark and I, Bob Hauser volunteered to be a moderator. The library lent the Good Life 20 tables for this event.

- At the MORE Directors Council on March 25, revised MORE by-laws were
- The Chippewa Valley Museum officially announced ChippePedia on April 5. ChippePedia is a free online encyclopedia (that anyone can help edit) developed and managed by the Museum and hosted by the Library about the Chippewa Valley with technical assistance from Jeff Burns. Using ChippePedia, you can share stories about what it's like to live in the Chippewa Valley and what makes it unique. You can also find information and history about the people, events and places that shape the Chippewa Valley. You can access ChippePedia through both the Museum and Library websites.

GOAL 2: Preschool children have new opportunities to develop early literacy skills that prepare them to enter school ready to learn and impart the joy of reading and a pattern of lifelong learning.

STRATEGY 1: Focus greater attention on providing early literacy skills for preschool children, for their parents and for their care-givers.

Administration: Allocate funding to provide all Youth Services staff with additional education and training opportunities related to early literacy services.

Youth Services Staff:
- Conduct literature search and explore what other exemplary libraries are doing in regard to early literacy services.
- Follow up with telephone conversations with management/staff of exemplary libraries that have implemented early literacy services that appear to match the needs of the Eau Claire area.
- Document planning and implementation efforts to benefit other libraries in the future.
• Provide opportunities for all Youth Services staff to participate in both formal education and less formal workshop opportunities for gaining information/skills needed to design and implement an exemplary early literacy program.

• Explore categories of LSTA funding and determine whether funds may be available for pilot projects.

• Explore other potential sources of funding with the school district to determine whether there are possibilities for collaboration on grants or requests to foundations.

NOTES: This goal and strategy does NOT represent an abandonment of the work that the library has already been doing. Rather it represents a greater emphasis on a component of the youth services program where the library can make a unique contribution; preparing children to enter school “ready to learn.”

STRATEGY 2: Work collaboratively with educators to develop strategies that promote reading readiness. Include attention to ESL/ESOL needs.

Administration: Support education and training of Youth Services staff as they prepare the new early literacy initiative.

Preschool Program Planning Task Force: Explore opportunities for funding that will benefit all participants including the Library.

Head of Youth Services:
• Establish a Preschool Program Planning Task Force to assist the Library in designing the new early literacy initiative.
• Identify appropriate education and training related to the new initiative for each staff member in Youth Services.

Youth Services Management: Work with educators to identify best way(s) to engage children/families with at-risk children in the early literacy initiative.

Youth Services Staff:
• Review and update written agreement with the school district to reflect a new, even higher level of collaboration and cooperation.
• Involve representative of the school district, UW-Eau Claire’s College of Education and Human Sciences and other educators in exploring the way in which the library can achieve the greatest impact with preschool children.

STRATEGY 3: Act as a convener of organizations with a stake in providing early childhood and family literacy skills to develop plans for how to maximize the impact of individual organization efforts through cooperation and collaboration.

Administration/Youth Services Management: Seek funding for planning the early literacy initiative and to cover costs associated with convening and hosting the early literacy summit.

Information Technology/Youth Services Management: Establish an early literacy project website to keep all educators informed of the library’s plans and activities.
Youth Services Management: Identify organizations and individuals involved in early literacy initiatives in the greater Eau Claire area.

Youth Services Staff: Document planning and implementation efforts to benefit other libraries in the future.

Youth Services Staff/Preschool Program Planning Task Force: Plan early literacy summit to bring together stakeholders to discuss needs and opportunities for cooperation and collaboration.

STRAEGY 4: Acquire additional resources and tools needed to effectively implement early literacy efforts.

Administration: Identify potential sources of seed funding to provide resources needed to prepare for new early literacy program.

Youth Services Management and Staff/Preschool Program Planning Task Force:
- Identify professional collection needs related to new initiative.
- Identify which participating organization (library, school district, University, etc.) should house and make resource materials available to program planners.

STRAEGY 5: Maintain a focus on making the introduction to books and reading “fun!”

NOTES: This strategy is included simply as a reminder that one of the Library’s unique roles is introducing pre-school children to the world of books and the joy of reading in an enjoyable way that encourages them to become lifelong readers. While the intent of the Goal is to create an early literacy program that is extremely sound from a pedagogical standpoint, it is important to ensure that the “enjoyment” factor remains in place.

UPDATES ON GOAL 2

➢ Staff reorganization allowed a new Associate I (19 hours/week) in Youth Services. This will allow Shelly to begin moving ahead aspects of the strategic plan relating to early literacy.
➢ Shelly Collins-Fuerbringer worked with Leah Langby from IFLS to secure a presenter for October. The presentation will be offered to all IFLS children’s librarians and will focus on the six early literacy skills with special emphasis on storytime ideas.
➢ Shelly attended an early literacy workshop in March given by CESA 10. The workshop presented ideas for creating literacy stations and resource tables to help promote early literacy in the library.
➢ Sharon Price and Shelly Collins-Fuerbringer have discussed adding local subject and genre headings formulated for materials designated to enhance
early literacy skills. These subject headings would allow for quick and easy access for customers interested in designated materials.

GOAL 3: Residents of the Eau Claire area are offered relevant new resources, services and programs that are increasingly delivered in non-traditional ways that save a new generation of library users their time and money and contribute to their personal success and quality of life.

STRATEGY 1: Continue to work with libraries and other library organizations to obtain the most advantageous pricing on the licensing of proprietary content.

Adult Services:

- Explore the possibility of the involvement of UW-Eau Claire marketing students in the development of a promotional piece for electronic resources.
- Continue to provide information about existing electronic resources.
- Continue to evaluate usage of locally licensed resources and determine what to retain and what new resources to acquire/license.
- Ensure that appropriate staff is trained to assist the public in answering their questions about databases, downloadable content and access to other digital content.

STRATEGY 2: Work with other libraries and library organizations to develop and implement applications that provide convenient access to relevant information through handheld devices.

Information Technology: Work with library staff and MORE to identify applications that are relevant to current users.

STRATEGY 3: Consider the development of webinars to reach and educate staff and customers regarding the wide range of e-content and downloadable devices available including databases, the library web site, the MORE catalog, search engines, recommended web sites, etc.

Adult Services/Information Technology/Reference/Youth:

- Identify what topics need to be presented and who could present them as well as who could assist in the production of them.
- Consider a plan for development and implementation of the webinars.

STRATEGY 4: Create physical spaces for teens and adults that highlight new technologies and create environments conducive to using them.

Administration: Develop a conceptual plan to determine the feasibility of creating a new enclosed teen space and upgraded adult information commons area.
Administration/Adult Services/Youth Services: Involve teen advisory group in planning and designing a new teen space and adult computer users in design of adult technology spaces.

Reference/Youth Services: Identify exemplary teen spaces and adult information commons areas in libraries and collect information, statistics, photos, etc.

UPDATES ON GOAL 3

- Library staff has attended workshops and webinars featuring information on downloadable media.
- Staff met with librarians at UWEC to explore and exchange resources available at each institution to better help and serve our customers.
- In order to better promote them, library databases are featured on the “banner” area on the library’s website and staff has produced bookmarks promoting several available databases.
- The library offers Freegal, a web-based product of downloadable music.
- Working on the new version of the library website including content editing/migration with staff and mobile access integration
- Tested mobile version files for WebOPAC
- Reference staff has been using Jing to provide audiovisual tutorials on using Overdrive—the library’s web-based audio, e-book, music and video database where most materials can be checked out and downloaded to mobile devices.

GOAL 4: Residents of all ages in the Eau Claire area continue to have convenient access to a wide range of high-quality traditional library resources, services and programs that contribute to their quality of life and enable them to succeed at work, at school, and in their personal lives.

STRATEGY 1: Continue purchase of traditional/print materials that satisfy public demand and maintain a well-balanced collection.

Administration: Continue effort to ensure that budget for print resources remains healthy.

PRPS: Continue media efforts to underscore the continuing importance of print resources while recognizing emerging digital resources.

STRATEGY 2: Improve “browsability” of library collections through user-friendly/intuitive arrangement of shelving, enhanced displays and better signage.

Administration/Adult Services/Circulation/ PRPS: Continue work to create a uniform signage system that helps the public locate desired resources.
Adult Services/Circulation:
- Examine existing new materials area and identify ways to improve.
- Identify ways to reconfigure queuing line to encourage users to go to the checkout station closest to the pass-around point.

Adult Services/Circulation/PRPS: Continue efforts to creatively market library materials. (Conduct literature review and attend CE, workshops, online sessions, conferences, etc.).

STRATEGY 3: Continue to attempt to address issues related to inequities/inconsistency in the responsibilities of MORE consortium member libraries.

Administration/Circulation:
- Identify top-priority concerns, document and report to IFLS/MORE.
- Review existing principles of service and library responsibilities for MORE Consortium members and suggest changes and improvements when appropriate.

NOTES: This needs to be an ongoing effort. The long-term viability of resource sharing depends on fairness of rules and application of the rules to benefit all.

STRATEGY 4: Address access issues related to the elevator’s existing location.

Administration: Implement upgrade of elevator to use fob system.

Administration/Adult Services/Circulation/PRPS: Identify policies and procedures that need to be in place to improve public access to elevator.

PRPS: Inform public of increased access to the elevator. Consider new signage as well.

STRATEGY 5: Introduce the option of self-check technology (ideally RFID-based).

NOTES: The implementation of this strategy is dependent on a decision that RFID is feasible and cost effective and when that decision is made. If it is decided that RFID is not feasible/cost effective, LEPMPL should examine other self-check solutions.

UPDATE ON GOAL 4

- The materials budget received a 2.7% CPI increase for 2011. Even though all materials-related fund accounts were consolidated into one collection development account beginning in 2011, staff is continuing to use, for internal purposes, the allocation formula that has served the library well in past years. In summary, the budget for print resources remains healthy.
- Since early 2010, PRPS staff has been working with professional sign developers from Greendoor Graphics and Jay’s Sign Services to create comprehensive coordinated signs throughout the library to provide...
direction and to identify major activity areas, major collection areas and facilities. Early this year, those signs were installed throughout the adult area of the library and on the lower level.

- The “browsability” of the audiobooks on CD collection was enhanced by allocating additional linear feet to this collection. Shelves for this collection are now less crowded, which means it’s easier to locate titles, more visually appealing to the customer and staff can shelve materials more efficiently. Another benefit is that we no longer have to keep an audiobooks cart in the Circulation workroom, waiting for space to free up. There is space for all existing titles, plus room for expansion.

- At the MORE Directors Council on March 25, revised MORE by-laws were unanimously approved which means in 2012 that LEPML will not only get a weighted vote on MORE financial issues, but on all votes in proportion to what LEPML pays to support MORE.

- MORE currently has an RFID Committee that LEPML has representation on, but it is looking more and more that RFID in general will not be a good fit in a consortial setting, especially if LEPML were to be the only library using it. However, self-check is already successful at 16 MORE libraries. The downside for LEPML is that self-check is not security system-friendly and LEPML might need to look at not using a security system if self-check is pursued.

GOAL 5: The people of the Eau Clare area benefit as the library employs new technologies, adopts best practices and develops strategic partnerships that enhance its capacity to serve the public.

STRATEGY 1: Depending on the results from the MORE RFID Committee, conduct a cost analysis to determine costs and payback time related to the implementation of Radio Frequency Identification (RFID) technology as well as ancillary technologies such as self-check, RFID-based security systems and automated materials handling systems.

Administration:
- Explore hiring a consultant (IFLS?) to do cost analysis.
- Ask Board for permission to explore cost study with IFLS/MORE.
- Explore sources of funding for cost/feasibility study (LSTA?).

Circulation/HRS/RFID Task Force initially, then Circulation/HRS/Technical Services next: Make contacts with staff in other similar-sized libraries that are exploring and/or implementing RFID (Appleton, Oshkosh).

NOTES: Again, the implementation of this strategy is dependent on a decision that RFID is feasible and cost effective and when that decision is made.
STRATEGY 2: Work with IFLS/MORE to encourage them to assume the leadership role in pursuing the implementation of RFID technology throughout MORE.

Administration:
- Engage IFLS and MORE administration/staff in conversation about determining steps needed to explore RFID on a system-wide/consortium-wide basis.
- Work with City and County to identify extent to which City and/or County can assist in financing efforts (bonding?).
- Explore potential for grant funding to assist MORE libraries in conversion to RFID technologies.

Administration/Circulation/Reference: Document the experiences of select libraries that have implemented RFID to get a better understanding of what is/would be involved.

STRATEGY 3: Examine traditional service delivery mechanisms in reference and adult services and consider the implementation of emerging, more interactive models of providing information services.

Adult Services: Continue to explore “Meebo” and “Text a Librarian” and implement if feasible and cost-effective.

UPDATES ON GOAL 5

- Reference staff began using “Meebo” and will soon be using “Text a Librarian” as new ways of providing information services.
- Reference staff has been using Jing to provide audiovisual tutorials on using Overdrive—the library’s web-based audio, e-book, music and video database where most materials can be checked out and downloaded to mobile devices.
- MORE currently has an RFID Committee that LEMPPL has representation on, but it is looking more and more that RFID in general will not be a good fit in a consortial setting, especially if LEMPPL were to be the only library using it. However, self-check is already successful at 16 MORE libraries. The downside for LEMPPL is that self-check is not security system-friendly and LEMPPL might need to look at not using a security system if self-check is pursued.
- Library staff and others joined in on a day-long web conference on September 29, 2010 entitled “ebooks: Libraries at the Tipping Point--A Virtual Summit.” The library had a site license and we met in the Board Room. In attendance were library staff including Bess Arneson, Larry Nickel, Renee Ponzio, Sharon Price, John Stoneberg and Mark Troendle. Others included Nancy Dhatt (Barron), Leslie LaRose (Augusta), Lori Roholt (MORE) and Mary Vernau (Altoona).
GOAL 6: The vitality of the downtown area is enhanced and personal interaction between and among area residents increases as physical improvements to the library building and the surrounding area reinforce the library’s position as an indispensible center of community life.

STRATEGY 1: Work with the City on plans for the Riverfront District and explore the potential for creating more green space in the area immediately surrounding the library.

Administration:
- Director should be as engaged in as many economic development organizations and efforts as possible.
- Library needs to be seen as a “player” in urban redevelopment. Goal should be that the Library is seen as a partner anytime there is an economic development/redevelopment effort.

STRATEGY 2: Work with the City to improve the visibility of existing parking as well as pedestrian approaches to the library.

Administration:
- Explore the adequacy of existing outdoor lighting and signage.
- Explore the possibility of changing the duration of the Walk/Don’t Walk signs on Farwell.

STRATEGY 3: Consider the addition of a café, permanent Friend’s bookstore and/or other amenities that build the library’s reputation as a “destination.”

Administration:
- Work with Friends of the Library to discuss desire to make the library a community destination and assess Friends willingness/desire to be involved either as a partial funder of enhancement projects or a partner in the operation of such efforts.
- Assess the Red Cedar Room and determine what changes would be necessary to use it either as a bookstore, a café, a combination of the two or enhancing it to enhance the library’s overall meeting facilities.
- This strategy is part of an effort to make the library a “destination” in the community. The specifics such as bookstore, café, etc. should be determined.

STRATEGY 4: Re-envision current space use to create a friendlier, more engaging first impression upon entering the building.

Administration/Adult Services/Circulation/PRPS/Youth Services:
- Explore the possibility of having a UW–Eau Claire marketing class conduct a “user-friendliness” assessment of the library facility as a class project.
• Establish a staff task force to work with the public on developing recommendations for increasing the user-friendliness of the library.

UPDATES TO GOAL 6

- The library hosted the first public information meeting of the Eau Claire Downtown Riverfront District Project on November 8. Mark Troendle and I have been involved with the subsequent public information meetings on February 1 and April 7 and provided input. On December 22, 2010, on behalf of library staff and the Board, I sent an e-mail with initial comments to Brian Amundson (the City Public Works Director) and Disa Wahlstrand (a Project Manager for Ayres Associates).

I’ve asked Brian Amundson, the City’s Director of Public Works, to once again join the Board to present and discuss. I prepared draft comments regarding the various proposals and then talked them over with Mark. I met with management team members on April 14 to get their reactions and additional feedback. I’ve gave you draft comments and recommendations for your discussion on April 21. On Friday, April 22, I will prepare and send a final version of comments to Ayres.
Laws that Affect the Library: What Trustees Need to Know

Join Indianhead Federated Library System Director John Thompson for an informative, practical, and important session about laws that affect the library.

• Chapter 43 (Wisconsin Statutes about public libraries)
• Open Meeting Law
• Public Record Law
• Americans with Disabilities Act
• Labor Law
• And more

Get your questions answered and find out what your library needs to do to stay legal!

Three Locations and Times to Accommodate Your Busy Schedule:

• Wednesday, May 18, 6-8 pm at the Menomonie Public Library
• Thursday, May 19, 10 am-12 noon at the Rice Lake Public Library
• Thursday, May 19, 6-8 pm at the Hazel Mackin Public Library in Roberts

To register, please send an email by May 12 to registration@ifls.lib.wi.us OR call 800-321-5427.

If you have questions or need accommodations to attend this meeting, please contact Leah at langby@ifls.lib.wi.us
## LE PHILLIPS MEMORIAL PUBLIC LIBRARY
### 2011 YTD BUDGET REPORT - Operating
#### For the Period Ended March 31, 2011

<table>
<thead>
<tr>
<th>OBJ #</th>
<th>ACCOUNT NAME</th>
<th>2011 ACTUAL REVENUE</th>
<th>ACTUAL YTD REVENUE</th>
<th>RECEIVABLE</th>
<th>REMAINING UNCOLLECTED</th>
<th>% COLLECTED</th>
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<tbody>
<tr>
<td></td>
<td><strong>PUBLIC LIBRARY REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4128</td>
<td>Federal Aid-Other</td>
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<td>-</td>
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<td>-</td>
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<td>Other Penalties (Collection Agency)</td>
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<td>4672</td>
<td>Service Charge-Other (Fairchild)</td>
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<td>4798</td>
<td>Misc Service Revenues (Act 150)</td>
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<td>4834</td>
<td>Book Bag Sales</td>
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<td>4850</td>
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<td>Misc Reimbursements-Lost Items</td>
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<td>Refund of Prior Years Expense</td>
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<td>Sale of Capital Assets</td>
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<td>200.00</td>
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<td><strong>TOTAL REVENUE</strong></td>
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<td><strong>TOTAL</strong></td>
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<td>OBJ #</td>
<td>ACCOUNT NAME</td>
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<td>ACTUAL YTD EXPENDED</td>
<td>ENCUM-BRANCES</td>
<td>AVAIL. BUDGET</td>
<td>% USED</td>
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<td>----------------------------------</td>
<td>--------------</td>
<td>---------------------</td>
<td>--------------</td>
<td>--------------</td>
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<td>Misc. Reimbursements</td>
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<td>Unemployment Compensation</td>
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<td>Postage &amp; Shipping</td>
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<td>Computer Service Charges</td>
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<td>Binding</td>
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<td>Auditing</td>
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<td>2,277.37</td>
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<tr>
<td>6122</td>
<td>Cataloging</td>
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<tr>
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<td>6160</td>
<td>Staff Training/Conference</td>
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<td>6162</td>
<td>Membership Dues</td>
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<td>Electricity</td>
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<td>6210</td>
<td>Telephones</td>
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<td>Water Service</td>
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<td>6254</td>
<td>Sewer Service</td>
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<tr>
<td>6308</td>
<td>Special Assessments</td>
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<td>694.81</td>
<td>(94.81)</td>
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<tr>
<td>6350</td>
<td>Liability &amp; Property Insurance</td>
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<tr>
<td>6398</td>
<td>Insurance Claims Reimbursement</td>
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<td>-</td>
<td>-</td>
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<tr>
<td>6402</td>
<td>Office, AV, Library Supplies</td>
<td>79,700.00</td>
<td>13,323.10</td>
<td>53,132.02</td>
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<tr>
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<td>Library Materials</td>
<td>411,500.00</td>
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<tr>
<td>6415</td>
<td>Lost/Damaged Collection Materials</td>
<td>15,000.00</td>
<td>3,651.60</td>
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<tr>
<td>6490</td>
<td>Equipment Purchases &lt; $5000</td>
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<td>48,019.75</td>
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<tr>
<td>6496</td>
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<td>6498</td>
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<td>6790</td>
<td>Refunds &amp; Reimbursements</td>
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<td>7020</td>
<td>Transfer to Debt Service</td>
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<td>7044</td>
<td>Transfer to Library Capital Projects</td>
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<td>326,000.00</td>
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**Total**

$ 3,908,500.00  $ 1,101,488.23  $ 30,219.95  $ 2,776,791.82  29.0%
<table>
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<tr>
<th>Obj #</th>
<th>ACCOUNT NAME</th>
<th>2011 APPROP.</th>
<th>YTD APPROP.</th>
<th>ENCUM-APPROP.</th>
<th>AVAIL. APPROP.</th>
<th>% APPROP.</th>
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<td>Payroll Wages</td>
<td>$130,200.00</td>
<td>$22,662.54</td>
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<td>6020</td>
<td>Payroll Overtime</td>
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<td>3,402.32</td>
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<td>13,897.68</td>
<td>19.7%</td>
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<tr>
<td>6030</td>
<td>Special Pays</td>
<td>2,800.00</td>
<td>-</td>
<td></td>
<td>2,800.00</td>
<td>0.0%</td>
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<tr>
<td>6040</td>
<td>Employer Paid Benefits</td>
<td>27,600.00</td>
<td>4,765.89</td>
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<td>22,834.11</td>
<td>17.3%</td>
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<tr>
<td>6043</td>
<td>Health Ins (ER)</td>
<td>39,000.00</td>
<td>6,629.73</td>
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<td>32,370.27</td>
<td>17.0%</td>
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<tr>
<td>6047</td>
<td>Health Insurance Deductible</td>
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<td>6108</td>
<td>Unemployment Compensation</td>
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<td>71.81</td>
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<td>n/a</td>
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<tr>
<td>6128</td>
<td>Repairs to Tools &amp; Equipment</td>
<td>200.00</td>
<td>252.74</td>
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<td>(52.74)</td>
<td>126.4%</td>
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<td>6138</td>
<td>Equipment Rental</td>
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<td></td>
<td>100.00</td>
<td>0.0%</td>
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<td>$5,866.72</td>
<td>$211,599.11</td>
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**TOTAL EXPENSES**

$4,170,400.00  $1,145,922.40  $36,086.67  $2,988,390.93  28.3%
LE PHILLIPS MEMORIAL PUBLIC LIBRARY  
LTD CAPITAL IMPROVEMENT BUDGET REPORT  
For the Period Ended March 31, 2011

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<th>OBJ #</th>
<th>ACCOUNT NAME</th>
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<th>ACTUAL SINCE INCEPTION EXPENDED</th>
<th>ENCUM-BRANCES</th>
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<td>$ 716,109.38</td>
<td>-</td>
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<td>-</td>
<td>$ 595,327.10</td>
<td>33.4%</td>
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<td>33.4%</td>
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### Warrant Report for 030411L

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102
# Warrant Report for 031811L

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## Warrant Report for 032511L

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</thead>
<tbody>
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<td>SCHOLASTIC INC</td>
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<td>11361085</td>
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<td>WI LIBRARY ASSN INC</td>
<td>213605</td>
<td>WAPL STONEBERG</td>
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<td>WILS</td>
<td>213606</td>
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<td>XCEL ENERGY</td>
<td>213607</td>
<td>FEB-MAR</td>
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**Total Amount:** $78,442.48
# LE PHILLIPS MEMORIAL PUBLIC LIBRARY
## Supplemental Bills & Claims Listing - March 2011

### CUSTODIAL OPERATING BUDGET

<table>
<thead>
<tr>
<th>VENDOR</th>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>Various</td>
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<tr>
<td>Various</td>
<td>Overtime</td>
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<td>Various</td>
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<td>Various</td>
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<td>Health Insurance Deductible</td>
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<tr>
<td>Various</td>
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<td>Bartingale Mechanical</td>
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<td>Valley Builders</td>
<td>Keys and Hardware</td>
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<tr>
<td>Hovlands Inc.</td>
<td>HVAC Repairs</td>
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<tr>
<td>Tracis Green Interiors</td>
<td>Plant Rental</td>
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</tr>
<tr>
<td>Waste Management</td>
<td>Garbage &amp; Recycling</td>
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<td>Viking Electric</td>
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<tr>
<td>Menards</td>
<td>Building Materials</td>
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<td>G &amp; K Services</td>
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$15,020.81

### LIBRARY OPERATING BUDGET

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<td>Various</td>
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$153,908.26

### LIBRARY CAPITAL IMPROVEMENT PROJECTS

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$94.82
### AVERAGE ADJUSTED DAILY NUMBER OF LIBRARY VISITS IN BUILDING

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<tbody>
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<td></td>
<td>1,201</td>
<td>1,529</td>
<td>n/a</td>
<td>n/a Month of March</td>
</tr>
<tr>
<td></td>
<td>1,143</td>
<td>1,445</td>
<td>n/a</td>
<td>n/a Year to date</td>
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</table>

### AVERAGE DAILY NUMBER OF LIBRARY VISITS TO YOUTH SERVICES

<table>
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<tbody>
<tr>
<td></td>
<td>693</td>
<td>647</td>
<td>n/a</td>
<td>n/a Month of March</td>
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<tr>
<td></td>
<td>647</td>
<td>628</td>
<td>n/a</td>
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### ATTENDEES AT YOUTH SERVICES OUTREACH PROGRAMS:

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<tr>
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<td>407</td>
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<tr>
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<td>1,243</td>
<td>n/a Year to date</td>
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### % SHARE OF CHECKOUTS AND RENEWALS (Does NOT include outgoing transactions)

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<tbody>
<tr>
<td></td>
<td>71.5%</td>
<td>71.2%</td>
<td>71.0%</td>
<td>-0.3% City of Eau Claire</td>
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<tr>
<td></td>
<td>15.5%</td>
<td>15.8%</td>
<td>15.7%</td>
<td>-0.6% Remainder of Eau Claire County participating in Co. Lib. Svcs. Agreement</td>
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<tr>
<td></td>
<td>13.0%</td>
<td>13.0%</td>
<td>13.3%</td>
<td>2.3% All other users checking something out or renewing from this building</td>
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*Figures given for billable period according to contract (July-March)*

### NUMBER OF CUSTOMERS CHECKING SOMETHING OUT FROM THIS BLDG:

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<tbody>
<tr>
<td></td>
<td>16,788</td>
<td>16,909</td>
<td>16,068</td>
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<tr>
<td></td>
<td>47,456</td>
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<td>44,227</td>
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### CHECKOUTS

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### RENEWALS

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*Note: the consortium changed the method of counting checkouts and renewals in October, 2010. Remote renewals are no longer estimated separately.*

### MORE CONSORTIUM CHECKOUTS

**Incoming materials (included in Checkouts above)**

- 10,301 12,182 12,109 -0.6% Month of March
- 30,376 34,728 34,587 -0.4% Year to date

**Outgoing materials (NOT included in Checkouts above)**

- 11,639 12,786 13,212 3.3% Month of March
- 34,169 35,238 36,664 4.0% Year to date

### MORE CONSORTIUM CHECKOUTS OF JUVENILE MATERIALS

**Incoming materials (included in Checkouts above)**

- 1,469 1,705 2,669 56.5% Month of March (includes renewals)
- 4,379 4,715 7,251 53.8% Year to date (includes renewals)

**Outgoing materials (NOT included in Checkouts above)**

- 1,873 2,175 2,465 13.3% Month of March
- 5,324 5,955 6,523 9.5% Year to date
<table>
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<tbody>
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<tr>
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<tr>
<td></td>
<td>232</td>
<td>443</td>
<td>231</td>
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<tr>
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<tr>
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<td>345</td>
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<tr>
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<td>1,133</td>
<td>951</td>
<td>997</td>
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<tr>
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<td>4</td>
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<td>318</td>
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<td>24,567</td>
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## Comparison of 2010 and 2011 Library Materials Budgets

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<th>2011</th>
<th>Percentage of Library Materials Budget</th>
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<tr>
<td>Print Books - Juvenile</td>
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<td>Magazines and Newspapers</td>
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<td>$19,821</td>
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<tr>
<td></td>
<td></td>
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<td>Total Print %</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>70.43</td>
</tr>
<tr>
<td>Media (music, movies, audiobooks)</td>
<td>$61,800</td>
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<tr>
<td>Database and Downloadable Subscriptions</td>
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<td>Total Non-Print %</td>
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<tr>
<td>Sum Total</td>
<td>$400,700</td>
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Note: 2.7% increase for 2011 based on 2009 CPI index.
FAQ for the Budget Repair Bill and Council’s Extension of Labor Agreements

Budget Repair Bill Background Information

What are the major provisions of the Governor’s Budget Repair Bill?

- Requires employees to pay half of the total amount paid into the Wisconsin Retirement System. In 2011, that amount is 5.8% of earnings.

- Requires public employees in the State Health Insurance Plan to pay 12% of the health insurance premiums. Please note that the City of Eau Claire does not participate in this plan and is not directly impacted by this provision.

- Limits unions to bargaining only for wages that do not exceed the CPI. It would be illegal to bargain for any other conditions of employment. Also requires annual union recertification and prohibits the employer from collecting union dues as a payroll deduction.

How are different employee groups impacted by this Bill?

- For employees represented by Fire and Police Unions – no impact.

- Police and Fire Supervisors are included in the changes required by the Bill.

- For “General employees” represented by a union, collective bargaining will take place at the expiration of the current contract. Employee WRS contributions begin when the law is enacted.

- For “General employees” not represented by a union, changes will take place at the time the law is enacted.

How will the Bill impact employees with a current labor contract?

- The current contract will govern wages, hours and working conditions. When the contract expires, all terms and conditions, except the wage rates, expire.

More specifically, what happens when the labor contract expires?

- The union will only be able to bargain for wages. The Bill prohibits a municipal employer from bargaining on any other factor or condition of employment including merit pay, overtime, pay schedules, or working conditions.

- Hours and working conditions will be determined by personnel rules and regulations as set by the employer.
• Wage increases will be limited to the CPI unless approved by referendum.

• Agreements would be limited to one year.

• If the City and a bargaining group cannot reach an agreement, mediation would be available, interest arbitration would not.

• The employer will be prohibited from deducting union dues from paychecks.

• Employees cannot be required to pay “fair share fees”.

• Requires an annual recertification election to certify the union.

• Employees would be required to pay half of the retirement contribution, or 5.8% of their earnings. For most City of Eau Claire employees, this results in an immediate reduction in pay of 5.8%, or $242 per month for an employee earning $50,000 per year.

• If the employer participates in the State Health Insurance Pool, which the City does not, the employee will be required to pay at least 12% of the premium of the lowest cost plan offered. For employers not in the State Plan, like the City, the employer may make unilateral changes to the plan design, level of coverage and premium contributions.

• A civil service system or written grievance procedure must be put in place to address employee concerns relating to:
  o Terminations
  o Discipline
  o Workplace safety

What is the impact for employees not represented by a union?

• Employees will be required to pay half of the retirement contribution, or 5.8% of their earnings. For most City of Eau Claire employees, this results in an immediate reduction in pay of 5.8%, or $242 per month for an employee earning $50,000 per year.

• If the employer participates in the State Health Insurance Pool, which the City does not, the employees will be required to pay at least 12% of the premium of the lowest-cost plan offered. For employers not in the State Plan, like the City, the employers may make unilateral changes to the plan design, level of coverage and premium contributions.

• The employer may unilaterally set wages and implement other forms of compensation.
Council's Action to Extend Labor Contracts

On March 10, the City Council approved labor agreement extensions with three of the City’s five unions.

- Local 284, representing 112 Labor and Trades employees.
- Amalgamated Transit Local 1310, representing 35 Transit employees.
- Communications Workers of American Local 4640, representing 21 Communications Center (911) employees.

Also approved were agreements with:

- Police Command Local 39, representing 19 Police Command personnel.
- CTSEA, representing 121 Clerical, Technical, Supervisory, and Engineering employees.
- Non Reps – 38 employees that are Department Directors, Division Heads, and Confidential Employees.

Approximately two-thirds of the City's total work force of 492 employees are covered under these agreements. Not included in the agreements approved on March 10 are those for Firefighters Local 487 and Police Patrol Local 9, which were excluded from the collective bargaining provisions of the state budget repair bill.

What are the terms or conditions of these contract extensions?

- The labor agreements were extended from March 10, 2011 through June 30, 2013.

- Employees will pay more for health insurance. Effective January 1, 2012, employees will pay 6 1/2% of the premium; and effective January 1, 2013, employees shall contribute 8% of the monthly premium payments toward health insurance. This will result in General Fund employees, other than those in police and fire unions, collectively paying about $70,000 more in 2012 for their health insurance and an additional $70,000 in 2013. It should be noted that all employees currently pay 5% of the health insurance premiums or about $420,000 per year.

- The City can make changes in the health plan design of its health insurance program and may change its health insurance provider without bargaining the impacts of such changes. It is anticipated that this change will help the City avoid paying an additional $300,000-$400,000 in premiums each year.

- All employees shall pay the employee share of WRS at such time as the employer is prohibited from paying the employees’ share by State law. Any future employer contributions toward the employees’ share must be bargained, as permitted by State law. Based on recent action by the Wisconsin Legislature and various court challenges, the actual implementation date is not known but is anticipated sometime before summer. The 2011 employee share rate is 5.8% of earnings. Annually, this will reduce General Fund expenses by $600,000 to $700,000 and up to an additional $150,000 for other Funds.
Please note that this change will reduce employees’ take-home pay to approximately their July 2006 compensation levels. In short, our employees’ pay will be rolled back to the levels paid five years ago.

- Effective July 1, 2011 and 2012, employees receive a 1.5% wage increase or CPI, whichever is greater. The General Fund cost of a 1.5% wage increase is about $95,000 in the calendar year implemented. For the full fiscal year, the impact is about $200,000. It should be noted that, over the past two years, the City of Eau Claire limited pay increases to 1% when most public (and private) sector employers provided 2-3% increases each year.

- For Telecommunicators Local 4640, for the purposes of shift assignment, there will be three teams consisting of: Midnights/Night Overlap; Days; and Day Overlay/Afternoons, with only one person per team allowed off per day.

- For Transit, Local 1310, the regular hours of employment for General Bus Mechanics are to be 40 hours per week and scheduled from Monday through Saturday without the use of overtime.

- For Local 284, the City can assign work at Hobbs Municipal Ice Arena to City workers who are not members of Local 284. This will stabilize the rates users pay.

**How did the City benefit from contract extensions?**

- Without the extension, it was very likely that the City would lose $1.7 million in federal funds for the transit system July 1, 2011. A loss of this magnitude would result in a substantial reduction in services and the layoff of transit employees. The extension provides time to 1) clarify the funding issue with the Federal Transit Authority, and 2) provide time to find alternate legal structures that would maintain funding, or 3) transition smoothly to a reduced level of transit services.

- Improves equity (shares the pain) between all “General” employees, union and non-union. Employees will all pay increased retirement contributions when the law is effective, except for public safety union employees.

- Provides time for the organization to develop policies and procedures for how we will operate in the absence of collective bargaining agreements.

- Maintains some stability for employees as we transition to a work environment that is no longer structured through written labor contracts that define wages, hours and working conditions.

- Demonstrates that good faith collective bargaining works in Eau Claire.
To: Joint Committee on Finance  
From: Curt Witenski, Assistant Director  
Date: April 6, 2011  
Re: Municipal Recommendations on State Budget Bill

As you begin to review and vote on the biennial state budget bill, AB 40/SB 27, the League of Wisconsin Municipalities urges you to make the following changes to items of critical concern to cities and villages.

**Shared Revenue.** Governor Walker proposes cutting shared revenue for municipalities by $59.5 million in 2012. This is on top of a $70 million cut to the program in 2004 and a $24.4 million cut in 2010. For over 90 years the shared revenue program has been a key component of Wisconsin’s state and local finances. The League supports fully funding the program. We recognize that the state faces another significant budget deficit requiring cuts in all programs. The $59.5 million cut to the shared revenue program is roughly proportional to the proposed reductions in other key state programs. We trust that by curing the budget deficit in this biennium, the state can avoid future cuts to the shared revenue program. Indeed, we hope and expect that funding will be restored to the shared revenue program in the future.

**Items we oppose and urge you to remove**

**Continuation of property tax levy limits.** We urge the Legislature to end levy limits. *If the Legislature chooses to retain levy limits*, then we recommend the following modifications to make levy limits more bearable for municipalities:

♦ Set a more realistic limit, such as the annual consumer price index.

♦ Restore the ability to carry forward unused levy capacity. Many municipalities declined to tax to the maximum allowed last year with the understanding that the unused levy capacity would be available in future years.

♦ Delete new requirement that if a municipality’s levy for debt service on G.O. debt authorized prior to July 1, 2005 is decreased, the municipality must reduce its levy limit in the current year by an equal amount.

♦ Exempt the amount of any shared revenue cuts from a municipality’s levy limits.
- Exempt all municipalities with municipal property tax rates under $5.00 per thousand dollars of equalized value from levy limits.

Cuts to local transportation aids.

- While the Governor recommends an increase in spending on state highway construction, funding for local road maintenance is cut by 10%. We urge the Legislature to more sensibly apportion transportation fund dollars between paying for new state highway construction and maintaining local roads by reducing or eliminating the cut to the general transportation aids program. We also urge retaining the 5% ceiling on the maximum reduction in GTA cuts a community can receive from one year to the next.

- GTA cuts disproportionately impact cities and villages compared to towns. The budget bill cuts funding for general transportation aids by 10% and increases the maximum amount of reduction in GTA payments that a municipality can experience from 5% to 15%. It reduces the dollar per mile of road payment for towns by only 3%. Consequently, municipalities receiving GTA on a share of cost basis will bear the brunt of the program cuts. If there are cuts to GTA, we urge a fairer allocation between municipalities and towns.

Moving the Transit Operating Aids program from the Transportation Fund to the General Fund.

Cutting 10% from the Payments for Municipal Services program.

Eliminating Aids in Lieu of Property Tax Payments made to local governments on lands purchased in the future through the Stewardship Program.

Eliminating the Recycling Grant Program.

Repealing the 3% CPI floor for the inflation factor that is used in determining whether a municipality qualifies for the Expenditure Restraint Program.

Items we support and urge you to retain

Eliminating library maintenance of effort.

Delaying for two years implementation of new rules strictly limiting the amount of phosphorous in wastewater treatment plant effluent.

Repealing stormwater standard requiring communities to reduce total suspended solids by 40 percent by 2013.

Authorizing municipalities to merge police and fire departments.

Increased funding for Computer Aid Payments.

Stable funding for Expenditure Restraint Program.
Items we urge you to add to the Budget Bill

Require all municipal employees to make the same mandatory pension and health insurance contributions that Act 10 requires of general municipal employees.

Repeal maintenance of effort for emergency services spending.

Protect against forfeiting $46 million in federal transit aid due to collective bargaining changes made by Act 10.

Clarify when the CPI limit on municipal wage increases in Act 10 applies.

Thanks for considering our comments and recommendations.
L.E. PHILLIPS MEMORIAL PUBLIC LIBRARY
2012 Budget Calendar

April 7 – Business Manager sends out current budget, CIP status reports and next year budget forms

April 14 - Discussion at rescheduled Management Team meeting regarding status of current CIP projects for closure and 2012 budget procedures

[April 21 – Library Board meeting]

[April 28 - Possible Management Team discussion of 2012 budget]

May 12 – Rescheduled (because of WAPL Conference) Management Team meeting may include further discussion of 2012 budget

May 13 – Management Team submits all 2012 operating or 2012-2016 CIP budget requests on City forms, any account increases higher than established CPI and any changes to IFLS host agency or interloan contracts

May 19 – Library Board meeting and possible discussion of 2012 budget

June 2 – Management Team meeting includes discussion, review and ranking of budget requests

June 31 – Mail proposed budgets to trustees

July 7 – Board Finance Committee meeting to review proposed budgets

July 21 – Board meeting to approve proposed budgets

July 22 – Budgets submitted to City Budget Review Team

September – Meeting with City Budget Review Team

October – City Council budget work sessions

November – City Council public hearing and budget adoption by City Council
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**Total:** $656,053, $1,943
Policy Title: USE OF BEVERAGES AND FOOD
Date adopted: 04/01/88
Date amended: 08/20/09
Date last reviewed: 08/20/09

Drinking of beverages is permitted in the library. Consumption of food is prohibited in all public areas of the library with the exception of meetings held in the meeting rooms and receptions approved by the library.