



**ILLINOIS LIBRARY ASSOCIATION**

Because Libraries Matter

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**Trente Arens Selected as 2024 Recipient of the Illinois Library Association  
Deborah Dowley Preiser Marketing Award**

Trente Arens, Marketing and Communications Manager at Naperville Public Library, is the recipient of the 2024 Illinois Library Association (ILA) Deborah Dowley Preiser Marketing Award. This award recognizes a library employee who has performed excellent work in public relations and programming over several years. The award is presented and sponsored by the Oak Park Public Library.

Arens joined the Naperville Public Library team in 2021 and has introduced several successful new initiatives during her tenure. She led the library's rebranding project and logo redesign in 2021-22. She also advocated for sending a quarterly community-wide mailer to Naperville residents to better reach non-library users. This has proven very effective, especially in increasing attendance for adult and senior programming.

"Trente is a fantastic role model who leads by example through hard work and a collaborative style," said Naperville Public Library Executive Director Dave Della Terza. "Under her leadership, we are increasingly getting the word out to the community about the great services the Library offers."

Arens has encouraged the library to take a data-driven marketing approach, leading to higher engagement on social media, increased open rates for email communications,

and more excitement around the Library's programs and services. Participation in the all-ages Summer Reading Program increased 22% from 2022 to 2023, due in large part to more strategic promotion.

Arens also partnered with the Adult Services Department to overhaul the library's year-long Amazing Book Challenge for adult and teen readers. With revamped program requirements, a new marketing plan, and updated graphics, the program saw a 115% increase in overall participation in one year. The number of finishers also increased dramatically, going from 44 finishers in 2022 to 273 finishers in 2023.

"I have the pleasure of working with colleagues who are creative, supportive, and willing to try new things," said Arens. "It's wonderful to see those new things resonating with our community and drawing people into the library."

The Illinois Library Association Deborah Dowley Preiser Marketing Award will be presented at an awards ceremony during the 2024 Illinois Library Association Annual Conference. The conference will take place October 8-10, 2024, in Peoria, Illinois.

For more information, contact the Illinois Library Association.

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### **About the Illinois Library Association**

The Illinois Library Association (ILA) is a professional membership organization that represents Illinois libraries and the millions who depend on them. Founded in 1896, it is the third-largest state library association and serves as a chapter within the American Library Association. ILA is comprised of 2,000 personal and more than 500 institutional members, made up of public, academic, school, and special libraries, as well as librarians, library staff, trustees, students, and library vendors.