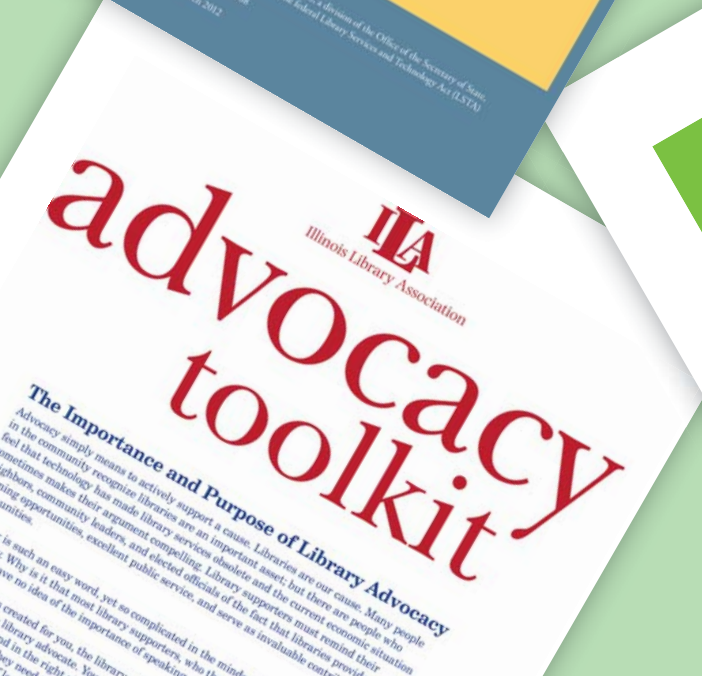
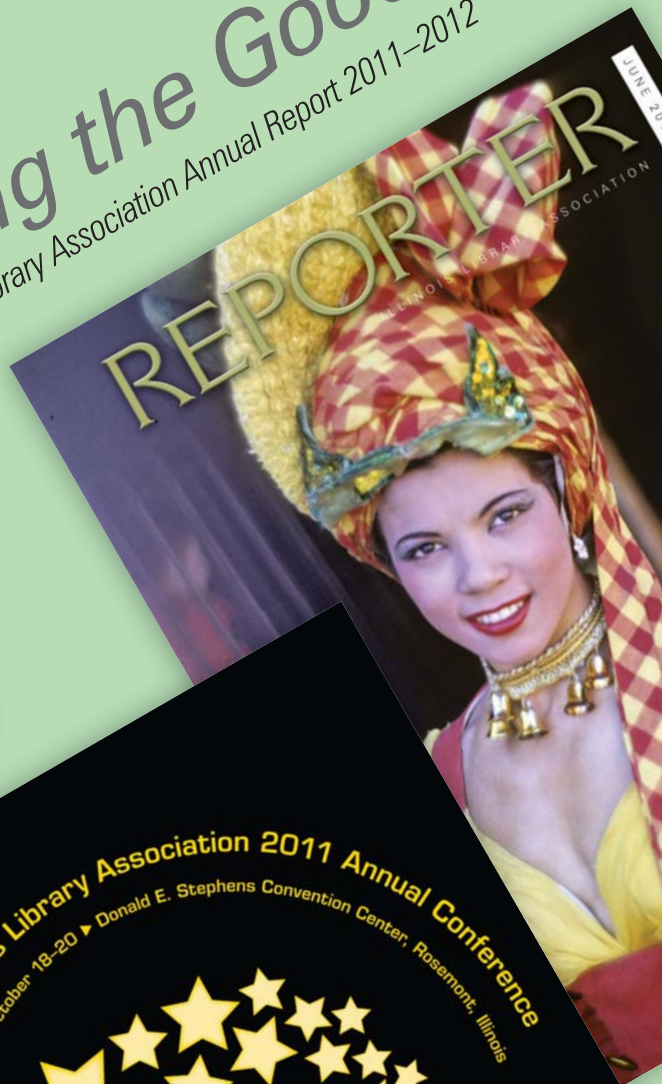




Delivering the Goods

Illinois Library Association Annual Report 2011-2012





According to the American Heritage Dictionary of Idioms, to deliver the goods is to “do what is required, to come up to expectations.” I hope and believe that is what ILA did this year not only for all our members, but for library patrons throughout the state. I know we did our collective best, and I’m grateful to each of you for meeting and exceeding my own expectations of what this organization can accomplish—every one of you came up with “the goods.”

As some of you will recognize, this play on words is also a nod to a project that took a lot of our time and energy this year, preparing an extensive study on the future of library cooperation statewide, especially in terms of materials delivery. Funded by an LSTA grant from the Illinois State Library, the study resulted in a starting point to truly consider resource sharing in a new environment. Thank you to all who provided history, background, statistical information, and analysis. The study reflects the care and commitment we all share for Illinois libraries.

We delivered a lot of other goods, too—bold, brilliant, and brave conference programs and powerful messages to legislators and policy makers at all levels of government. Congratulations to our Public Policy and Advocacy committees, who by working closely together, effectively kept libraries in the forefront of legislators’ minds.

We delivered articles about system mergers, e-books, and new libraries for poetry and research in the *ILA Reporter* every other month. We continued to develop partnerships with library organizations near and far, to deliver iREAD’s summer reading theme—Reading Is So Delicious—to libraries worldwide. You read that right, worldwide. iREAD is created by librarians, for librarians, and there is no other program like it. We can be very proud of our youth services colleagues who create our themes each year and also of iREAD’s new registered trademark status—iREAD®!

Continuing that theme of deliciousness, one of my last official acts as ILA President was to deliver ice cream to the new member leaders at the ILA Orientation Session in Peoria in July. It was indeed a pleasure to welcome so many new faces, fresh pairs of eyes and ears, and interesting new ideas and approaches. I look forward to the coming year as a past-president, sharing what I’ve learned, and continuing to work toward making ILA everything it can be.

In anticipation,

A handwritten signature in black ink that reads "Lynn Elam". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Lynn Elam
ILA President, 2011–2012

ADVOCATING FOR THE PUBLIC INTEREST

Advocacy remains central to ILA's mission, and 2012 was another busy year in both Springfield and Washington, DC. Members of the Public Policy and Advocacy committees took the lead in planning and executing strategies and events to inform elected officials and others about the importance of libraries and the need for continued legislative support.

Two key initiatives came to life under the leadership of this year's Advocacy Committee—we unveiled the Advocacy Toolkit, available online to help each and every advocate improve his or her skills in delivering the library message, and activated the Legislation Action Network (LAN), enabling us to direct constituent messages to key sponsors or opponents of specific legislation.

The library community also sought and received a designated appointment to Governor Quinn's Local Government Consolidation Commission: Richard McCarthy, a longtime trustee of the Gail Borden Public Library District in Elgin. The commission is charged to report by the end of 2012, and having a library voice at the table is another measure of the success of our advocacy efforts.

ILA
Illinois Library Association

advocacy toolkit

The Importance and Purpose of Library Advocacy
Advocacy simply means to actively support a cause. Libraries are our cause. Many people in the community recognize libraries are an important asset; but there are people who do not. Technology has made library services obsolete and the current economic situation makes their argument compelling. Library supporters must remind their elected leaders, and elected officials of the fact that libraries provide great public service, and serve as invaluable contributors in the minds of many in the library community. Library supporters are strong contributors to the support of their libraries.

ILLINOIS STATE LIBRARY FUNDING SURVIVES BUDGET AX

Statewide, we focused on preserving level funding for the largest library grant programs, and with your help, we succeeded! The Illinois General Assembly approved a \$33.7 billion state operating budget that made massive cuts to many state programs including an astonishing \$1.6 billion in cuts to the Medicaid program, and millions in cuts to education funding. In that context, libraries fared extremely well at the hands of Illinois' legislators.

The budget passed by the Illinois General Assembly maintains level funding for all the major library grant programs including per capita and equalization grants. Some smaller line items were affected by budget cuts, but in a year of dramatic reductions, the library community weathered the storm. In addition, many individual libraries are the beneficiaries of capital appropriations contained in Senate Bill 2332, and the \$50 million library capital improvement grant program continues to fund library projects throughout Illinois. Every substantive bill actively opposed by ILA was defeated in the recently concluded session. Senate Bill 2862, Senate Bill 2073, and House Bill 4608 all would have changed the tax cap statute to reduce available revenues to local taxing bodies in areas with declining property tax assessments. Effective messages from ILA members to legislators were key to our successful opposition.

Members mobilized to oppose and defeat House Bill 3637, a proposal to divert local revenues from the personal property replacement tax (PPRT) to state coffers. A very small amount of PPRT will again be allocated to pay the salaries of regional superintendents of education, but this amount is tiny fraction of what was proposed in House Bill 3637.

We were also instrumental in opposing proposed legislation, House Bill 5301, that would have required keeping logs of Internet users at Internet cafes and for some library patrons. This legislation would have violated the First Amendment, and based on concerns raised by ILA, the sponsor held the bill.

Finally, ILA worked closely with the sponsor of Senate Bill 3169 dealing with access to library services by the homeless. Ultimately, the sponsor agreed to hold the bill and instead asked ILA to take the lead in advising public libraries on developing local policies. This approach is both consistent with ILA's commitment to preserving local library board control and recognition of our role in implementing best practices.

The Illinois General Assembly did not pass significant state pension reform during the spring 2012 session, but it remains an issue of interest to libraries, their boards, and the public. In all, ILA tracked and worked on over 150 individual bills that covered an incredible range of issues, and our members can take pride in being active and successful in the association's 2012 advocacy efforts.

PROMOTING PROFESSIONAL EXCELLENCE

Maintaining a year-round calendar of educational opportunities is at the heart of ILA's mission to keep our members informed and engaged. Workshops, conferences, advocacy events, and more are held all over the state and beyond; communications reach out in print and online on a wide range of topics for diverse audiences. Our forums, committees, and affiliated organizations all play key partnership roles in this ongoing series of programs and events.

The Illinois Library Trustee Forum sponsored two spring workshops; the first at the Chicago Marriott Oak Brook in February and the second in March at President Abraham Lincoln Hotel and Conference Center in Springfield.

Also in March, the **Illinois Association of College and Research Libraries** (IACRL) held their conference, "Adopt, Adapt, Accelerate," in Oak Brook. Steven Bell from Temple University presented the keynote address and more than twenty peer-reviewed sessions, preconferences, and vendor exhibits rounded out the program.

The **Advocacy Committee** planned three events to help members reach out to their elected officials at the state and national level:

- 21st Annual Presidents' Day Legislative Breakfast in Buffalo Grove;
- April 18 Illinois Library Day in Springfield;
- And six days later, Illinois' participation in the 2012 National Library Legislative Day in Washington, DC, on April 24.

The Illinois delegation sponsored a dinner on April 23 featuring an address by Christina M. Tchen, assistant to President Barack Obama and chief of staff to First Lady Michelle Obama. Tchen also serves as executive director of the White House Council on Women and Girls, and was a former member of the Chicago Public Library board of directors. Delegations from Ohio, California, Texas, the Public Library Association, the American Library Association, and others attended the dinner and the next day, joined us to hit the "hill" to deliver our message to Congressional offices.

The Youth Services and Young Adult Forums sponsored two April workshops in Edwardsville and Arlington Heights on the topic of "Sense"-ational Programming and Outreach for Special Populations," legal issues as they relate to youth and teen services.

On Friday, May 4, the twenty-second annual **Reaching Forward Conference of Library Assistants** drew approximately 1,000 attendees to the Rosemont Donald E. Stephens Convention Center. Keynote speaker Jim Feldman presented "Shift Happens," addressing how to solve problems using existing resources to save your library stress, time, and money.

WHO SAID THERE'S NO FREE LUNCH?

There were several "firsts" at ILA's 2011 Annual Conference, held October 18–20, at the Donald E. Stephens Convention Center in Rosemont: it was our first meeting in suburban Rosemont and the first time registration included lunch for registrants on all three days!

A few other things you missed if you weren't there:

- Technology Petting Zoo, sponsored by Best Buy, a chance to try out the latest apps, devices, and technology
- Conference App, sponsored by Boopsie
- Pulitzer Prize winner Michael Cunningham and Emmy Award winner Paula Poundstone
- 1,945 of your colleagues, 145 exhibit booths, and three days of great programs and events, all helping to support librarians and libraries

Illinois Library Association 2011 Annual Conference
October 18–20 ▶ Donald E. Stephens Convention Center, Rosemont, Illinois



READ ALL ABOUT IT

The association's electronic newsletter, *ILA E-Newsletter*, marked its fourth year of publication with timely issues on legislative and newsworthy topics. Thirty-two issues were sent to all ILA members and all Illinois members of the American Library Association to communicate more effectively and efficiently with members, keeping them up-to-date with concise information in a predictable and attractive format.

The evolution of the *ILA Reporter* into a bimonthly magazine providing ideas, inspiration, and innovation for its readers continued as well. Articles featured:

- New library buildings and library architecture and design, including the Poetry Foundation's new home for poetry and the University of Chicago's Helmut Jahn – designed Mansueto Library.
- Exploring and using special collections, such as the Abraham Lincoln Presidential Library's political cartoon collection as a window into journalism, race relations, and politics in the mid-1800s, and how a local resident's career as a trapeze artist led to a world-class collection of circus images and memorabilia at Illinois State University's Milner Library in Bloomington-Normal.
- Current topics for library staff and patrons, ranging from e-book consortia and contracts, system mergers and cooperative services, digitizing local history, and how to get along with local governing bodies.

In keeping with our streamlined publication plan, four special inserts were bundled with the *ILA Reporter* issues to facilitate distribution, including: *2011 ILA Annual Conference Preliminary Program* (June 2011); *Books Challenged or Banned, 2010–2011* (August 2011); and the *2010–2011 ILA Annual Report: Libraries . . . and Their Users . . . Out Loud!* and the 2012 iREAD Summer Reading Program Catalog (both in the October 2011 issue).



NEW ROLES FOR THE ASSOCIATION

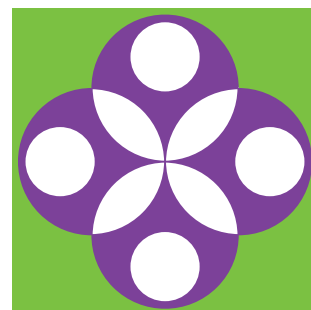
With the state's regional library systems undergoing major restructuring in 2011–2012, ILA assumed some new roles and responsibilities. Effective January 1, 2012, we became the new home for the Fund for Illinois Libraries, formerly administered by the Illinois Library Systems. Libraries wishing to receive gifts that require 501(c)(3) status are eligible to have these gifts processed through the fund.

Under the continuing Future of Illinois Library Cooperation umbrella, ILA received an LSTA grant from the Illinois State Library to coordinate a study on new models for materials delivery and, to a lesser extent, other cooperative services. The report, "Exploring Effective, Efficient Service Models," was released in March 2012. An RFP for consulting services was awarded to The Galecia Group and principal investigator Lori Ayre, who developed templates and baseline data to support key findings and recommendations for use in re-envisioning delivery and resource sharing statewide.

The report findings were presented in separate meetings at all three library system locations (Reaching Across Illinois Library System (RAILS), Illinois Heartland Library System (IHLS), and Chicago Public Library System), and were attended by system staff, representatives from the Illinois State Library, Illinois Delivery System, and other key stakeholders. A printed copy of the report was distributed to a targeted audience, and remains available as a PDF on the ILA website.



The **Future** of Illinois Library Cooperation



**FUND FOR
ILLINOIS LIBRARIES**

PREPARING FOR THE FUTURE

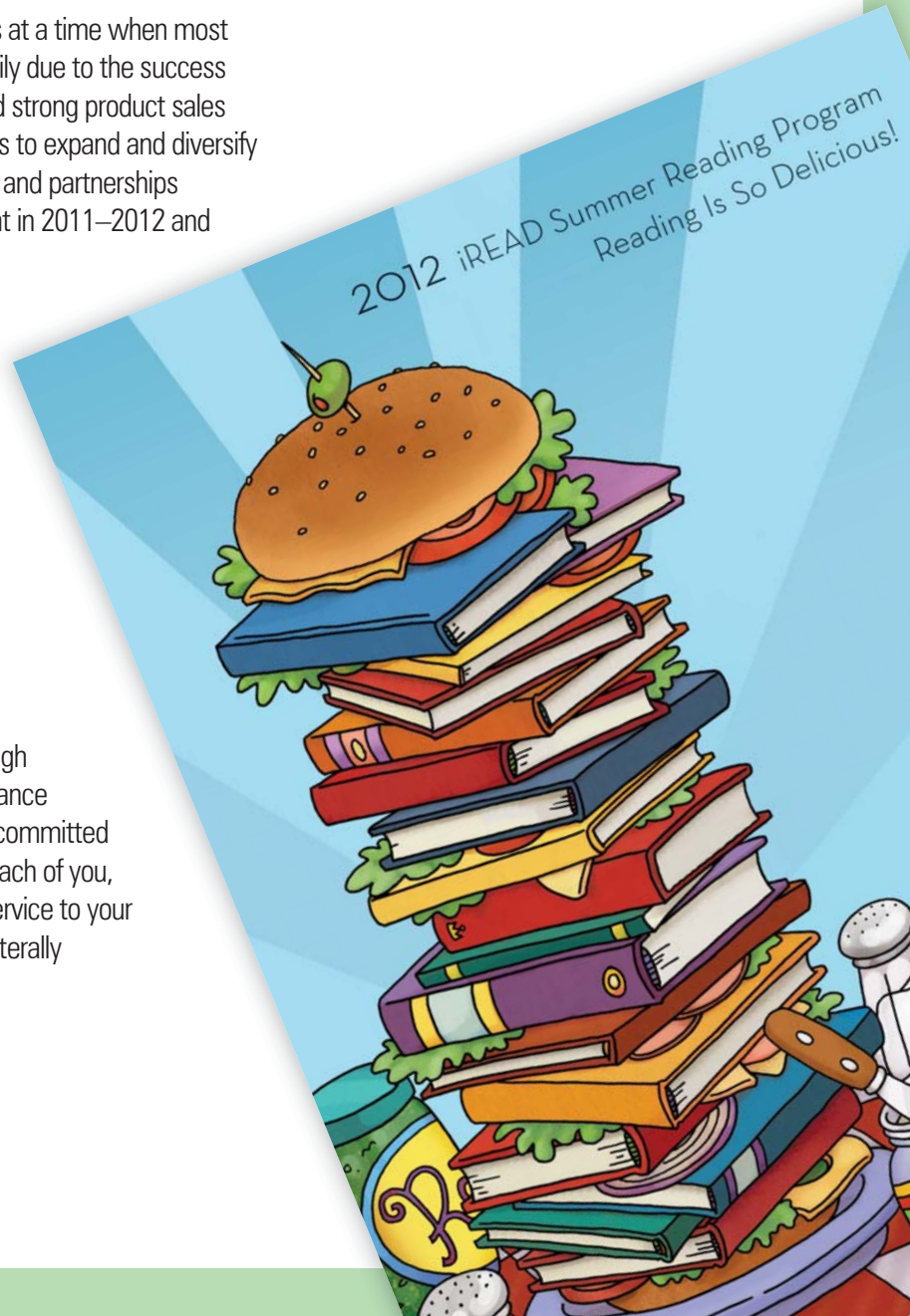
A move to new office space in the summer of 2011 was accomplished with little or no interruption in operations. Since then, we've bought some new furniture and hung some pictures, improved our technology infrastructure, and hosted the ILA Executive Board for its June meeting—we finally have a conference table large enough to accommodate the full board, complete with wifi access and call-in capabilities. We negotiated a favorable lease, giving us room to grow and flexibility for the future.

Another annual summer ritual is the orientation for new committee and forum members, held in East Peoria. It's a time to come together to plan for the coming year and the year after that, with the current president leading the day and the president-elect assembling the Conference Committee for the following year. It's a time for new members to learn from old hands, and vice versa.

The association continues to grow net revenues and assets at a time when most professional associations are seeing declines. This is primarily due to the success of our summer reading program, iREAD®, which maintained strong product sales with existing customers in Illinois and worldwide. Our efforts to expand and diversify our revenue streams include not only seeking new markets and partnerships for iREAD®, but other opportunities, including our LSTA grant in 2011–2012 and two new publications planned for 2012–2013. And our emphasis on controlling costs remains unchanged.

The future is built on the past, and the Illinois Library Luminaries program marked its fourth year with four new inductees: Kathleen Balcom, Tobi Oberman, Tom Rich, and Nancy Smith. Each luminary brings a minimum of \$1,000 contributed to the ILA Endowment in their name, and is recognized for his or her contributions to library services in Illinois. The Fundraising Committee is focusing on new nominations for the coming year, as well as appropriate recognition and ongoing engagement.

The future of our association is in your hands, not only through your membership activities, but in everything you do to advance the profession of librarianship. The leadership and staff are committed to delivering the best possible membership experience to each of you, and in turn, enable you to deliver the best possible library service to your patrons. Together, we will continue to “deliver the goods,” literally and metaphorically.



FINANCIALS

The association ended FY 2011–2012 with a \$179,069 surplus and \$737 loss in the ILA’s long-term investments for a total gain of \$178,332, making significant progress toward the goal set by the ILA Executive Board of creating a reserve equal to 50 percent of the annual budget.

Auditors Weiss, Sugar, Dvorak & Dusek, Ltd. completed their annual audit for the fiscal year ended June 30, 2012, and noted that ILA’s financial house appears to be in good order. “We continue to see good record-keeping and continued revenue growth, and concur in the overall plan to build reserves, limit expenditures, and employ prudent investment strategies. The association appears fiscally responsible, and we congratulate the board and staff on sound financial management.”

ILA FISCAL REPORT *Year Ended June 30, 2012*

Revenue

General Operations	\$ 46,723
Membership	\$ 301,923
Conference	\$ 406,140
Publications	\$ 1,924,568
Public Policy	\$ 4,000
Awards	\$ 1,805
Endowment	\$ 7,003
Workshops/Projects	\$ 167,778
Reaching Forward	\$ 105,000
Total Revenue	\$ 2,964,940

Expenses (before allocation of staff salaries, taxes, and benefits to functional areas)

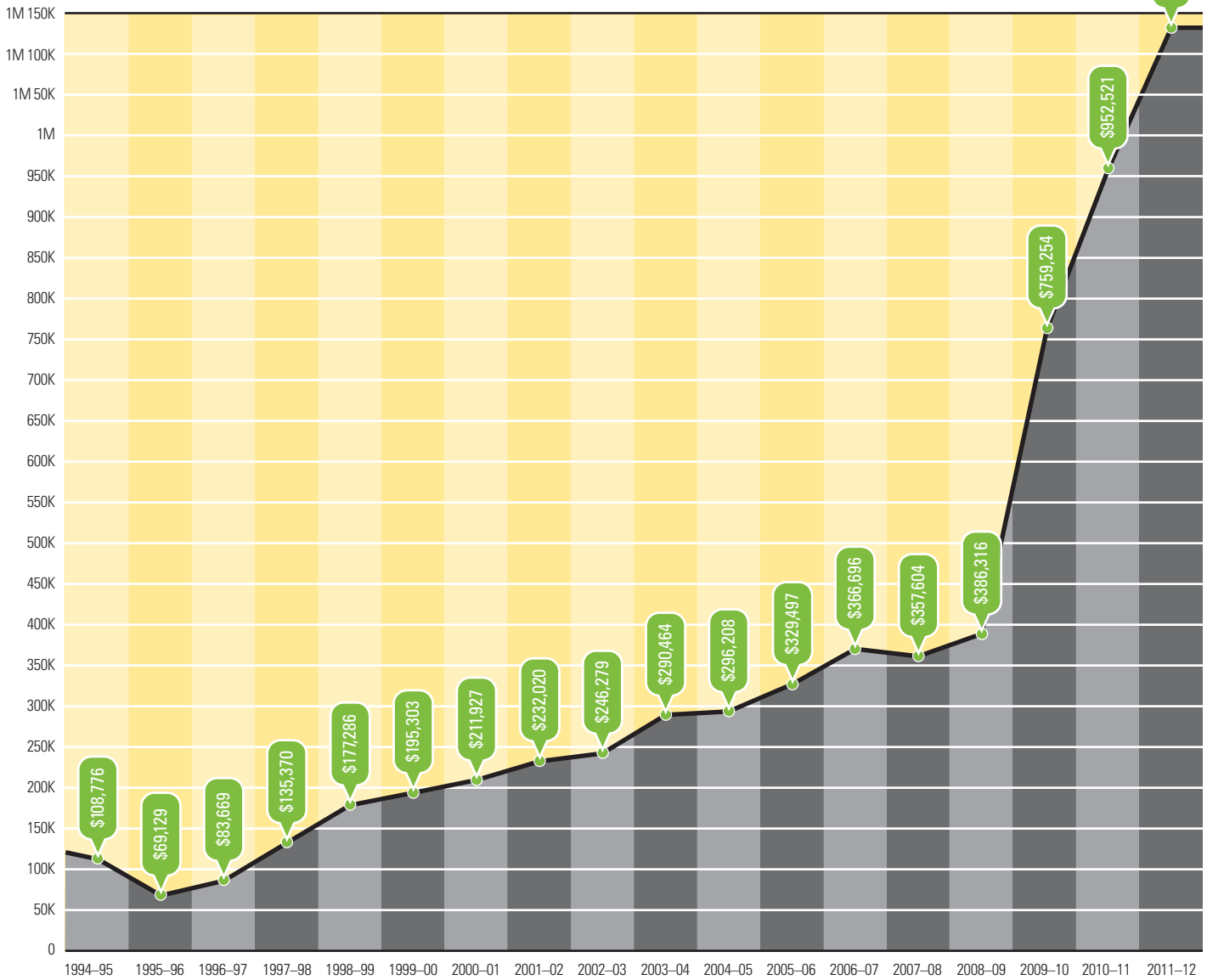
General Operations	\$ 555,514
Membership/Directory/Reporter	\$ 81,571
Conference	\$ 361,647
Board/Committee	\$ 11,816
Publications	\$ 1,429,043
Public Policy	\$ 67,433
Awards	\$ 3,602
Workshops/Projects	\$ 173,298
Forums	\$ 2,178
Reaching Forward	\$ 99,769
Total Expenses	\$ 2,785,871

Net Income before Gain (Loss) on Long-Term Investments	\$ 179,069
Loss on Long-term Investments	\$ -737
Net Income	\$ 178,332
Net Assets at end of FY 2011	\$ 952,521
Net Assets at end of FY 2012	\$ 1,130,853

Net Assets Comprise:

Unrestricted Net Assets	\$ 1,033,617
Temporarily Restricted Assets	\$ 14,030
<ul style="list-style-type: none"> • Atkinson Memorial Award (\$3,376) • deLafayette Reid Fund for Continuing Education (\$4,283) • Robert R. McClarren Award Fund for Legislative Development (\$498) • Sylvia Murphy Williams Fund (\$857) • Legal Defense Fund (\$560) • Preiser Award (\$1,003) • Illinois Library Day (\$3,453) 	
Permanently Restricted Assets	\$ 83,206
Total Net Assets at end of FY 2012	\$ 1,130,853

HISTORICAL OVERVIEW OF NET ASSETS



CUMULATIVE SURPLUS

After sixteen years of expanding services, reduced staffing, and aggressive cost controls, the association has ended the last sixteen fiscal years with surpluses totalling \$1,061,724.

2011-2012	\$ 178,332
2010-2011	\$ 193,268
2009-2010	\$ 372,938
2008-2009	\$ 28,712
2007-2008	\$ -9,092
2006-2007	\$ 37,199
2005-2006	\$ 33,289
2004-2005	\$ 5,744
2003-2004	\$ 44,185
2002-2003	\$ 14,259
2001-2002	\$ 20,093
2000-2001	\$ 16,624
1999-2000	\$ 18,017
1998-1999	\$ 41,916
1997-1998	\$ 51,701
1996-1997	\$ 14,540
Total	\$1,061,724



MISSION STATEMENT

The Illinois Library Association is the voice for Illinois libraries and the millions who depend on them. It provides leadership for the development, promotion, and improvement of library services in Illinois and for the library community in order to enhance learning and ensure access to information for all. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people. Its primary goals are:

ADVOCATING FOR THE PUBLIC INTEREST

- develop and promote strong public policy related to libraries, literacy, and lifelong learning;
- defend intellectual freedom and access to information; and
- increase public awareness of the value of libraries to society.

PROMOTING EXCELLENCE AND INNOVATION

- provide outstanding programs of continuing education and leadership development;
- support the recruitment, retention, and professional development of a culturally and racially diverse workforce for libraries;
- produce high quality publications and communications; and
- celebrate the achievement of excellence and innovation on behalf of the membership.

MANAGING THE PRESENT TO PREPARE FOR THE FUTURE

In order to achieve these goals, ILA will use its resources wisely and maintain a flexible structure that promotes the diverse interests and broad participation of members.

VISION STATEMENT

The Illinois Library Association is indispensable in leading efforts in library advocacy and collaboration, and serving as a springboard to innovation and excellence in library services.

ORGANIZATIONAL INFORMATION

Membership

The Illinois Library Association represents all types of libraries — public, school, academic, and special libraries serving government, commerce, the armed services, hospitals, prisons, and other institutions. Its almost 3,500 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

Administration and Governance

The Illinois Library Association has four full-time staff members. It is governed by a sixteen-member executive board, made up of elected officers. The association employs the services of Kolkmeier Consulting for legislative advocacy. ILA is a 501 (c) (3) charitable and educational organization.

Forums

Government Documents Forum
Illinois Association of College & Research Libraries Forum
Leadership Forum
Librarians for Social Responsibility Forum
Library Trustee Forum
Public Library Forum
Reaching Forward: Forum for Library Support Staff
Reference Services Forum
Resources & Technical Services Forum
Young Adult Services Forum
Youth Services Forum

Standing Committees

Advocacy Committee
Awards Committee
Best Practices Committee
Conference Program Committee
Cultural and Racial Diversity Committee
Finance Committee
Fundraising Committee
Intellectual Freedom Committee
ILA Reporter Advisory Committee
iREAD® Committee
Marketing Committee
Membership Committee
Nominating Committee
Public Policy Committee

2011–2012 EXECUTIVE BOARD

President

Lynn Elam, Algonquin Area Public Library District

Vice President/President-Elect

Pam Van Kirk

Immediate Past President

Gail Bush, National Louis University

Treasurer

Cynthia L. Fuerst, Vernon Area Public Library District

Directors

Laura Barnes, Illinois Sustainable Technology Center

Terry Cottrell, University of St. Francis Library

Kate Hall, New Lenox Public Library District

David Hamilton, Springer Science + Business Media

Jeanne Hamilton, Charleston Carnegie Public Library

Sheree Kozel-La Ha, Homer Township Public Library District

Amanda McKay, Helen Matthes Library

Scott E. Pointon, White Oak Library District

Ellen Sutton, College of DuPage Library

Rebecca Teasdale, Oak Park Public Library

Leslie Warren, American Bar Association

ALA Councilor

Donald L. Roalkvam, Indian Trails Public Library District

Ex Officio

Anne B. Craig, Illinois State Library

Robert P. Doyle, Illinois Library Association

2011–2012 STAFF

Robert P. Doyle

Executive Director

Cynthia M. Robinson

Conference and Continuing Education
Manager

Anne Bustamante

Member Services Manager

Brett M. Stephan

Information Systems Manager

Jon Daniels

Controller



Illinois Library Association

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