Illinois Libraries Present

A Joint Library Programming Initiative
WE’RE GLAD
WELCOME
YOU’RE HERE
Steering Committee Members

Jennifer Czajka, Arlington Heights Memorial Library
Kate Hall, Northbrook Public Library
Jason Katsion, Fox River Valley Public Library District
Kate Niehoff, Schaumburg Township District Library
Jill Pifer, Fairview Heights Public Library
Arielle Raybuck, Northbrook Public Library
Shalyn Rodriguez, Shorewood-Troy Library
Alexandra Skinner, Oak Park Public Library
To Begin

Pros

● **Collaborating** on bigger-budget events is appealing
● Gathering groups of 10+ libraries affirms “this topic/speaker is important” *creates buy-in* (and diverts possible negative attention)
● **We can do more together!** Sharing resources helps us all.

Cons

● **Scheduling**
● **Lack of opportunity** for smaller or less connected libraries
● **No neutral Zoom** license holder
● **Difficult to communicate** across multiple libraries in email threads
Mission

Illinois Libraries Present provides high-quality online events at equitable prices for participating member libraries of all sizes and budgets; We connect communities and audiences across the state through shared event experiences.
Goals

- To **provide high-quality, high-profile events** that highlight national names and social justice/DEI issues, that would otherwise be cost-prohibitive for single libraries to hold on their own.

- To **reduce costs and maximize reach** by taking advantage of both virtual event platforms and the collective buying power of Illinois public libraries.

- To **allow access for all libraries as equitably as possible**, by aligning each library’s cost to participate with the size of their operating budget.

- To **define clear and distinct roles** among Illinois Libraries Present committees and the participating libraries, including patron contact points, marketing, invoicing, etc.
Momentum: We surveyed (You responded!)

Has your library participated in a collaborative virtual program?
338 responses

- Yes: 61.8%
- No: 38.2%
The Results

What barriers to participating in collaborative online events have you experienced in the past?

1. My library is not being invited to collaborate: 113
2. Too expensive to participate: 77
3. Competing requests for collaboration make it hard to choose and commit: 27
4. The authors and events that other libraries are asking me to collaborate on do not align with my own library’s program goals: 50
5. Requests for collaboration come too late and don’t allow enough time to plan and/or promote: 133
6. Organizing payment to the host library is too confusing (or, as the host library, invoicing to participating libraries is too large a task): 22
7. My library does not have enough say in event plans, such as marketing, run of show, questions for the author, etc.: 11
8. My library has been asked to do too much work that we don’t have time for: 12
9. I’m not sure how to communicate my marketing needs: 22
10. Department capacity for additional events is limited: 51
The Results

Other Identified Barriers

- Zoom technology & license capacities
- Virtual Programming does not appeal to patron base/my community
- Prefer discussions or interactive Q&As
- Youth events are not being offered similarly
- After initial interest, program development waned off
The Results

What types of virtual events would you be interested in collaborating on?

- Social justice issues and EDI: 245
- Bestselling fiction authors: 289
- Bestselling nonfiction authors: 243
- Well-known speakers: 281
Illinois Libraries Present

What's Next
Pilot Program

- January-June 2022
- Flat fee based on operating budget to participate
- Monthly programs (1-2 per month offered, pick some or all!)
- Participating libraries will approve an intergovernmental agreement
- Continual evaluation & feedback to improve/adjust during the pilot
## Pilot Fees

<table>
<thead>
<tr>
<th>Operating Budget</th>
<th># in State</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>$0-$249,999</td>
<td>312</td>
<td>$40.00</td>
</tr>
<tr>
<td>$250,000-$749,999</td>
<td>127</td>
<td>$75.00</td>
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<tr>
<td>$750,000-$1,499,999</td>
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<td>$200.00</td>
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<tr>
<td>$1,500,000-$2,999,999</td>
<td>36</td>
<td>$375.00</td>
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<tr>
<td>$3,000,000-$4,999,999</td>
<td>36</td>
<td>$750.00</td>
</tr>
<tr>
<td>$5,000,000+</td>
<td>44</td>
<td>$1,150.00</td>
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</table>
Pilot Fees

What You Get:

- Access to all 6 months of programs (6-12 total)
- Professionally designed marketing materials
- Easy online sign-up for patrons
- Tech support for your patrons during the program
- Post program attendance and data analysis
- Access to a Zoom license for other joint events for $25 per event
## Pilot Budget (as of 11/8/21)

### REVENUES

<table>
<thead>
<tr>
<th>Membership Fees</th>
<th>19</th>
<th>$0-$249,999</th>
<th>$40.00</th>
<th>$760.00</th>
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<tbody>
<tr>
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<td>16</td>
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<td></td>
<td>17</td>
<td>$5,000,000+</td>
<td>$1,150.00</td>
<td>$19,550.00</td>
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<tr>
<td></td>
<td>12</td>
<td>Other libraries use zoom for a $25 fee</td>
<td>$300.00</td>
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<tr>
<td><strong>MEMBERSHIP TOTAL</strong></td>
<td></td>
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<td>$46,310.00</td>
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</table>

| Grants | | Illinois State Library | $37,000.00 |
| | **GRANT TOTAL** | | $37,000.00 |

**TOTAL** | | | | $83,010.00 |

### EXPENSES

<table>
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<tr>
<th>Presenter Fees</th>
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<th>$1,000 a program</th>
<th>$2,000.00</th>
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<td></td>
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<td>$10,000 a program</td>
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<tr>
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<td><strong>PRESENTER TOTAL</strong></td>
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<tr>
<th>Administrative</th>
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<th>Zoom License</th>
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<tr>
<td></td>
<td></td>
<td>Attorney</td>
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<tr>
<td></td>
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<td>Marketing &amp; Website</td>
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<tr>
<td><strong>OTHER EXPENSES TOTAL</strong></td>
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<td></td>
<td><strong>$10,000.00</strong></td>
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</tbody>
</table>

**TOTAL** | | | | **$72,000.00** |
How do I Join?

● Fill out a Membership Interest Form ASAP (one per library)
● Approve the Intergovernmental Agreement by 12/31/31
● Wait to be Billed
Benefits or Why Should I Join?

- For Your Patrons
- For Your Library
- For Your Staff
- For Illinois Libraries
ILP Committees
Committee Roles

Steering Committee

- Develop By-laws
- Secure funding
- Lead member recruitment
- Member communication
- Establish a strong governance model

Programming Committee

- Research authors & speakers
- Solicit needs & ideas from member libraries; field other joint program pitches
- Author invitations, offers, contracts
- Event development & delivery
Committee Roles

Marketing Committee

● Create/grow brand identity
● Media relations
● Create promotional plans & timelines
● Create graphics & collateral
● Social media engagement
● Tell ILP’s story
● Work with contracted designers & developers

Event Production Committee

● Pre-production & production
● Determine platforms & technology
● Technical support for presenters and hosts
● Coordinate software tests and adjust settings
● Video production & post-production
Committee Roles

Data/Numbers Committee

- Collect/analyze data and statistics
- Create/implement post-event surveys
- Compile reports to give member libraries rich data for their own reporting
For More Info

- Website: https://sites.google.com/view/illinoislibrariespresent
- Listserv: https://www.railslibraries.info/groups/248445
- Membership Interest Form: https://forms.gle/A99CHXUJKZ86cYZr8
- Committee Application: https://forms.gle/AyyeKsroVz9tbuMU6
- Contact: Illinoislibrariespresent@gmail.com
ANY QUESTIONS?