

Friends of Tennessee Libraries Board Meeting Agenda

Friday, 12 December 2014, 10:00 AM-1:00 PM (CST)

Conference Call

866.805.6620

Local Nashville - 615.253.8957



Mission Statement

The Friends of Tennessee Libraries (FOTL) is a volunteer organization of individuals and organizations dedicated to supporting Tennessee Libraries and local Friends of Library groups through:

- Establishing and helping Friends of Library groups succeed;
- Communicating with libraries and trustees about the value of Friends;
- Serving members as communication network and clearinghouse for information;
- Advocating for library funding and legislative support on a local, state, and national basis.

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- I. Call to Order/Introductions/Other Items for Agenda?/Agenda Approval - Don Reynolds
 - II. Minutes - Dwight Shepherd
 - III. Treasurer's Report / Review of Budget - Ed Jared
 - IV. Old Business
 - ~ Report about Newsletter, Website, Facebook - Martha Gill
 - ~ Report about Newsletter distribution to legislators - Michelle Kenley
 - ~ Membership Update - Connie Albrecht
 - ~ Update for April 25th Annual Meeting in Memphis - Jacqueline Wallace/Sally Smith
 - ~ Speaker for 24 April 2015 TLA Lunch: **Miguel Figueroa**, Director of ALA Center for the Future of Libraries: <http://www.ala.org/transforminglibraries/future> (p.6)
 - V. New Business
 - ~ Divisional Representative Reports
 - ~ TLA FOTL Quarterly Report (pp.8-11); TLA Trustees/Friends Section Report (p.12)
 - ~ Review of Friend of the Year nomination applications - Martha Gill
 - ~ FOTL Vision Statement (p.4) - Attached is **State Friends Group Vision and Mission Statements** sent Oct 12th

Vision Statement Rewrite from September Board Meeting deliberations

To help and support local Friends groups integrate their library thoroughly into the life and work of the community.

- ~ Review of 14 day mailing requirement statement

FOTL Bylaws Article IV Section 4: The Secretary shall: be responsible for keeping minutes of all board and annual meetings; **distribute copies of minutes to all board members prior to fourteen (14) days of the meeting**; keep a roll of members for each meeting and call roll when required; send announcements of board and annual meetings to all Board members prior to fourteen (14) days of the meeting; conduct correspondence when necessary; perform such duties as the Board may assign.

- ~ Tennesseans Deserve Statement (p.5)
- ~ Appoint Committee to review Library Visitation Proposal - volunteers? (p.6)
- ~ Appoint Committee to review Great Library Write Out Proposal - volunteers? (p.7)
- ~ Tennessee Library Legislation Day (Date not set)
- ~ National Library Legislation Day (May 4-5)
- ~ Other:

- VI. Adjournment

Next Meeting - Friday, 20 March 2015 - 10:00-2:00 (CST)
Nashville Public Library Bellevue branch, 650 Colice Jeanne Road ??

Friends of Tennessee Libraries

2014-2015 WORK PLAN CALENDAR

Here is the work plan calendar for the year.

Board meetings are scheduled for the 3rd Friday of **June, Sept, and Mar** and 1st Friday of **Dec**
10:00-2:00

<u>June</u>	<u>July</u>	<u>August</u>
<p>15 Newsletter copy due Focus: Recap of Grant applications; Friend of Year nominations</p> <p>20 Quarterly Board Meeting - Mt. Juliet PL - 10:00AM-2:00PM Review Mission / Objectives Review Annual Activities Begin Annual Mtg Planning</p> <p>22 Newsletter to printer (in readers' hands July 1)</p> <p>26-July 1 ALA Annual Meeting (Las Vegas)</p>	<p>Open month for rest and rejuvenation</p>	<p>1 Newsletter copy due Focus: Grant applications; Friend of Year nominations</p> <p>12 President applies to Governor for October Friends of Libraries Week (Deadline Sept 15)</p> <p>15 Newsletter to printer (in readers' hands Sept 1)</p> <p>30 National Book Festival (Washington, DC)</p>
<u>September</u>	<u>October</u>	<u>November</u>
<p style="text-align: center;">Library Card Sign-up Month</p> <p>13 TLA Board Meeting (Brentwood)</p> <p>14-20 Books from Birth Foundation Imagination Library Week ! 10th Anniversary Celebration !</p> <p>19 Quarterly Board Meeting - Mt. Juliet PL - 10:00AM-2:00PM Encourage nominations for TLA/ FOTL Friend of the Year Award President selects TLA Friends/ Trustees Lunch</p>	<p style="text-align: center;">TSLA Trustee Workshops</p> <p>2 Humboldt Medical Center Conference Center (Humboldt)</p> <p>3 Brentwood Public Library</p> <p>6 Art Circle Public Library (Crossville)</p> <p>7 Walters State (Morristown)</p> <p>10-14 Southern Festival of Books (Nashville)</p> <p>12-18 Teen Read Week</p> <p>15 President applies to present program at Annual TLA Meeting</p> <p>19-25 TN/National Friends of Libraries Week</p>	<p style="text-align: center;">Picture Book Month</p> <p>1 Newsletter copy due Focus: Membership renewal; Grants announced; Nominations for Certificates; Annual Mtg info</p> <p>15 Newsletter to printer (in readers' hands December 1)</p> <p>15 Nominations close for for TLA/ FOTL Friend of the Year Award</p>

<p><u>December</u></p> <p>12 Quarterly Board Meeting - By Conference Call-10:00AM-2:00PM Reserve Mt. Juliet meeting room for next year Select TLA/FOTL Friend of the Year to be awarded at TLA Annual Conference; Vote on Grant recipients; Review reports from last year's grant recipients; Approve Annual Meeting plans; Finalize TLA lunch speaker -report to TLA Conference Program Committee</p> <p>13 TLA Board Meeting (GoToMeeting?)</p>	<p><u>January</u></p> <p>30-February 3 ALA Midwinter Meeting (Chicago)</p>	<p><u>February</u></p> <p>1 Newsletter copy due Focus: Annual Mtg; Nominations for Certificates</p> <p>15 Newsletter to printer (in readers' hands March 1)</p> <p>(TBA) TN Library Legislative Day (Nashville)</p>
<p><u>March</u></p> <p>1 Applications for grants close</p> <p>20 Quarterly Board Meeting - Mt. Juliet PL - 10:00AM-2:00PM Review Mission / Objectives Review Annual Activities Begin Annual Mtg Planning</p> <p>15-21 National Ag Week 18 National Ag Day</p>	<p><u>April</u></p> <p>12-18 National Library Week</p> <p>22 TLA Board Meeting 22-24 Tennessee Library Association Annual Conference (Hilton Memphis)</p> <p>25 FOTL Annual Meeting (Memphis)</p>	<p><u>May</u></p> <p>1 Newsletter copy due Focus: Recap Annual Mtg</p> <p>4-5 National Library Legislative Day (Washington, DC)</p> <p>4-10 Children's Book Week</p> <p>15 Newsletter to printer (in readers' hands June 1)</p> <p><u>June 2015</u></p> <p>5-6 TLA Board Retreat (Montgomery Bell State Park)</p>

FOTL OFFICERS

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Developing Vision and Mission Statements

Vision and mission statements should articulate the essence of the organization's beliefs and values and define its place in the world. They are the inspiring words chosen to clearly and concisely convey the long-term direction that guides every aspect of an organization's daily operations.

When crafting these statements for your organization, consider the following questions:

Vision

What is the future you want to create for the community you wish to address?

Mission

What do we do?

For whom do we do it?

What is the impact?

To distinguish between the two, a **vision** statement expresses an organization's optimal goal and reason for existence, while a **mission** statement provides an overview of the group's plans to realize that vision by identifying the service areas, target audience, and values and goals of the organization.

In drafting appropriate statements for your organization, you might think about answers to the following questions to guide you:

Vision

- What are the values or beliefs that inform your work?
- What would you ultimately hope to accomplish as a result of your efforts?

The vision statement communicates both the purpose and values of the organization

Examples of effective Vision statements include:

Alzheimer's Association: "Our Vision is a world without Alzheimer's disease."

Avon: "To be the company that best understands and satisfies the product, service and self-fulfillment needs of women - globally."

Norfolk Southern: "Be the safest, most customer-focused and successful transportation company in the world."

Microsoft: "Empower people through great software anytime, anyplace, and on any device."

Reston Association: "Leading the model community where all can live, work, and play."

Mission

- How do you plan to work toward this broad vision?
- For whose specific benefit does the organization exist?

The mission statement defines the organization's purpose and primary objectives.

Alzheimer's Association: "Our Vision is a world without Alzheimer's disease."

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Public libraries are up to these core purposes:

- Encourage and build a love of reading
- Provide confidential and neutral access to information, ideas, and recreation
- Serve as place for individual self-education
- Serve as the community's living / meeting room safe place
- Help integrate technology into customer's lives
- Preserve the culture and history of the community
- Stimulate the imagination

Tennesseans Deserve

- Friendly library service in modern, safe, accessible and inviting buildings.
- The ability to use a library days, evenings and weekends and to use a virtual library 24 hours a day, 7 days a week, 365 days per year.
- Library collections that are current, relevant and responsive to the needs and interests of the community.
- Library collections reflecting the languages of community members and students, including non-English languages, Braille, video, audio, large print, and closed captioned.
- The guidance and assistance of skilled information professionals.
- Access to library service in their schools, colleges, workplace, and communities.
- Convenient, up-to-date, and unrestricted access to information in all its forms.
- A network of adequately funded, readily accessible school, public, and academic libraries that support a learning society and informed community.
- High-speed broadband access to the resources on the World Wide Web using state-of-the-art technology.
- Community-centered library programs that encourage discussion, debate and civic engagement.
- Libraries that value reading and create and sustain collections that encourage users to read for pleasure, information or enlightenment.
- Library services that support businesses, other workplaces, and economic development to create an information literate and competitive workforce.
- The opportunity to provide ideas, criticisms, compliments, suggestions on the operation and future of their libraries and volunteer for advocacy and support.

- American Library Association -

Based on *The American Public Deserves* from *Toward a National Library Agenda*

The Center for the Future of Libraries

The Center for the Future of Libraries helps libraries explore changes in our environment and productively plan for the future, including:

- Monitoring and contextualizing trends that will be of importance to libraries and librarians
- Adapting futuring techniques to the library environment
- Building connections between libraries and other stakeholders

<http://www.ala.org/transforminglibraries/future>

<http://www.ala.org/news/press-releases/2014/04/miguel-figueroa-head-ala-center-future-libraries>

<http://lj.libraryjournal.com/2014/05/future-of-libraries/best-guesses-a-qa-with-center-for-the-future-of-libraries-miguel-figueroa/#>

Library Visitation

Libraries all over Connecticut are participating in an exciting program to make people of all ages aware of the power of their library card. Interested individuals get a passport from their local library which they can then take to at least five libraries on the statewide list to be eligible to win a \$150 gift card for adults or a \$100 gift card for children.

Go explore our local libraries

<http://www.amityobserver.com/9038/opinion-go-explore-our-local-libraries/>

<https://www.facebook.com/passporttoctlibraries>

Passport to Connecticut Libraries

The Public Libraries Section is proud to sponsor the first Passport to CT Libraries program, running in 87 participating public libraries from September 2nd through September 30th. Based on the Wine Trail Passport Program in CT, this program will run during Library Card Sign Up Month in September. The program is open to both adults and children. The objective is to build awareness of the value of the card as well as encouraging residents to explore the amazing diversity of our public libraries. Every participating library will offer a Passport to their patrons, that each patron will take to any participating library to be stamped and receive a small gift. At the end of the month, patrons will turn in their passports to any participating library to be entered in two drawings: Most Libraries Visited and one Random Drawing for all participants. The drawing will be for two adult prizes of \$150.00 each and two children's (under 18) of \$100.00 each.

Flyer of participating libraries:

http://ctlibraryassociation.org/downloads/passport_flyer_with_address3.pdf

<https://www.facebook.com/passporttoctlibraries>

<http://www.mycitizensnews.com/news/2014/08/program-provides-passport-to-libraries/>

<http://www.monroecourier.com/19378/passports-take-library-patrons-around-the-state/>

Great Library Write Out 2014-15

For those who may not remember, the Great Library Write Out encourages librarians (and other library supporters) to get out of the echo-chamber and put their writing skills to good use in non-library publications (for, secondarily, a chance to win a cash prize).

There are many topics that you can write about and many places that you can submit your articles. For example, you can write about an amazing program that your library did in your community and submit to BoingBoing. Or, you can write about using the library as a source for information on market research for startups and submit it to Entrepreneur Magazine. You can even write in to your local newspaper about why the library is important to you and have a chance to win like our first year's winner. It's just important that we get as many of our stories out to our communities as we can.

While we are opening this competition up to online submissions, we still have many of the other same rules in place;

- You must be in the library profession in some fashion by working in a library related field or be a student in a library related field. However, if you feel you qualify for any other reason, just let us know and we'll consider you in the running.
- If you submit to an online source, the traffic data must be available online. You can use this tool to check if your site qualifies. <http://www.trafficestimate.com/>
- It must be a pro-library article speaking positively about the benefits of libraries in some aspect of society and addressing the question: Why do we still need libraries?
- The article must be printed between August 1st 2014, and the first day of the ALA Annual Conference on June 25th, 2015
- It must be published in a non-library related magazine or journal with a national (United States) or international circulation or a widely read non-library website. More points will be given to an article in a magazine/website with the largest circulation or number of hits, and you will receive bonus points for a feature article.
- You must submit, your name, the title, and date of publication (or link) for verification by commenting below.

Friends of Tennessee Libraries



The Friends of Tennessee Libraries (FOTL) is a volunteer organization of individuals and organizations dedicated to supporting Tennessee Libraries and local Friends of Library groups through:

- Establishing and helping Friends of Library groups succeed;
 - Communicating with libraries and trustees about the value of Friends;
 - Serving members as communication network and clearinghouse for information;
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TLA December 2014 Quarterly Report

- ➔ We prepared a **Welcome to the Friends of Tennessee Libraries** <http://www.friendstnlibraries.org/wp-content/uploads/Welcome-to-the-Friends-of-Tennessee-Libraries-Nov2014-rev.pdf> for distribution at the Regional Director Trainings and October Trustee Workshops run by the Tennessee State Library & Archives.
- ➔ We continue to support the Governor's Books from Birth Foundation / Imagination Library as we have since its beginning. As part of the September 2014 celebration for their 10th Anniversary, we prepared a **Parent Tips for Reading Aloud** compiled by Don Reynolds <http://www.friendstnlibraries.org/wp-content/uploads/Parent-Tips-for-Reading-Aloud-Sept-2014-Imagination-Week-Handout-REV-FINAL1.pdf>



- ➔ We continue to oppose post office shredding of undeliverable Imagination Library books in local communities.
- ➔ We published **September-October 2014** and **November-December 2014 Newsletters** <http://www.friendstnlibraries.org/wp-content/uploads/FOTL-SEP-OCT-2014-2.pdf> <http://www.friendstnlibraries.org/wp-content/uploads/FOTLNov-Dec2014THIS-WEB-4.pdf>
- ➔ We celebrated **Friends of Libraries Week** on October 19-25, 2014 as part of the national celebration. Our thanks to Governor Bill Haslam for his Tennessee Proclamation <http://www.friendstnlibraries.org/wp-content/uploads/Procamationcolor.pdf>. Other Proclamations were made by Brentwood Mayor Betsy Crossley (p.10 below), Knox County Mayor Tim Burchett, and Sevier County Mayor Larry Waters (p.11 below). A report on some of the week's activities will be in the November-December 2014 FOTL Newsletter, pp.7-9.

- ➔ We thank TLA for promoting the **Friends of Libraries Week** on its Facebook Page, October 20 and 23, along with changing the cover page illustration to the FOTL logo for the week.
- ➔ We are the first library group to partner with the **Picture Book Month** program this November <http://picturebookmonth.com/partners/> to celebrate and promote the picture book with a series of posts on our Facebook Page <https://www.facebook.com/pages/Friends-of-Tennessee-Libraries/78895803726?fref=ts> We will combine all the posts into a resource publication for parents.



- ➔ Our **FOTL Members Listserv** is up and running. All members are included in the Listserv, but can opt out if they prefer. This Listserv is designed for members to ask questions and exchange ideas, for FOTL to communicate with members about association activities, and to share ideas related to our mutual work and interests.
- ➔ We had already established an **FOTL Board Members Listserv** earlier this year.
- ➔ We are now posting our **FOTL Board Meeting agendas and minutes** on our web site as they happen at <http://www.friendstnlibraries.org/about/directory/> so members can know what we're doing.
- ➔ For members, we have a **resource section of training articles and Directory of Member Friends groups**, web site and publication addresses at: <http://www.friendstnlibraries.org/resources/>
- ➔ BTW, check out the **Friends of Tennessee Libraries (FOTL) Facebook Page:** <https://www.facebook.com/pages/Friends-of-Tennessee-Libraries/78895803726?fref=ts> Our FP Editor, Martha Gill, publishes daily informational/inspirational postings.
- ➔ We have scheduled April 25th as **FOTL Annual Meeting at Memphis Public Library**. It is being planned by the Memphis Public Library Friends with a theme of "Marketing." **Miguel Figueroa**, Director of the new ALA **Center for the Future of Libraries** will be one of the speakers.

Respectfully submitted,
 Donald B. Reynolds, Jr.
 President, Friends of Tennessee Libraries

City of Brentwood

PROCLAMATION

WHEREAS, Friends of the Brentwood Library raise money that enables our library to move from good to great providing the resources for additional programming, much needed equipment, support for children's summer reading and special events throughout the year; and,

WHEREAS, the work of the Friends highlights the fact that our library is the cornerstone of the community providing opportunities for all to engage in the joy of life-long learning and connect with the thoughts and ideas of others from ages past to the present; and

WHEREAS, the Friends understand the critical importance of well funded libraries and advocate to ensure that our library gets the resources it needs to provide a wide variety of services to all ages including access to print and electronic materials, along with expert assistance in research, readers' advisory and children's services; and

WHEREAS, the Friends' gift of their time and commitment to the library sets an example for all in how volunteerism leads to positive civic engagement and the betterment of our community.

NOW, THEREFORE, as Mayor of the City of Brentwood, I do join with the Board of Commissioners in proclaiming October 19-25, 2014 as Friends of Libraries week in the City of Brentwood and urge all citizens to join the Friends of the Library and thank them for all they do to make our library and community so much better.



Betsy S. Crossley
Mayor Betsy S. Crossley

Adopted: October 13, 2014

Deborah Hedgepath
City Recorder Deborah Hedgepath

County of Sevier

Proclamation

By The County Mayor

RECOGNIZING NATIONAL FRIENDS OF THE LIBRARY
WEEK IN SEVIER COUNTY, OCTOBER 19-25, 2014

WHEREAS, Friends of the Sevier County Public Library System in Sevierville, Kodak, and Seymour raise money that enables our library to move from good to great -- providing resources for additional programming, much needed equipment, support for summer reading, and special events throughout the year; and

WHEREAS, the work of the Friends highlights on an on-going basis the fact that our library system is the cornerstone of the community, providing opportunities for all to engage in the joy of life-long learning, and connect with the thoughts and ideas of others from ages past to the present; and

WHEREAS, the Friends understand the critical importance of well-funded libraries and advocate to ensure that our library system gets the resources it needs to provide a wide variety of services to all ages including access to print and electronic materials, along with expert assistance in research, readers' advisory, and children's services; and

WHEREAS, the Friends' gift of their time and commitment to the library system sets an example for all in how volunteerism leads to positive civic engagement and the betterment of our community.

NOW THEREFORE, BE IT RESOLVED THAT I, Larry Waters, Sevier County Mayor, along with the Sevier County Commission, proclaim October 19 - 25, 2014, as National Friends of Libraries week in Sevier County, Tennessee, and urge everyone to join the Friends of the Library, and thank them for all they do to make our library and community better.

Done this 20th day of October, 2014



In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the County of Sevier to be affixed.

County Mayor Larry Waters
October 20, 2014

Date _____

Attest:
County Clerk Karen Cotter

TLA Trustees/Friends Section

Discovered Bylaws problem which has led to creating a committee to review our Bylaws and working relationships with other groups (such as the Friends of Tennessee Libraries) and to make recommendations or not in time for action at the April 2015 Annual Meeting.

Have engaged speaker for TLA Trustees/Friends Section Friday lunch and possible program:

Miguel Figueroa, Director of the new ALA **Center for the Future of Libraries**

Check out the Center's web site at: <http://www.ala.org/offices/center-future-libraries>

Have created a Membership flier for distribution at the TSLA October Trustee Workshops.

Respectfully submitted,
Donald B. Reynolds, Jr.
Chair, TLA Trustees and Friends Section