

May 17th, 2016

agenda

<u>item</u>	<u>DOCUMENT</u>	<u>Section</u>
1,2	CTO, Additions (2 minutes)(7:02pm)	
	Document Summary	1A
	Agenda	2A-2B
3	Election of Secretary Pro Tempore (action)(5 minutes)(7:07pm)	
4	Election of Board Officers and Selection of Committee Members (10 minutes)(7:17pm)	
5	Opportunity to Address Board	
6	Consent Agenda	
	Minutes of April 19th, 2016 Board of Trustees Meeting (action)(2 minutes)(7:19pm)	3A-3B
7	Treasurer's Report and Financial Reports (White and Yellow) (5 minutes)(7:24pm)	
	April Financial Summary Report (action)(available at meeting)	4
	April Detailed Revenue & Expense Report (action)(available at meeting)	5
	April Detailed Balance Sheet (action)(available at meeting)	6
8	Approval of Checks (Green) (10 minutes)(7:34pm)	
	April Manual Check Report (action)(available at meeting)	7
	April Check Register (action)(available at meeting)	8
9	Committee Reports (30 minutes)(8:04pm)	9A-9D
10	New Business	10A
	Summary of FY2015-2016 Donations (5 minutes)(8:09pm)	11A
	Summary of Program Cost and Participation for FY2015-2016 (5 minutes)(8:14pm)	12A-12H
	Presentation of Patron Satisfaction Survey (20 minutes)(8:34pm)	13A-13AF
11	Old Business	
	Logo Design and Branding (action)(15 minutes)(8:49pm)	14A-14B
	HVAC Maintenance Agreement (action)(10 minutes)(8:59pm)	
12	Director's Report (5 minutes)(9:04pm)	
	Librarian's Narrative Report	15A-15B
13	Executive Session(s) (30 minutes if entered)	
14	Any and All Other Business ...	
15	Adjournment (1 minute)(9:05pm)	
16	Attachments	
	Usage Statistics for the Month of April	16A-16D
	Friends Meeting Attendees for 2016	17A
	Responsibilities of Trustee Officers and Committees	18A-18B
	Contact List for Board of Trustees	19A
	Ter Molen Watkins and Brandt Fundraising Proposal	20A-20Q

Lake Bluff Public Library
Board of Library Trustees Meeting
Tuesday, May 17th, at 7:00 PM
 123 E. Scranton Ave, Lake Bluff, IL 60044
 Enter through Library main entrance

- 1. Call to Order (7:00pm)**
- 2. Additions & Corrections to the Agenda (2 minutes)(7:02pm)**
- 3. Election of Secretary Pro Tempore (action)(5 minutes)(7:07pm)**
- 4. Election of Board Officers and Selection of Committee Members (10 minutes)(7:17pm)**
- 5. Opportunity for Public to Address the Board (limit 5 minutes per person per meeting)**
- 6. Approval of Minutes**
 - a. Approval of Minutes of April 19th, 2016 Regular Board Meeting **(action)(2 minutes)(7:19pm)**
- 7. April 2016 Financial Reports – Detailed Balance and Revenue/Expense (White and Yellow Pages) (action)(5 minutes)(7:24pm)**
 - a. April Financial Summary Report
 - b. April Detailed Revenue & Expense Report
 - c. April Detailed Balance Sheet
- 8. Approval of checks (Green Pages) (10 minutes)(7:34pm)**
 - a. April Manual Checks (xx-xx) **(action)**
 - b. April Monthly Checks (xx-xx) **(action)**
- 9. Committee Reports (30 minutes)(8:04pm) (Committees that met)**
 - a. Building and Grounds Committee **(CHAIR: Schons. MEMBERS: Jerch, Meierhoff, and Stroh.)**
 - b. Building Task Force **(CHAIR: Meierhoff. MEMBERS: Schons.)**

(Committees that did not meet)

 - a. Finance Committee **(CHAIR: Butler. MEMBERS: Kregor.)**
 - b. Human Resources Committee **(CHAIR: Butler. MEMBERS: Meierhoff, Stroh, Wojda.)**
 - c. Intergovernmental Committee **(CHAIR: Bailey. MEMBERS: Jerch and Stroh.)**
 - d. Long Range Planning Committee **(CHAIR: Kregor. MEMBERS: Butler, Schons, and Wojda.)**
 - e. Outreach Committee **(CHAIR: Schons. Members: Butler.)**

- f. Technology Committee (CHAIR: Kregor. MEMBERS: Wojda.)

10. New Business

- a. Summary of FY2015-2016 Donations (5 minutes)(8:09pm)
- b. Summary of Program Cost and Participation for FY2015-2016 (5 minutes)(8:14pm)
- c. Presentation of Patron Satisfaction Survey (20 minutes)(8:34pm)

11. Old Business

- a. Logo Design and Branding (action)(15 minutes)(8:49pm)
- b. HVAC Maintenance Agreement (action)(10 minutes)(8:59pm)

12. Director's Report (5 minutes)(9:04pm)

- a. Director's Narrative Report

13. Executive Session(s)

(30 minutes if entered)

- a. Discussion of minutes of meetings lawfully closed under this Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06 and in compliance with the Open Meetings Act 5 ILCS 120/2 (c) (21)
- b. To discuss the appointment, compensation, discipline, performance or dismissal of specific employees of the public body in compliance with the Open Meetings Act 5 ILCS 120/2 (c) (1)

14. Any and all other business which may properly come before the Board

15. Adjournment (1 minute)(9:05pm)

Attachments:

Usage Statistics for the Month of April, 2016
Friends Meeting Attendees for 2016
Responsibilities of Trustee Officers and Committees
Contact List for Board of Trustees
Ter Molen Watkins and Brandt Fundraising Proposal

Upcoming Board Meetings: June 21, July 19, and August 16, 2016.

Lake Bluff Public Library
Board of Library Trustees Meeting Minutes
Tuesday, April 19, 2016, at 7:00 PM
123 E. Scranton Ave, Lake Bluff, IL 60044

1. Call to Order

President Kathy Meierhoff called the meeting to order at 7:00 pm. Present were Trustees Scott Butler, Tim Kregor, Janie Jerch, Carl Schons, Cal Stroh, Romain Wojda. Also present were Library Director Eric Bailey and Martha O'Hara.

2. Additions & Corrections to the Agenda: There were none.

3. Opportunity for Public to Address the Board: None present.

4. Approval of Minutes

Butler moved to accept the minutes of the March 15, 2016 Regular Board Meeting, with 3 corrections; Stroh seconded; all voted aye.

5. March 2016 Financial Reports

Stroh moved to accept the Financial Reports and Schons seconded; all voted aye.

6. Approval of checks

Stroh moved to accept the March Manual Checks (12542-12548), and the March Monthly Checks (12549-12581), Schons seconded; all voted aye.

7. Committee Reports

(Committees that met.)

a. Building & Grounds (**CHAIR:** Schons, **MEMBERS:** Jerch, Meierhoff, and Stroh) Schons discussed proposals for the HVAC contract but no decisions have been made yet.

b. Finance (**CHAIR:** Butler, **MEMBERS:** Kregor.) Butler reported that a potential volunteer engagement plan is in progress.

c. Human Resources (**CHAIR:** Butler, **MEMBERS:** Meierhoff, Stroh, Wojda.) Butler reported that there have been two meetings regarding the community engagement position; that is, whether or not we plan to replace Amy vanGoethem. Bailey said that yes, we have advertised the position and have 20 applications to date.

d. Long Range Planning (**CHAIR:** Kregor, **MEMBERS:** Butler, Schons, and Wojda.) Kregor reported that they are in the process of updating goals so as to move forward, but that no big changes are expected. One issue to be addressed is the collection strategy; that is, physical books vs. e-books vs. audio-books.

e. Outreach (**CHAIR:** Schons, **MEMBERS:** Butler.) Schons reported that this committee has met twice in the past month. Amy vanGoethem's departure has had a big impact on Martha O'Hara trying to take up her duties in planning outreach projects, and gave kudos to O'Hara for making the Library more visible in the community. He also noted that we are considering becoming an issuer of passports, which could be not only a convenience for the community but a big moneymaker for the Library.

(Committees that did not meet.)

- f. Building Task Force (**CHAIR:** Meierhoff, **MEMBERS:** Schons.)
- g. Intergovernmental (**CHAIR:** Bailey, **MEMBERS:** Jerch, Stroh.)
- h. Technology (**CHAIR:** Kregor, **MEMBERS:** Wojda.)

8. New Business

- a. O'Hara gave a reprise of the presentation she gave to the Building & Grounds committee on the branding initiative and the developing of a new logo. She also gave a brief history of our past logos. The next step is to make a decision in May so we can use the new logo in June with the new Library cards and newsletter.
- b. The decision on the HVAC maintenance contract will be tabled until May.

9. Old Business: There was none. Meierhoff asked for election cycle information for the trustees.

10. Director's Report

- a. Bailey reported that all staff have been trained on the AED and we are now just waiting to get the actual equipment delivered and installed. Kudos to Schons for suggesting this and following through with arrangements.
- b. Bailey also reported that the Library has been awarded a per capita grant from the State of Illinois of \$4200.00 but the money has not come in yet. Surprise, surprise.
- c. Tomorrow's Building Task Force meeting will look at the RFP's (Requests for Proposals) for the fundraising effort.
- d. Coming up in May will be the Phyllis Fox writing awards and the Bookmark Design Contest awards at the Lake Bluff Recreation Center.

11. Executive Session: There was none.

- a. Discussion of minutes of meetings lawfully closed under this Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06 and in compliance with the Open Meetings Act 5 ILCS 120/2 (c) (21)
- b. To discuss the appointment, compensation, discipline, performance or dismissal of specific employees of the public body in compliance with the Open Meeting Act 5 ILCS 120/2 (c) (21)

12. Any and all other business which may properly come before the Board: There was none.

13. Adjournment

- Wojda moved, Stroh seconded a motion to adjourn the meeting; all voted aye. Meeting adjourned at 8:10 pm.

Respectfully submitted,

Janie Jerch

Committee Reports

There will have been four committee meetings since the April 19th, 2016 meeting of the Board. These represent two separate committees. A copy of each meeting minutes or agenda will be available on request at the Board meeting.

- Building and Grounds Committee
 - May 17, 2016
- Building Project Task Force
 - April 20, 2016 (9B)
 - May 2, 2016 (9C)
 - May 9, 2016 (9D)

Respectfully submitted,

Eric Scott Bailey

LAKE BLUFF PUBLIC LIBRARY
BOARD OF TRUSTEES
Building Project Task Force Meeting
Wednesday, April 20th, 2016

- 1) **Call to Order; Roll Call:** The meeting was called to order at 6:07 PM by Kathy Meierhoff. The committee met in the Children's Activity Room of the Lake Bluff Public Library building.

Present: Carl Schons and Kathy Meierhoff

Absent: None

Library Staff Present: Eric Bailey

Members of the Public: Eileen Laack, Linda Schwartz, and Mary Dahlmann

- 2) **Minutes of January 6, 2016 Task Force Meeting**

a) **RESOLVED:** Schons moved and Meierhoff seconded that the minutes be approved. Aye: All.

- 3) **Discussion of Response to Request for Proposal for a Fundraising Consultant**

a) The cost and level of commitment represented in the proposals received was discussed. The difficulty represented in funding such a consultant, and in providing the necessary hours to follow up on the consultants work, make further research necessary. Action items for follow up include:

i) Contact with other libraries that have pursued fundraising campaigns.

ii) Contact with fundraising bidders to express need for a simpler and more affordable plan.

iii) Contact Phil Hood seeking suggestions on our next steps.

iv) Discussed potential of database of known area donors.

v) Creatively explore ways that a fundraising campaign might be supported or conducted, including potential fundraising staff positions.

vi) Build database of other libraries that have done fundraising, their size, and what they achieved.

- 4) **Any other business:**

a) A Zoll AED has been purchased with donations. Half of the money donated came from the Friends of the Library.

- 5) **Adjournment:** Meierhoff moved and Schons seconded a motion to adjourn the meeting at 6:48 PM.

AYES: Meierhoff and Schons.

NAYES: None

ABSENT: None

Respectfully submitted,

Eric Scott Bailey

LAKE BLUFF PUBLIC LIBRARY
BOARD OF TRUSTEES
Building Project Task Force Meeting
Monday, May 2nd, 2016

- 1) **Call to Order; Roll Call:** The meeting was called to order at 5:00 PM by Kathy Meierhoff. The committee met in the Children's Activity Room of the Lake Bluff Public Library building.

Present: Carl Schons and Kathy Meierhoff

Absent: None

Library Staff Present: Eric Bailey

Members of the Public: Don Souhrada and Jon Heintzelman

- 2) **Minutes of April 20th, 2016 Task Force Meeting**

a) **RESOLVED:** Schons moved and Meierhoff seconded that the minutes be approved. Aye: All.

- 3) **Discussion of Response to Request for Proposal for a Fundraising Consultant**

a) Jon Heintzelman and Don Souhrada of Ter Molen, Watkins, and Brandt met with the Task Force to answer questions regarding their fundraising bid and the fundraising process. Items discussed:

i) The possibility of building the cost of the campaign into the total number to be raised.

ii) The library has minimal fundraising infrastructure in place.

iii) While a fundraising campaign is never a certainty, Jon and Don said the odds were good in the library's case that the amount sought could be raised.

iv) The advantage to having a third party involved in the process.

v) The likely time frame for completing a fundraising project.

b) **REQUESTED:** Further information regarding the cost of having Ter Molen, Watkins, and Brandt involved beyond the preliminary phases of the fundraising process.

c) **RECOMMENDED:** That the Board of Trustees meet with Don Souhrada and Jon Heintzelman.

- 4) **Any other business:**

a) (None)

- 5) **Adjournment:** Meierhoff moved and Schons seconded a motion to adjourn the meeting at 6:37 PM.

AYES: Meierhoff and Schons.

NAYES: None

ABSENT: None

Respectfully submitted,

Eric Scott Bailey

LAKE BLUFF PUBLIC LIBRARY
BOARD OF TRUSTEES
Building Project Task Force Meeting
Monday, May 9th, 2016

- 1) **Call to Order; Roll Call:** The meeting was called to order at 1:59 PM by Kathy Meierhoff. The committee met in the Spruth Room of the Lake Bluff Public Library building.

Present: Carl Schons and Kathy Meierhoff

Absent: None

Library Staff Present: Eric Bailey, Martha O'Hara

Members of the Public: None

- 2) **Minutes of May 2nd, 2016 Task Force Meeting**
a) **RESOLVED:** Schons moved and Meierhoff seconded that the minutes be approved. Aye: All.
- 3) **Review of Building Project Steps and Timeline**
a) **REQUESTED:** An updated summary of meeting room usage.
b) **REQUESTED:** Timeline showing the development of the current building plan.
- 4) **Discussion of Request for Proposal Regarding a Fundraising Consultant**
a) **REQUESTED:** A list of significant library renovations in the area since 2005, and information regarding how they were funded.
b) **RESOLVED:** To discuss further with the Building and Grounds Committee before taking a resolution to the full board.
- 5) **Any other business:**
a) (None)
- 6) **Adjournment:** Meierhoff moved and Schons seconded a motion to adjourn the meeting at 3:16 PM.
AYES: Meierhoff and Schons.
NAYES: None
ABSENT: None

Respectfully submitted,

Eric Scott Bailey

New Business

Summary of FY2015-2016 Donations

As the attached donations register shows, the Library received \$8,429.32 in major restricted and unrestricted donations in FY2015-2016. The tracking on this sheet is limited to when funds were received, not necessarily to when they were accounted or expensed. Smaller donations, which can add up but are much harder to track, are also not included. As a result the numbers here are not a precise match for the Financial Summary pages. All funds donated during FY2015-2016 are spent or encumbered.

DISCUSSION: Information is presented for brief (5 minutes allotted) discussion.

Summary of Program Cost and Participation for FY2015-2016

A summary of adult, teen, and youth programming in FY2015-2016, with program title, the cost of the program, and the number of patrons who attended.

DISCUSSION: Information is presented for brief (5 minutes allotted) discussion.

Presentation of Patron Satisfaction Survey

Head of Adult Services Martha O'Hara has led the creation of the 2016 survey summary. She will be on hand to present some of the survey's findings.

RECOMMENDATION: As the Board of Trustees meeting does not offer the time for the in-depth discussion this information deserves, I recommend a short discussion and the scheduling of a Long Range Planning Committee meeting for the detailed consideration this information needs.

Donations to the Library in Fiscal Year 2015-2016

Received	Donor	Amount	Thanked?	Used For	Memorial For
6/3/2015	Jacqueline Garner	\$121.00	6/12/2015	10 Fiction Titles	Alice Stocklin
6/29/2015	Friends of the Library	\$200.00	7/3/2015	Performer	
8/1/2015	Angela Roberts	\$100.00	8/5/2015	Book Cart	Judy Spencer
7/31/2015	Carol Kossack	\$25.00	8/5/2015	Book Cart	Judy Spencer
7/30/2015	Ross and Fran Spencer	\$150.00	8/6/2015	Book Cart	Judy Spencer
7/29/2015	Jane B. Wood	\$100.00	8/6/2015	Youth Classics Replacements	Judy Spencer
7/24/2015	Richard and Linda Humbert	\$50.00	8/6/2015	Youth Classics Replacements	Judy Spencer
8/3/2015	Marilyn F. Saran	\$50.00	8/10/2015	Book Cart	Judy Spencer
8/3/2015	Lorna May Dean	\$50.00	8/14/2015	Book Cart	Judy Spencer
8/17/2015	Prabha Vaidya	\$25.00	8/17/2015	Book Cart	Judy Spencer
10/1/2015	Lake Bluff Women's Club	\$50.00	10/5/2015	Chicago and its Botanic Garden and Pet Care Givers and Families	Delores Homer and Lorraine Bruen
11/5/2015	Lake Bluff Women's Club	\$39.60	11/8/2015	Unofficial Guide to FamilySearch and Oil Painting with the Masters	Susan Nelson and Dawn Weston
11/7/2015	Friends of the Library	\$5,303.94	11/21/2015	New WiFi System	
12/28/2015	Roger Hurd	\$100.00	12/28/2015	Zoll AED	
3/4/2016	Mary Ann Mahoney	\$1,000.00	3/9/2016	Zoll AED	John Shepard
5/4/2016	Friends of the Library	\$1,064.78	5/5/2016	Zoll AED	

Total

\$8,429.32

Adult Programs 2015-2016	\$5,000	Attendance	Fees/Costs
May			
2-May Open House/Art Show		12	0
6-May Craft: Duct tape		4	13.98
8-May Movie: Homesman		2	0
12-May Gertrude Bell/Betsey Means		31	250
14-May Ceilings are Calling		Cancelled	0
18-May Wool Gatherers		2	0
20-May BkClub/The Lost W ife		9	0
28-May Laura Ingalls/Laura Keys		27	181.25
8 programs		87	445.23
June			
3-Jun DIY Craft		5	63.14
8-Jun Forgiveness/Karen Kaplan		13	0
11-Jun Eisenhower/Jim Gibbons		35	200
15-Jun Trivia night		42	0
15-Jun Wool Gatherers		2	0
16-Jun BkClub The House Girl		10	0
17-Jun A BkClub		8	0
22-Jun Self-Publishing/Catherine Driscoll		10	0
25-Jun Movie:The Voices		2	0
30-Jun Cookbooks/Carries Spezzano		10	0
10 programs		127	263.14
July			
2-Jul American Bandstand/Heather Brac		6	95
8-Jul Craft-Etching		10	29.95
10-Jul Movie: USA McFarlands		5	0
14-Jul Beginning iphone/Blair Miller		9	175
16-Jul Chef Michael Madox (Friends)		18	250
19-Jul Supplies			9.98
20-Jul Wool Gatherers		3	0
22-Jul BookClub The 19th Wife		13	0
21-Jul Book Club Amy		4	0
23-Jul Food Supplies			14.63
27-Jul Food Photography/Carrie Spezzano		4	0
27-Jul Mason Jars/Craft			18.92
27-Jul Craft Supplies			10.32
28-Jul Popcorn			6
30-Jul Eastland		23	275
10 programs		92	634.8
August			
5-Aug Craft		7	46.2
13-Aug Movie		2	0

17-Aug Wool Gatherers	3	0
19-Aug BkClub Amy	4	0
21-Aug Jewel Popcorn		9.98
18-Aug Book Club CAC	10	0
24-Aug Identity Theft	6	0
28-Aug Movie	3	0
28-Aug Tax Assessment	40	0
29-Aug ASRC	61	0
10 programs	136	56.18
September		
2-Sep Craft/Cork	6	6
10-Sep Decorating Great Rooms	18	0
14-Sep Trivia	37	0
14-Sep Four Paws	15	0
15-Sep BkClub CAC	9	0
16-Sep Book Club Amy	7	0
17-Sep Decorating Bathrooms	23	0
17-Sep Wool Gatherers	5	0
24-Sep Decorating Kitchen	20	0
28-Sep De-cluttering Your House	19	100
29-Sep Movie	5	0
11 programs	164	106
October		
1-Oct Knitting w/ Eliza	12	15.41
1-Oct Terry Thourson/Lilliana	7	50
2-Oct Cookbook Book Club/Carrie	5	0
5-Oct College Aid/Joe Orsolini	13	0
7-Oct Craft	9	36.26
8-Oct Knitting w/ Eliza	12	0
8-Oct Richard j Daley/Jim Gibbons	20	200
23-Oct Movie: Age of Adaline	4	0
13-Oct Snacks		20.46
15-Oct Wool Gatherers	9	0
15-Oct Human Brain	29	0
19-Oct Lynda	2	0
20-Oct Book Club CAC	13	0
21-Oct Book Club C Amy	3	0
22-Oct Knitting w/ Eliza	11	0
29-Oct Knitting w/ Eliza	11	0
29-Oct Civil War Paranormal/Bob Jensen	32	0
17 programs	192	322.13
November		
2-Nov Train Journeys/Bill Helmuth	5	200
4-Nov Craft/Illuminaries	9	10.19

5-Nov Knitting with Eliza	12	
6-Nov Wool Gatherers/knitting squares to	2	0
9-Nov Trivia/Brewery	40	0
10-Nov Movie:Cinderella	0	0
12-Nov Knitting with Eliza	11	0
13-Nov Holiday Starters/Mike Maddox	29	250
17-Nov BkClub CAC	10	0
18-Nov Book Club Amy	2	0
18-Nov Craft/Napkin Folding	8	0
18-Nov Wool Gatherers	9	0
21-Nov Board Game Bonanza	10	25.76
Board Game Swap	8	0
14 programs	155	485.95

December

5-Dec Snowflakes	4	0
3-Dec Movie/Mr. Holmes	3	0
5-Dec wonderful life	6	0
8-Dec Encore/Middle School Choir	35	0
11-Dec Coolbook Book Club/Carrie	5	0
14-Dec Coloring	3	40.13
14-Dec Coloring	2	0
17-Dec Wool Gatherers	4	0
15-Dec Book Club CAC	11	28.36 extra book!
16-Dec Book Club C Amy	7	65.21
Movie Licensing Renewal		142
11 programs	80	275.7

2016

January

7-Jan I-Pad	6	0
11-Jan Jim Gibbons/Anne Frank	7	200
12-Jan Book Club (Mary Driver/author)	11	0
15-Jan Craft Swap Pick-up	50	0
20-Jan Amy Book Club	4	0
24-Jan Georgiana Yoke	45	0
21-Jan Wool Gatherers	2	0
25-Jan Trivia	36	0
25-Jan i-Pad	0	0
26-Jan Betsey Means/Mary Kingsley	22	250
27-Jan ESL	2	0
28-Jan ESL	3	0
28-Jan popcorn	0	6.98
29-Jan Movie: Ricki and the Flash	5	0
31-Jan Georgiana Yoke	26	0

15 programs	219	456.98
February		
1-Feb Android/Kindle	2	0
3-Feb Craft/Clalligraphy	11	61.74
8-Feb E-Ink	2	
9-Feb Book Club CAC	8	0
11-Feb Needlepoint	8	0
12-Feb Book Club/Carrie	4	0
17-Feb Book Club /Amy	6	0
18-Feb Craft Supplies	x	91.32
18-Feb Wool Gatherers	3	0
18-Feb Christine Thorton/Art (Friends)	13	300
19-Feb Movie: A Walk in the Woods	3	0
22-Feb Trivia	36	25
23-Feb Leslie Goddard/Bertha Palmer	41	275
25-Feb Michelle Nichols/Space Station	21	175
Feb-29 Frank Sinatra/Porisko	14	200
15 programs	172	828.06
March		
3-Mar Justin Peters	41	0
2-Mar Candle Making	7	0
9-Mar Oscar prizes	62	118.73
10-Mar Cindy Maloney/Elderly Care	10	0
15-Mar Book Club CAC	9	0
16-Mar Book Club , Martha/Liliana	5	0
17-Mar Wool Gatherers	3	0
Mar 21-25 Staycation	24	15.48
22-Mar The Intern	7	0
25-Mar Ferris B.	2	0
31-Mar Disney/Karen Thompson	8	100
31-Mar AWRC	17	144 tickets
15 programs (staycation)	195	378.21
April		
6-Apr craft	15	
7-Apr Gardening/Lisa Hilgenberg	26	175
12-Apr Movie:Suffragettes	6	0
14-Apr Ruth Thomas/Dresses	19	200
15-Apr Book Club: Carrie	0	0
16-Apr National Library Week	43	0
19-Apr Book Club CAC	9	0
20-Apr Book Club / Martha/Liliana	3	0
21-Apr Bike Paths	30	0
21-Apr Wool Gatherers	3	0
25-Apr Carrie Espinza/Health Insurance	6	0

28-Apr Retirement	2	0
29-Apr Property Taxes	12	0
13 programs	174	375
TOTAL	149 programs	1796

$4420.40 + 550.00 = 4970.40$
(Friends)

Gloria's Records: 4877

Teen Programs in FY2015-2016

	Costs	Attendance
TAB	\$24.96	
	\$9.50	
	\$4.31	
	\$9.95	
	\$24.96	
	\$13.47	24
	\$38.98	
	3.19	
	\$8.95	
	3.33	
	\$22.34	8
	\$17.56	
	\$5.94	
	\$9.42	
	\$12.50	
	\$9.03	
	\$41.13	21
	\$29.92	12
Total	\$289.44	65

Costs per Attendee	\$4.45
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	Costs	Attendance
Anime	\$5.99	1

Costs per Attendee	5.99
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	Costs	Attendance
Book Discussion	\$18.32	7
	\$3.78	2
	\$11.29	3
	\$24.59	1
Total	\$57.98	13

Costs per Attendee	\$4.46
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	Costs	Attendance
Knitting	0	8
	0	2
Total	0	10

Costs per Attendee	0
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	Costs	Attendance
Crafts	\$11.60	
	\$17.45	6
	\$26.40	8
	5.46	
	\$5.90	
	\$8.78	5
Total	\$75.59	19

Costs per Attendee	\$3.98
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Teen Photo Contest	\$25.00	2
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ACT Prep	0	30
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Teen Read Week Contest	\$25.00	2
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Passive Craft-Yoda	0	24
Passive Craft-Olaf	0	10
Passive Craft-Tardis	0	5
Passive Craft-Flame Flower	0	3

Puzzle	0	37
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Pizza and a Movie	0	0
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Teen Game Night	\$50.38	0
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Spring	2015-2016	Youth Programs	Attendance	Cost
		Preschool Storytime 2yr old (6X)	62	\$5
		Preschool Storytime 3-5yr old (6X)	47	\$10
		Park District Storytime (2X)	88	0
		Phyllis Fox Entries	42	\$395
		Book Mark Contest Entries	46	0
		Lego Robots	18	0
		Lego Robots	18	0
		Parent Child Book Discussion Gr. 2-4	4	\$35
		Parent Child Book Discussion Gr. 4-6	4	\$35
		Movie	6	0
		Drop in Craft	36	\$76
		Madhatters	32	0
			403	\$556

Summer				
		Summer Reading Club		\$2,038
		Read to Me	547	
		Middle	460	
		Young Adult	147	
		Monday Mysteries	120	\$105
		Contest #1	337	\$59
		Craft (6X)	138	\$180
		Contest #2	55	\$60
		Storytime on the Green (11X)	486	0
		Lake Bluff Elementary SRC Visits	480	0
		YA T-Shirt Raffle	24	\$35
		Local Super Heroes	34	0
		Paws for a Tale (6X)	60	0
		Chris McBrien	53	\$350
		Meet the Super Heroes	37	\$78
		Video Games (3X)	11	0
		Little Knitters (6X)	31	\$50
		Movie	9	\$3
			3,029	\$2,958

Fall

Video Game Thursdays (9X)	33	0
Preschool Storytime 2yr old (6X)	114	\$10
Preschool Storytime 3-5yr old (6X)	34	\$10
Winter Reading Club	18	0
Paws for a Tale (6X)	60	0
Parent Child Book Group Gr. 2-4	2	\$16
Parent Child Book Group Gr. 4-6	2	\$16
Halloween Party (Preschool)	34	\$35
Halloween Party (School Age)	28	\$35
International Game Day	29	\$35
Thanksgiving Craft	45	\$25
Welcome Day (D65 Students)	66	\$46
Crafts	20	\$35
Bingo Games	18	0
	503	\$263

Winter

Holiday Crafts (4 weeks)	143	\$65
Elf Day	78	\$75
Movie	14	\$5
Video Games (7X)	17	0
Preschool Storytime 2yr & 3-5yr old (6X)	115	\$10
Legos	32	0
Valentine Making	65	\$35
Parent Child Book Discussion Gr. 2-4	4	\$30
Parent Child Book Discussion Gr. 4-6	4	\$30
	472	\$250

Spring

Preschool Storytime 2yr old (6X)	121	\$10
Preschool Storytime 3-5yr old (6X)	44	\$10
Phyllis Fox Entries	35	\$225
Book Mark Contest Entries	54	\$225
Award Ceremony	73	\$40
Paws (6X)	36	0
Dinosauria	68	\$350
Craft	42	\$10
Craft	26	\$10
Madhatters	9	0
	508	\$880

GRAND
TOTAL

4,915

\$4,907

13A

Lake Bluff Public Library

www.lakeblufflibrary.org

Patron Satisfaction Survey 2016

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Executive Summary

At the direction of the Library Board of Trustees and the Long Range Planning Committee, the Lake Bluff Public Library conducted a Patron Satisfaction survey from January 4, 2016 to April 1, 2016. The goals of the survey can be summarized as follows:

- Identify patron needs and interests
- Assess patron satisfaction with existing services and facilities
- Identify areas of service that may be improved in order to more effectively meet patron needs
- Compare the results of the 2016 Patron Satisfaction Survey to the results of the 2013-2014 Patron Satisfaction Survey.

Feedback about the Library was largely positive. Respondents generally felt that the Library provides excellent service given its size and limitations. As in the 2013-2014 Patron Satisfaction Survey, customer service received the highest satisfaction rating and the rating of the Library as a whole captured the second highest rating.

Respondent feedback indicated lower levels of overall satisfaction with digital resources, Library programming, and the Library website. However, the satisfaction rating for both digital resources and Library programming increased significantly since 2013-2014, with digital resources representing the largest increase in satisfaction in the entire survey.

Although the Library continues to do a good job meeting broader community needs, survey feedback highlighted several areas in need of improvement, many of which are caused by the Library building. Limited collection size, unappealing aesthetics, and a lack of needed features or services are problems that result in lowered expectations and can motivate respondents to use other libraries in lieu of Lake Bluff.

The Library must continue efforts to improve its services and address underlying problems that prevent it from meeting community needs. Continued commitment to evaluation and innovation will be indispensable to the success of these endeavors.

2013-2014 Patron Satisfaction Survey

Findings

The last Patron Satisfaction Survey was conducted from December 5, 2013 through February 7, 2014. Survey data showed generally positive assessments of the Library overall, with customer service receiving the highest rating (4.66 out of 5). The Survey also identified the following areas for improvement:

- Digital Resources
- Library Programming
- Library Website
- Physical Collection/Library Building

The full report for the 2013-2014 Patron Satisfaction Survey is available online at [http://www.lakeblufflibrary.org/pdf/Patron Satisfaction Survey 2013-2014.pdf](http://www.lakeblufflibrary.org/pdf/Patron%20Satisfaction%20Survey%202013-2014.pdf).

Follow-up Actions & Other Changes

The following is a brief summary of some of the follow-up actions and other significant changes that occurred following the 2013-2014 Patron Satisfaction Survey:

- When the Survey opened, the Library was in the process of upgrading the Integrated Library System (ILS) from TLC to Sierra. The Library went live with the new ILS in late March 2014.
- The Library had access to approximately 10 databases during the 2013-2014 Patron Satisfaction Survey. In June of 2014, streaming videos were added to the Overdrive collection. In July of 2014, the Library added access to 21 databases from EBSCO. The Library added a subscription to Lynda.com in April 2015. As of this writing, the Library has access to 32 databases.
- In the fall of 2014, the Friends of the Lake Bluff Library provided the Library with funds for purchasing tablets, eReaders, and a laptop for use in library programs and staff training. The addition of this equipment improved the quality of staff training and instructional technology programs.
- At the direction of the Library Board of Trustees, the Library began a building study in the summer of 2014. The study was conducted by Engberg Anderson, an architectural firm with expertise in evaluating library buildings. The goal of the study was to find out how the Library is currently using its space and how it might improve its space usage in order to more effectively serve the public. A brief summary of the study's findings is as follows:
 - The Library benefits and suffers from its small scale.

- All spaces are too small for their current levels of use.
- The building's strategic deficits are driven by its small scale and fragmented form.
- All of the above characteristics result in a space that is functionally and aesthetically challenged.

The building study proposed several different plans to address problems with the existing space. Plan 3+, which includes an addition to the building and improvements to the existing space, was recommended by the Building and Grounds Committee, the full Library Board, and the Library Staff as the best strategic option. At present, the Library does not have enough funds in reserve to complete this project and funding it through a referendum or property tax dollars is not feasible at this time. The Board is currently investigating alternate funding models (including fundraising and grants) and evaluating what improvements can be made with existing resources.

- In March of 2015, the audiobook section was shifted in order to create additional space for the TV Series, Blu-rays, and Foreign Film collections.
 - In April of 2015, parts of the second floor were reconfigured and reorganized to make better use of the space. The Adult Non-Fiction collection was shifted and existing shelving units were moved to create additional space for tables and chairs. The Teen and Graphic Novel collections were moved from their locations on the first floor to larger shelf space upstairs. Adult Fiction was expanded into the shelves formerly occupied by Teen and Graphic Novels. The Friends of the Library donated funds to purchase new tables and chairs for this space.
 - In October of 2015, the Library signed an Intergovernmental Agreement with District 65. Under the terms of this agreement, the Library is able to offer free Lake Bluff Library cards to current District 65 students who reside at eligible unincorporated properties. This agreement facilitates closer collaboration between the Library and the District 65, and will further enrich the education of District 65 students. More detailed information on this program is available at <http://www.lakeblufflibrary.org/d65studentcards.html>.
 - A full redesign of the Library website has not yet been accomplished due to other project timelines. However, the web development team has worked on making incremental changes to the appearance and functionality of the Library website. This includes:
 - Creating About Us and Library Profile & Important Documents pages and a Return on Investment calculator.
 - Major revisions to the appearance, content, and functionality of the Services, Board, FOIA/OMA, and Contact pages.
 - Adjusting the appearance of the main site header.
-

- Adding audit reports, budget, usage statistics, and other documents to increase transparency.
 - Adding a News blog and Fun at the Library (program photos) to the homepage.
 - Creating a photo calendar for Library programs for adults, teens, and children.
 - Improvements to internal website maintenance procedures, resulting in more streamlined and timely updates.
 - Since the 2013-2014 Patron Satisfaction Survey, the Library has expanded some staff responsibilities to increase community engagement, outreach, and programming efforts. This has resulted in new programs such as Trivia Night @ Lake Bluff Brewing Company and Beyond the Book @ Wisma, as well as participation in events such as the Farmer's Market, the Arts Festival, and the Lake County Fair.
-

Methodology

In order to provide comparable data, the 2016 Patron Satisfaction Survey asked the same questions as the 2013-2014 Patron Satisfaction Survey, with some minor edits for clarity or accuracy. Survey questions were reviewed by Tim Kregor (Library Trustee), Eric Bailey (Library Director), and Martha Cordeniz O'Hara (Head of Adult Services) prior to survey publication. Survey questions were divided into five general sections: Library building and physical materials, digital resources, programming, overall ratings, and demographics. Survey respondents were asked to describe various aspects of their Library usage and rate their satisfaction with different services. Questions were mostly multiple-choice, with some free response opportunities.

The survey was available online on the Library website from January 4, 2016 to April 1, 2016. The survey was promoted on the Library website, in the print newsletter, in multiple editions of the eNewsletter, at library programs, and on signs throughout the Library. Library staff also promoted the survey at the front desk. All respondents were given the opportunity to enter an optional raffle for a \$100 Amazon Gift Card at the end of the survey. Regardless of raffle participation, survey responses were confidential and anonymous.

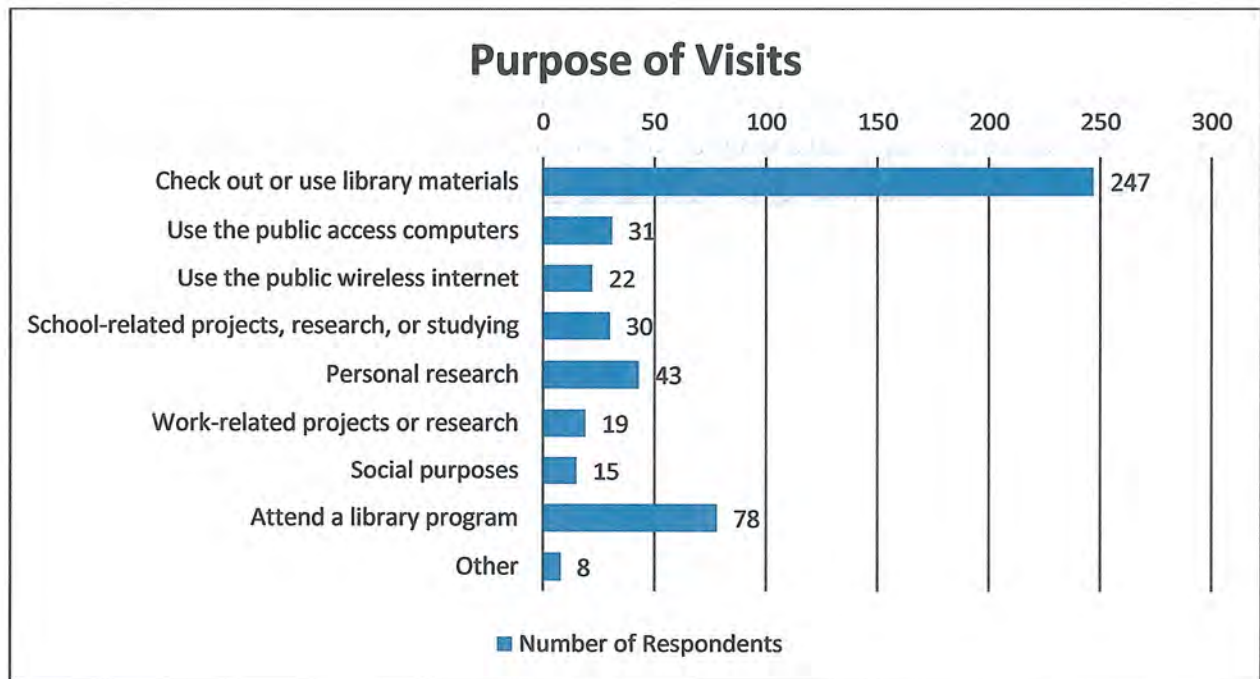
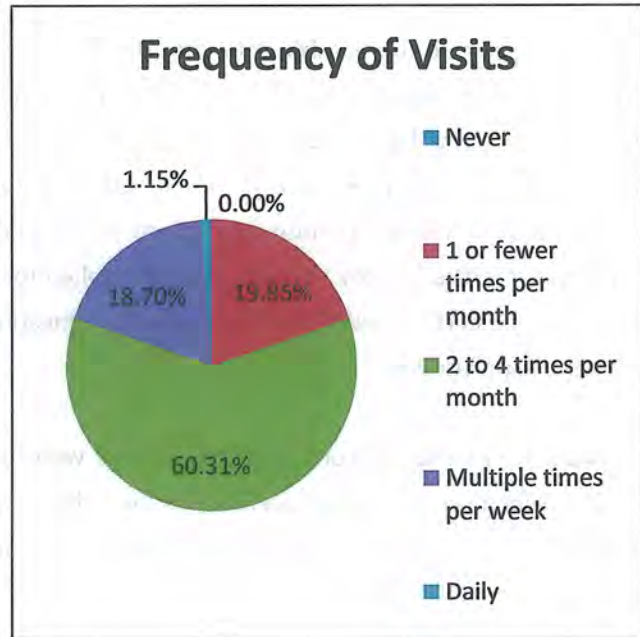
Survey responses were counted, summarized, and analyzed by staff members Martha O'Hara and Eric Bailey. Questions about the survey data, analyses, and recommendations should be directed to Eric Bailey via phone (847-234-2540) or email (ebailey@lakeblufflibrary.org).

Findings

Library Building

Usage

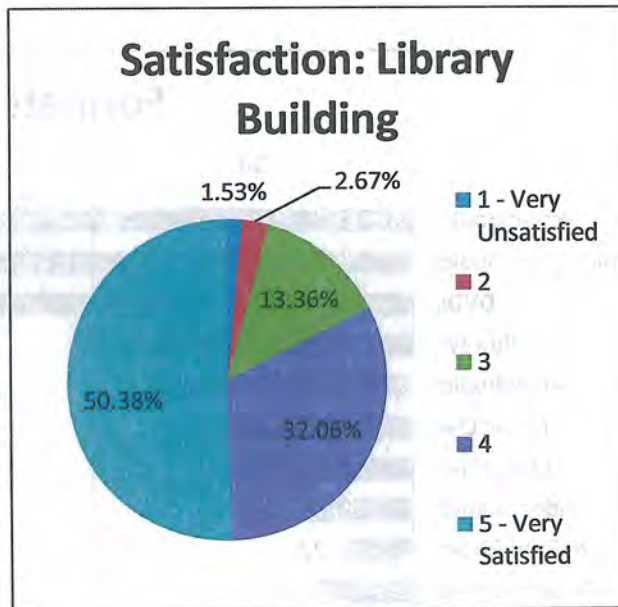
A majority of respondents (60.31 percent) continue to visit the Library 2 to 4 times per month. Respondents primarily visit the Library to check out materials (94.27 percent), attend a Library program (29.77 percent), or to conduct personal research (16.41 percent). Smaller percentages visit the Library to use the public access computers (11.83 percent), work on school-related projects, research, or studying (11.45 percent), and to use the public wireless internet (8.40 percent).



Satisfaction

The Library building received an average satisfaction rating of 4.27 out of 5, with 4.20 percent of users reporting low levels of satisfaction. In addition to inadequate facilities and unappealing aesthetics, the building's lack of comfort emerged as a primary reason for low satisfaction. When asked directly about the library's space, most respondents (69.47 percent) were satisfied with the amount of space in the

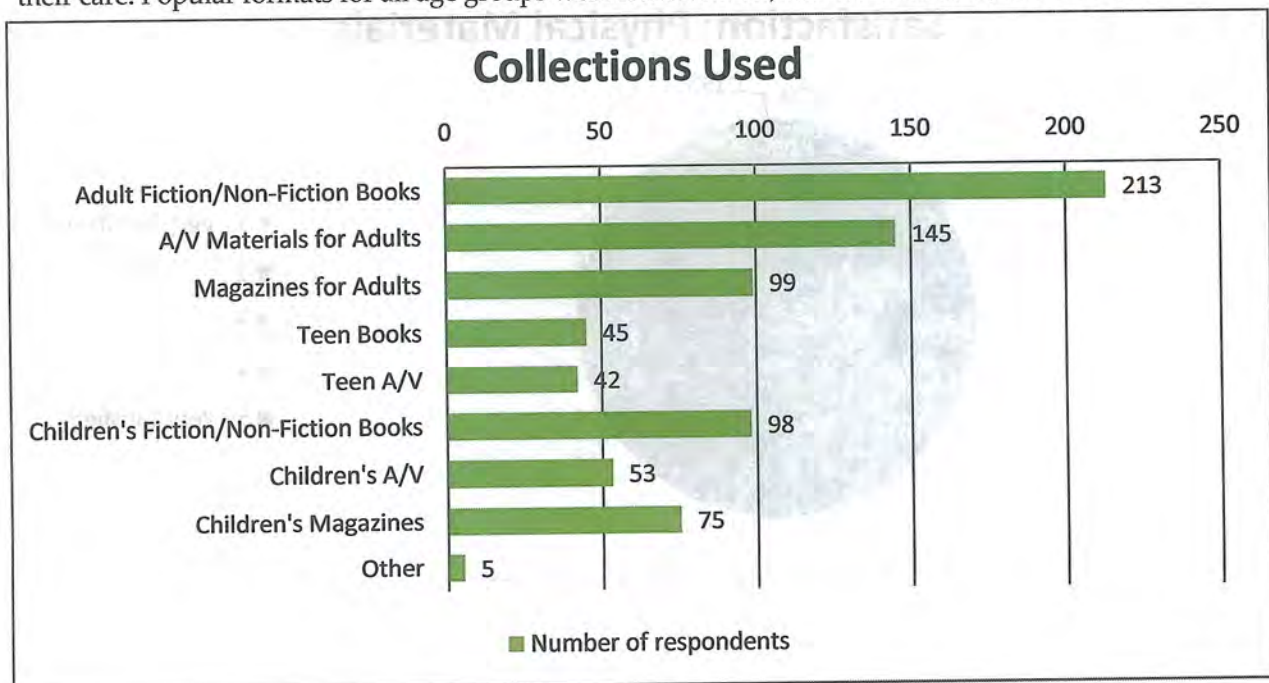
Library; 30.53 percent of respondents stated that the Library needed more space. Respondents who believe the Library needs additional space ranked more seating, quiet study space, additional space for technology, and a dedicated teen space as the most important additions to the Library. When asked to rate their satisfaction with the Library's current operating hours, 76.34 percent of respondents indicated that they were satisfied with current operating hours; 23.66 percent of respondents wanted the Library to expand its hours. Additional evening hours on weeknights was the most requested change to Library hours.

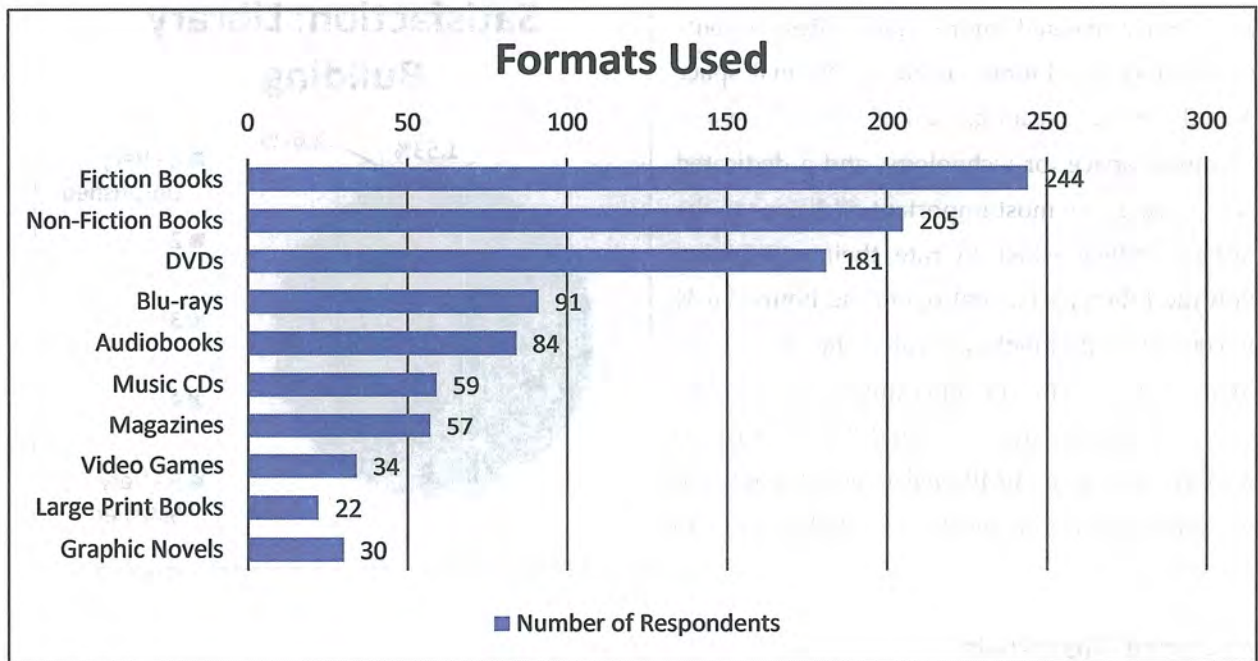


Physical Materials

Usage

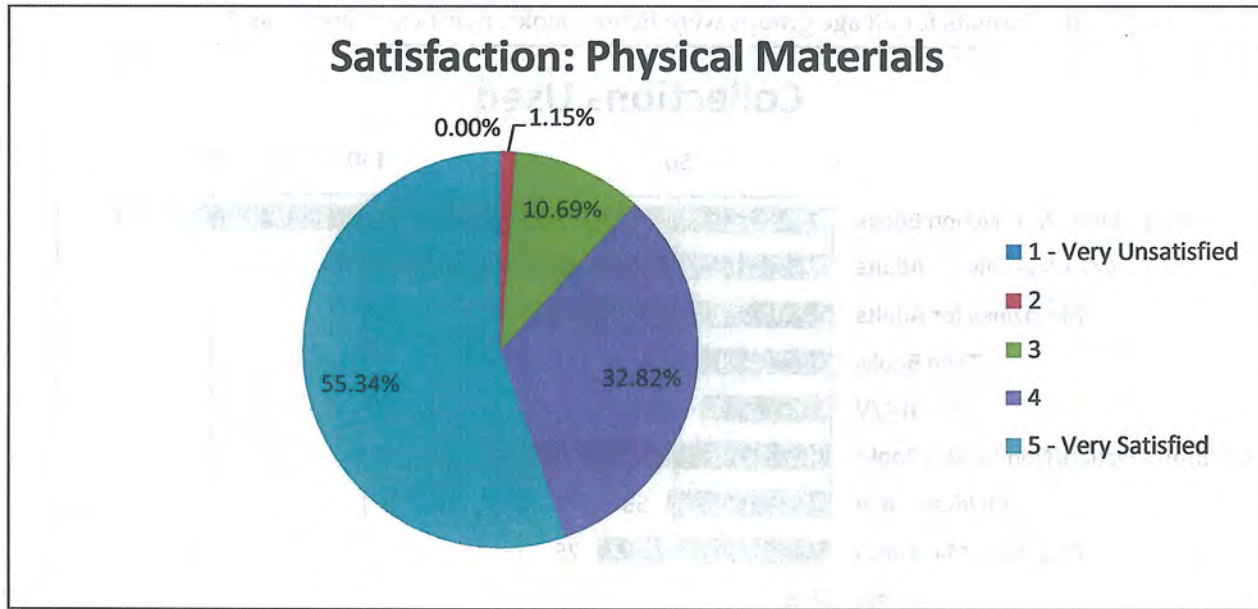
A majority of respondents reported visiting adult collections, with adult fiction and non-fiction books (81.30 percent) and adult A/V (55.34 percent) representing the most usage. The most popular youth collections were children's fiction and non-fiction books (37.40 percent), children's magazines (28.63 percent), and children's A/V (20.23 percent). 39.69 percent of respondents visit the children's department; 83.65 percent of these respondents report visiting the children's department with their child or a child in their care. Popular formats for all age groups were fiction books, non-fiction books, and DVDs.





Satisfaction

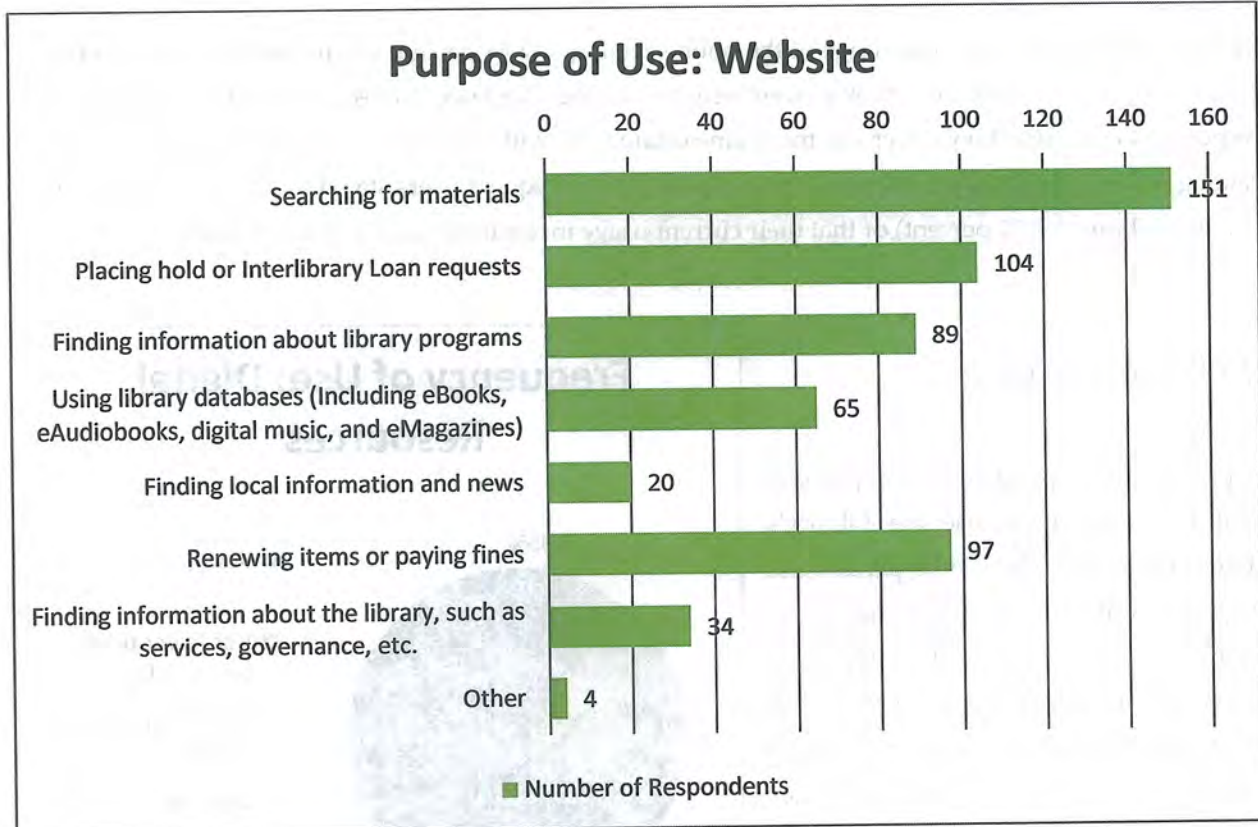
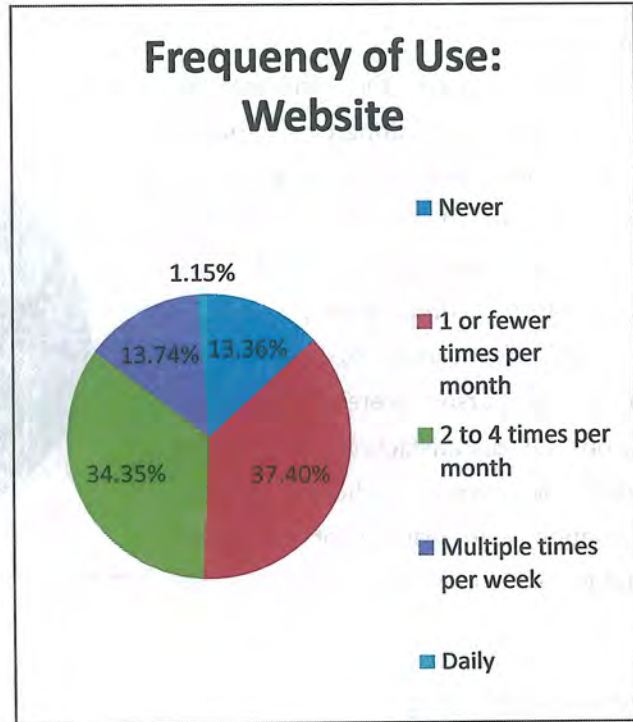
The Library's physical materials received an average satisfaction rating of 4.42 out of 5, with 1.15 percent of respondents reporting low levels of satisfaction. The size of the Library's collection was the primary reason for low satisfaction; lack of variety and not enough copies of popular items were also concerns.



Library Website

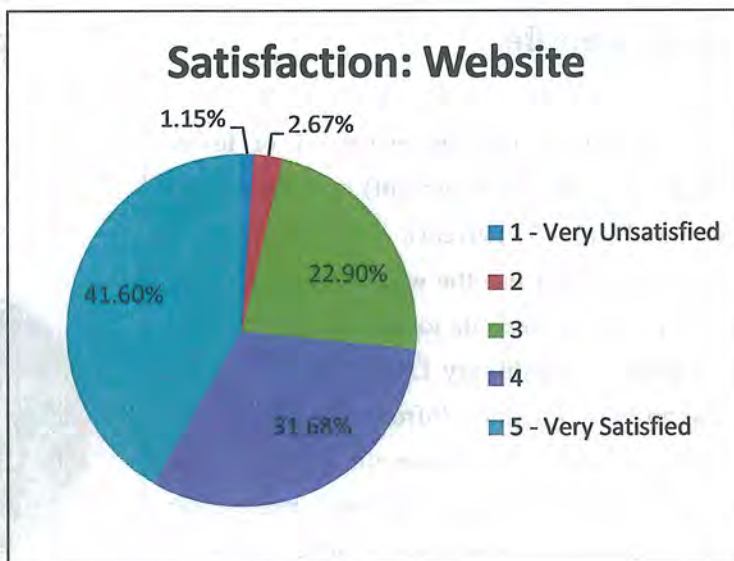
Usage

Most respondents use the website 1 or fewer times per month (37.40 percent) or 2 to 4 times per month (34.35 percent); 13.36 percent of respondents never use the website. Respondents primarily use the website to search for materials, place hold or Interlibrary Loan requests, renew items, and pay for fines. Infrequent usage of the website (never or 1 or fewer times per month) was primarily driven by personal preference: 44.36 percent of infrequent users prefer to call or visit the Library in person and 40.60 percent say that their usage meets their needs.



Satisfaction

Respondents gave the website an average satisfaction rating of 4.10 out of 5, with 3.82 percent of respondents indicating low levels of satisfaction. Confusing navigation, lack of mobile/tablet compatibility, and a preference for calling or visiting the Library in person were the primary reasons for dissatisfaction. Among this group, 30 percent indicated specific frustration with features of the online catalog, which is separate from the Library website.



Online Catalog

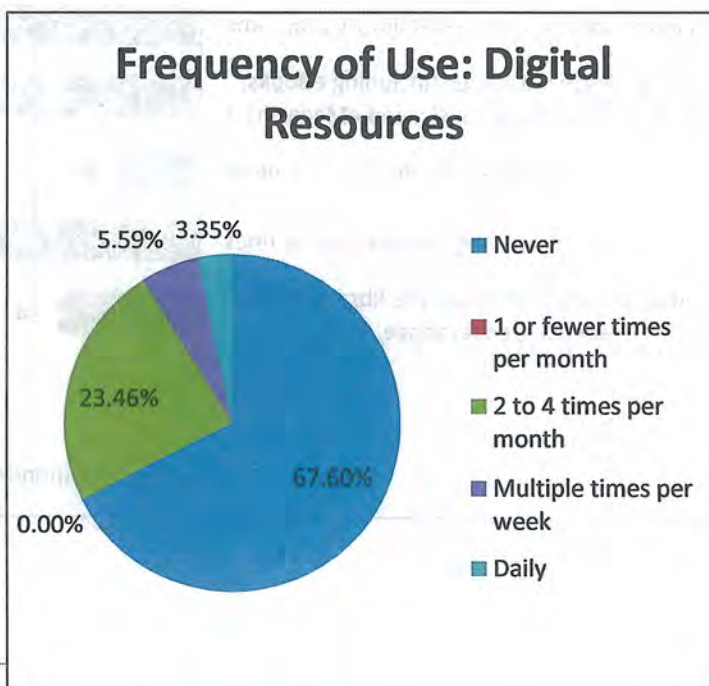
Usage and Satisfaction

Most respondents report some usage of the online catalog—32.44 percent use the online catalog between 2 and 4 times per month and 29.39 percent use the catalog 1 or fewer times per month. 28.63 percent of respondents said that they never use the online catalog. As with the Library website, usage of the online catalog is driven primarily by personal preference: most infrequent users stated that they prefer to call or visit the Library (42.11 percent) or that their current usage meets their needs (38.82 percent).

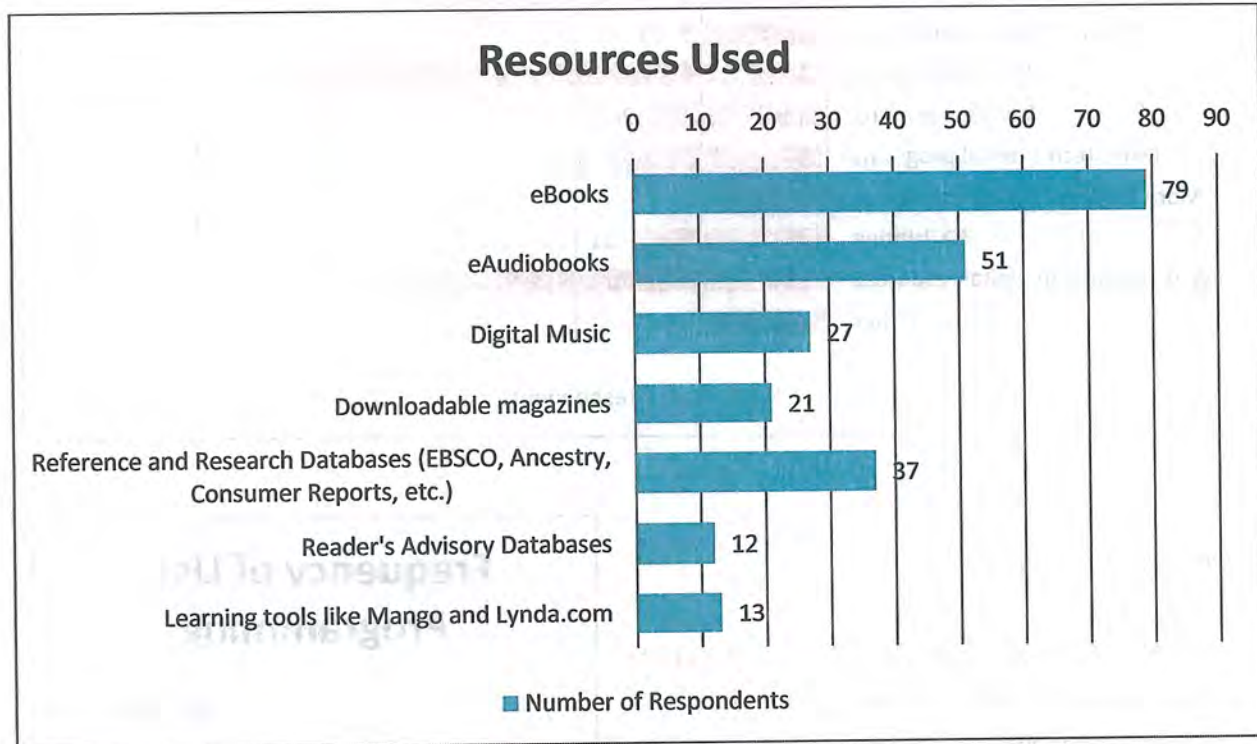
Digital Resources

Usage

A plurality of respondents (46.18 percent) said that they never use the Library's digital resources, while 31.68 percent use digital resources 1 or fewer times per month. Of respondents reporting infrequent usage (never or 1 or fewer times per month), 76.86 percent prefer print resources over digital and 52.07 percent say that their usage meets their needs. Difficulty setting up devices,

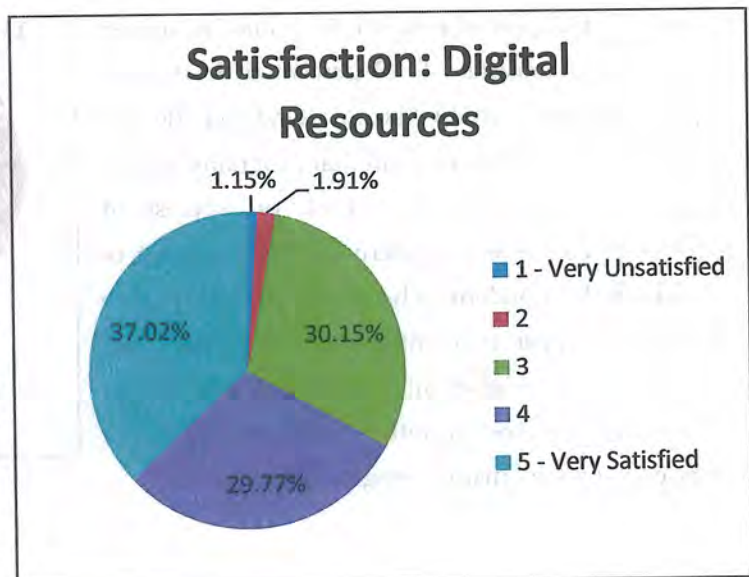


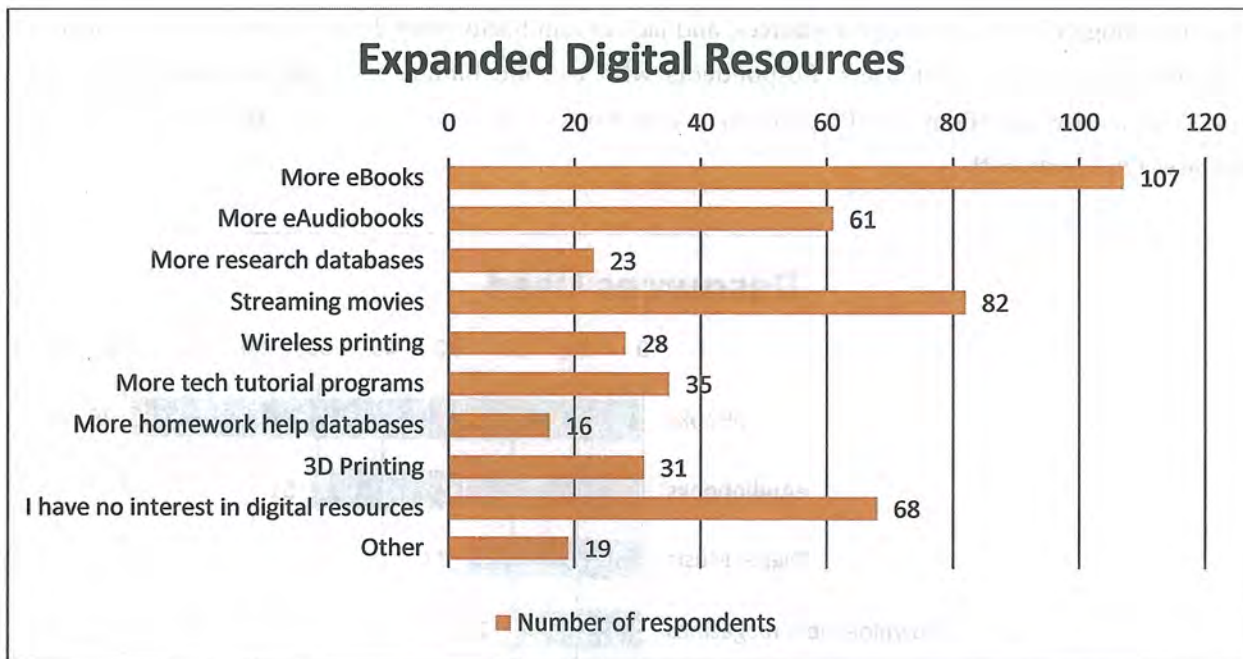
difficulty using or accessing digital resources, and lack of familiarity with digital resources were concerns for a minority of infrequent users. Respondents who use the Library's digital resources more than "never" primarily use eBooks (56.03 percent), eAudiobooks (36.17 percent), and reference and research databases (26.24 percent).



Satisfaction

Digital resources earned an average satisfaction rating of 4.00 out of 5, with 3.05 percent of respondents reporting low levels of satisfaction. Lack of materials in the eBook/eAudiobook collections and lack of access to needed digital resources were the primary causes of low satisfaction. Respondents were most interested in adding more eBooks, eAudiobooks, and streaming movies to the digital resource collection. Only 25.95 percent of respondents indicated no interest in digital resources.

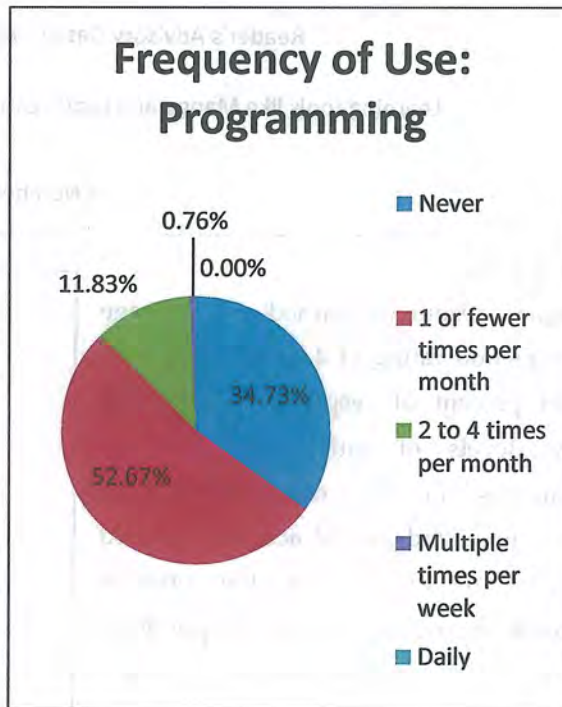


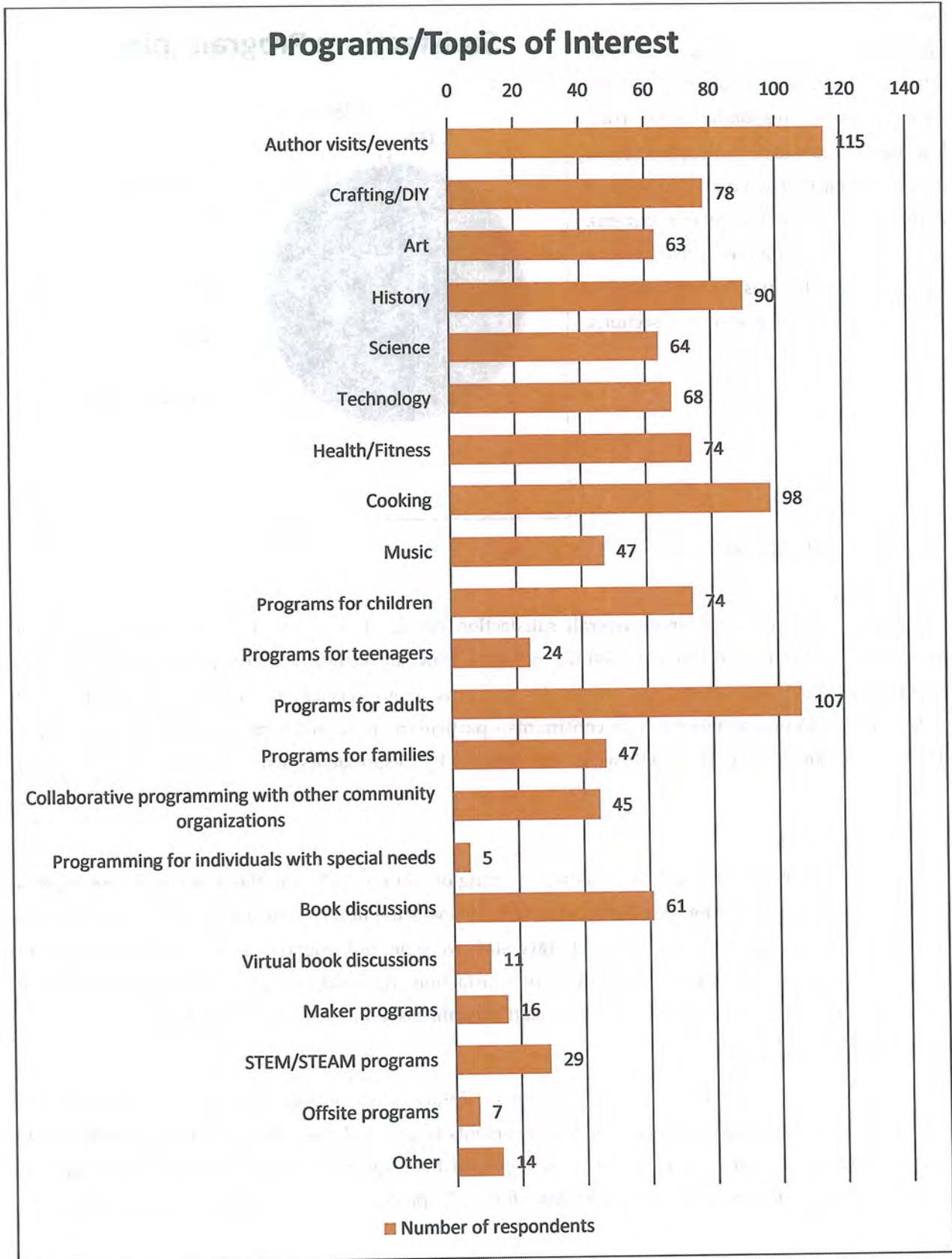


Library Programming

Attendance

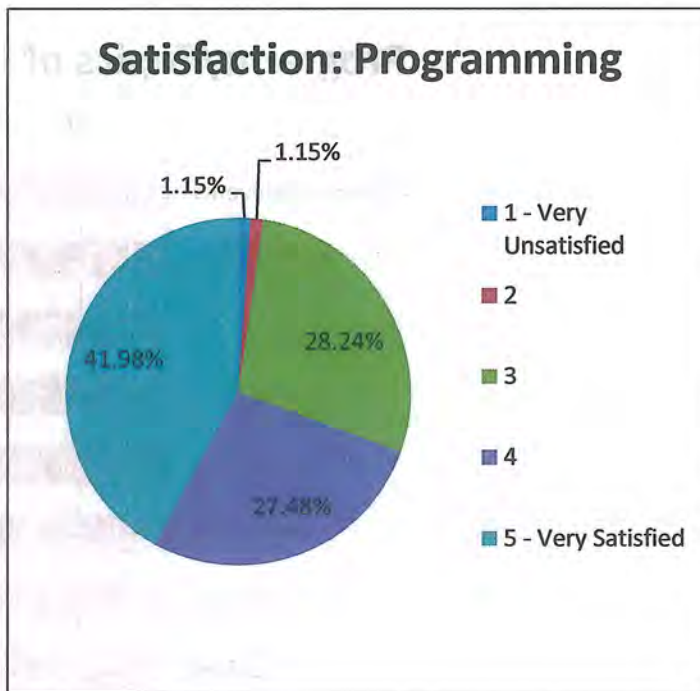
A majority of respondents (52.67 percent) attend Library programs 1 or fewer times per month; 34.73 percent of respondents report never attending Library programs. Infrequent attendance is primarily driven by scheduling concerns—41.48 percent of infrequent program attendees would like to attend, but do not have time and 31.00 percent said that programs are not offered at convenient times. Lack of interest in programs offered was a concern for 26.20 percent of respondents. Respondents who attend programs more than “never” most frequently attend lectures, craft programs, and special events. Respondents indicated high levels of interest in author visits, programs for adults, cooking, and history programs.





Satisfaction

Library programming earned an average satisfaction rating of 4.08 out of 5, with 2.29 percent of respondents reporting low levels of satisfaction. Primary causes of low satisfaction were lack of interest in programs, lack of variety of programs, and not enough programs. Ideas for new program opportunities were included in the free response sections.



Overall Satisfaction

Library Overall

The Library received an average overall satisfaction rating of 4.48 out of 5, with the majority of respondents (90.46 percent) giving a rating of 4 or 5. Low satisfaction was reported in 1.15 percent of respondents. Low satisfaction was driven by concerns about service constraints, particularly small collection size. Concerns about service constraints—particularly in regard to the size of the collection and the state of the library building—were also shared by respondents who reported high levels of satisfaction.

Customer Service

Customer service received an overall satisfaction rating of 4.71 out of 5, with the majority of respondents (93.89 percent) giving the library a rating of 4 or 5. This was the library’s most highly rated service. The words most frequently used to describe library staff were helpful, friendly, and great. A total of 1.15 percent of respondents reported low levels of satisfaction. Respondents who reported low levels of satisfaction were concerned about the level of staff friendliness, politeness, and helpfulness.

Improvement Priorities

Respondents were asked to select one element of library services that they are most interested in improving. Most respondents prioritized improvements to physical resources: physical materials (33.97 percent) and Library building (25.95 percent) captured the largest number of votes. Improvements to digital/downloadable materials was a priority for 21.76 percent of users, while programming (11.07

percent), virtual spaces (3.82 percent), and other digital services (3.44 percent) were a concern to smaller percentages of respondents.

Additional Concerns

Staffing

Some respondents expressed concern with the number of staff members working at any given time. One respondent suggested that it would be more effective to spread out staff schedules so that the Library could be open more.

Fish Tank

Two respondents expressed concerns about the fish tank in the children’s department. These respondents felt that fish tank was not particularly child friendly, as it is easily accessible to children, but children are also asked not to touch or tap on the tank.

Collection Development

A number of respondents expressed confusion or curiosity about collection development at the Library. Respondents were most interested in learning how materials are selected for the Library collections. Some respondents wanted to know why the Library didn’t carry all of the recent titles featured in publications like *The New York Times* or the mailer for the Lake Forest Bookstore. Another respondent noted that she often has to request books that she knows will be of interest to others. Respondents also had questions about how materials are weeded from the collection.

Reciprocal Access

Some reciprocal cardholders would like to be able to access more of the Library’s digital resources, particularly eBooks.

Renovation

The location of the entrance continues to be a concern for some respondents. Several respondents noted that they preferred the entrance in its former location; it was also suggested that the Library reopen the old entrance and use it as a second entrance.

Demographics

Gender

The majority of respondents were women (69.89 percent), with men representing 27.86 percent. A total of 2.29 respondents preferred not to disclose their gender.

Age

Most survey respondents were adults (ages 18 and older), with individuals ages 35 to 49 representing the largest age demographic (33.97 percent). Individuals ages 50 to 64 accounted for 25.95 percent of

respondents and individuals ages 65 and older made up 24.43 percent of respondents. Individuals between the ages of 18 and 34 accounted for 11.45 percent of respondents. Children and teenagers accounted for 4.20 percent of respondents: 3.44 percent were teenagers between the ages of 12 and 17 and 0.76 percent were children ages 11 and under.

Race

83.59 percent of respondents were white. 8.78 percent of respondents preferred not to disclose their race. Individuals of Asian descent represented 4.58 percent of respondents; 1.15 percent of respondents identified with a race or background not listed as one of the choices. Black or African American respondents and American Indian or Alaska Native respondents each accounted for 0.76 percent of respondents.

Education

87.02 percent of respondents have completed a Bachelor’s degree or higher—28.63 percent have earned a Bachelor’s degree, 11.83 percent have done some post-graduate work, and 46.56 percent have completed a graduate degree.

Employment

Most respondents are either employed full-time (34.73 percent) or are retired (23.66 percent). 10.31 percent of respondents work part-time and 7.25 percent are self-employed. 8.40 percent of respondents indicated that their employment situation was not described by any of the listed options; most of these respondents described themselves as homemakers or stay-at-home parents.

Children or Teenagers in Household

A majority of respondents do not have any children ages 0 to 12 (60.31 percent) or teenagers ages 13 to 18 (80.15 percent) in their household. Respondents that have children or teenagers in their household had between 1 to 6 children and 1 to 3 teenagers, with 1 and 2 being the most common selections.

Library District

A majority of respondents (82.82 percent) have Lake Bluff Library cards. 17.18 percent have library cards issued by other libraries, with Lake Forest and North Chicago representing the largest number of reciprocal cardholders. (28.89 percent each). No respondents reported not having a library card or not knowing which library issued their card.

Conclusions

Library

Building

At 4.27 out of 5, the average satisfaction rating for the Library building is roughly comparable to the rating it received in the 2013-2014 Patron Satisfaction Survey (4.29 out of 5). The number of respondents reporting low levels of satisfaction increased from 2.50 percent 2013-2014 to 4.20 percent in 2016. However, other survey feedback shows that the Library building may not be meeting user needs as effectively as the satisfaction rating implies.

When asked directly about the Library's space, 30.53 percent of respondents said that the Library needs more space. This represents an increase from 2013-2014, when 20.22 percent of respondents stated that the library needs more space. Respondents who were interested in expanded Library space were most interested in more seating, quiet study space, and additional space for technology.

A majority of respondents (69.47 percent) indicated that they were satisfied with the amount of space in the Library building; however, a significant number of these respondents provided contradictory statements in the free response sections. Fifty-one respondents who said they were satisfied with the amount of space in the Library building later requested features that cannot be offered within the footprint of the existing building. In total, 132 (50.00 percent) of respondents expressed either direct (80 respondents) or indirect interest in an expanded Library building (51 respondents). These numbers represent a fairly significant shift from the 2013-2014 Patron Satisfaction Survey: more respondents overall are interested in an expanded Library building and more respondents asking for expanded space directly.

Improvements to the Library building were also identified as a priority in the final survey question, which asked respondents what part of the Library they would most like to improve. 25.95 percent of respondents wanted to see improvements to the Library building; however, an additional 33.97 percent of respondents want to see improvements to the physical materials, an improvement that is directly impacted by the Library building and space available.

There is also ample evidence that the Library's limited space lowers users' expectations: "for such a small library," "given the size of the building," and "considering your limitations" preceded many positive comments about the Library. Other users reported exclusively visiting Lake Forest Library or other neighboring library districts to meet specific needs. Several respondents mentioned that the Library building was not as nice as other library buildings on the North Shore. One respondent who recently moved to Lake Bluff stated, "I have used other libraries on the [North Shore] and ours seems to need physical updating and investment."

Several respondents expressed concerns about the Lake Bluff History Museum's use of space in the Library building. These respondents were concerned that the space used by the Museum is disproportionate to the Museum's operating hours and the services offered to the community.

A majority of respondents were satisfied with the Library's current operating hours. Dissatisfaction with operating hours was driven by accessibility: dissatisfied respondents pointed out that the Library's current schedule is not accessible to working people. Others noted that more evening hours would be beneficial to students who use the Library to study.

Physical Materials

Physical materials saw an increase in overall satisfaction since the 2013-2014 Survey, increasing from 4.26 to 4.42. The number of respondents reporting low levels of satisfaction also decreased slightly from 1.84 percent to 1.15 percent. However, actual satisfaction with physical materials seems to be more complex than the satisfaction rating would suggest. Of the 231 respondents who reported high levels of satisfaction (a rating of 4 or 5), 98 respondents requested improvements to the physical collection in the free response section or selected physical materials as the area that they would most like to improve. There is also evidence to suggest that the limitations of the physical building negatively impact respondents' expectations: multiple respondents noted that the constraints of space affect the size of the physical collection. Again, positive comments about the physical collection were often preceded by "for such a small library" or "given the constraints of your space."

The constraints of a small collection also frustrate some respondents and can inhibit usage. One respondent noted, "Lake bluff library [sic] is a smaller library and oft n [sic] doesn't offer the book I'm looking for at that moment, so I end up visiting Lake Forest." Another respondent suggested increased collaboration with Lake Forest Library, as "most of the books are never there." Other respondents report that they have to visit other libraries or place Interlibrary Loan requests in order to meet some specific needs.

Usage patterns have not changed significantly since the 2013-2014 Patron Satisfaction Survey. Again, the popularity of adult materials among respondents is consistent with the demographic data of survey respondents, who were mostly adults. However, more respondents (39.69 percent) reported using children's collections or visiting the children's department in 2016 than in 2013-2014 (30.51 percent). Among respondents who use the children's department, 83.65 percent are parents or caregivers, compared to 73.49 percent in 2013-2014. Use of children's collections also increased since 2013-2014, with children's magazines capturing the largest overall increase by 24.95 percentage points.

Library Website

Usage patterns have shifted slightly since the 2013-2014 Satisfaction Survey. Most notable is the number of respondents who report using the website 2 to 4 times per month, which decreased from 42.28 percent in 2013-2014 to 34.35 percent in 2016. However, the number of respondents who use the website 1 or fewer times per month increased by 5.05 percentage points to 37.40 percent. The number of respondents who never use the website also increased from 9.56 percent to 13.36 percent. It is important to note that infrequent usage appears to be driven by personal preference: most infrequent users stated that they prefer to visit the library in person or that their level of usage met their needs.

Although the website's satisfaction rating increased from 4.02 to 4.10, the general assessment of the library website was relatively tepid. Some respondents expressed frustration with the site, but it is perhaps more significant to note that unlike many other aspects of the library's services, the website did not receive any specific praise. Poor mobile and tablet compatibility was one of the chief frustrations for respondents who expressed dissatisfaction or concerns about the library website. Respondents also requested more reader's advisory information available on the library website, particularly popular titles or recommended reads. Additionally, the separation between the library website and the online catalog is not always clear to respondents. Several respondents stated that they were frustrated with the library website, but described problems or features that were part of the online catalog.

Online Catalog

Usage patterns for the online catalog are overall similar to what was reported in 2013-2014. Like the website, infrequent use of the online catalog appears to be primarily driven by personal preference, with most infrequent users saying that they prefer to call or visit the library or that their level of use meets their needs.

As mentioned in the previous section, some respondents were unclear about the distinction between the library website and online catalog, which may mean that respondents may not accurately describe their usage of the online catalog. For example a number of respondents reported that they never use the online catalog, but stated that they primarily use the website to search for materials, renew items, or utilize other functions that are available through the online catalog.

Finally, some respondents were frustrated by the fact that the Library's online catalog is not connected to other libraries in the area.

Digital Resources

Usage patterns for digital resources are overall similar to usage patterns reported in 2013-2014; satisfaction, however, has increased from 3.78 to 4.00. The impact of confusing or inconvenient procedures has decreased significantly from 2013-2014, when it had a much larger impact on both satisfaction and frequency of use. It is likely that this change is a product of improvements to Overdrive's software, as well as an increase in the number of respondents who regularly use tablets and mobile devices. The Library has also made efforts to promote digital resources and improve technological instruction in the last year. Although respondents report having fewer problems accessing digital resources, a number of respondents indicated that continued and increased technology instruction and support would be helpful.

The usage patterns reported in this survey do not necessarily provide an accurate representation of respondent interest in digital resources: while usage was not necessarily strong, only 25.95 percent of respondents said that they have no interest in digital resources. Additionally, the Library's statistical reports on digital resource usage show consistent increases in usage, particularly for eBooks and eAudiobooks. It is also important to note that the overall satisfaction with digital resources has increased since the 2013-2014 Survey. While there is still room for improvement, these numbers show that the Library's increased investment in digital resources has resulted in a digital collection that more effectively meets patron needs.

Library

Programming

Overall satisfaction with Library programming has increased from 3.93 to 4.08 since 2013-2014. More significantly, the number of respondents who say they never attend library programs decreased from 44.49 percent to 34.73 percent. A majority of respondents (52.67 percent) also report that they attend programs one or fewer times per month, compared to a plurality of 47.43 percent in 2013-2014. The number of respondents who attend programs 2 to 4 times a month has increased from 6.62 percent to 11.83 percent. The library has seen similar increases in overall program attendance, particularly for fiscal year 2015-2016. In fiscal year 2015-2016, the library had 6,510 people attend 359 programs, a 14.70 percent increase in programs offered and 9.65 percent increase in attendance from the previous year. Adult Programming saw significant increases: the number of programs increased by 55.68 percent and attendance increased 73.50 percent from the previous year.

Infrequent program attendance and low satisfaction with programming continue to be driven by scheduling concerns—specifically, scheduling conflicts and lack of time. In the free response section, several respondents noted that more evening programming would make programs more accessible, especially for working individuals. Arranging for childcare was also identified as an obstacle for some

adults. One respondent suggested that it would be helpful if the library offered concurrent programs for parents and children so that parents don't have to arrange for a sitter. Youth Program attendance is also impacted by schedule concerns. Several respondents indicated that additional timeslots for storytime would be helpful for working parents who wish to attend storytime with their child, as well as for children who attend preschool in the mornings.

In general, respondents expressed an interest in more programs, although some respondents had more specific suggestions for topics. Suggestions included genealogy, programs for homeowners, writing groups, STEM/STEAM programs, maker or other hands-on programs, and technology tutorials. Several respondents noted that some sort of Library tour or Library orientation would be extremely helpful. Baby/toddler storytimes and programming for babies and toddlers in general were also requested by several respondents.

As in the 2013-2014 Patron Satisfaction Survey, existing promotional strategies are effective for most respondents. However, lack of awareness of Library programs continues to be a concern for some respondents. Suggestions for increasing program promotion focused primarily on ways that the Library could remind patrons of upcoming programs, such as custom email notifications that alerted users to an upcoming event that might be of interest. The ability to quickly add events to calendars on mobile and tablet devices was also a requested feature.

Overall Satisfaction

Library Overall

The Library's overall satisfaction rating increased from 4.38 to 4.48; the number of respondents reporting low levels of satisfaction dropped from 1.84 to 1.15 percent. As in the 2013-2014 Patron Satisfaction Survey, the feedback suggests that the Library is more successful at meeting broader needs than it is at meeting specific needs. Additionally, a lot of respondent feedback demonstrates that respondents are not only aware of the Library's limitations, but that they adjust their usage and expectations as a result of these limitations. Positive feedback that begins with "Considering your limitations..." does speak highly of the Library's efforts with the resources it has; however, it also highlights the fact that the Library's deficits impact user expectations.

Customer Service

As in 2013-2014, customer service was the most highly rated category in the Patron Satisfaction Survey— even higher than the overall rating of the Library. The customer service rating increased from 4.66 to 4.71, with low satisfaction dropping from 1.84 percent to 1.15 percent of all respondents. Free response comments were overwhelmingly positive. The Library continues to do extremely well in this area.

Improvement Priorities

This was the only new question added to the 2016 Patron Satisfaction Survey, so results from this year cannot be compared to the 2013-2014 Survey. Respondents are most interested in improving physical materials (33.97 percent). However, it is important to note that any significant improvement to the Library's physical materials—whether it's expanded collections, more titles, more copies of popular books, or more books on certain subjects—would require additional space that the Library does not have in its existing footprint. A total of 25.95 percent of respondents were most interested in improvements to the Library building. The feedback on this question highlights the fact that the Library requires significant improvements to its physical resources.

Additional Concerns

Staffing

Staffing levels were also a concern for some respondents in the 2013-2014 Satisfaction Survey, although respondents in 2013-2014 were more concerned that staff members were not using their time for work-related efforts. These concerns were not specifically mentioned in the 2016 Survey—respondents mostly made general comments about high staffing levels. These comments seem to indicate that the roles and responsibilities of Library staff members are perhaps not communicated clearly to or understood by the public. There is also some concern that the Library could more effectively distribute staff time by expanding operating hours.

Fish Tank

Concerns about the fish tank were driven by conflict between accessibility of the tank and the Library's expectations of how children should interact with the tank. Respondents felt that it was not realistic or fair of the Library to put a very attractive and interesting feature in reach of young children and expect them not to try to touch or interact with the tank.

Collection Development

Many respondents who asked questions or expressed concerns about collection development at the Library seemed to be under the impression that the Library is being secretive or purposely unforthcoming about how materials are selected for the shelves. Although the Library is not intentionally secretive about any aspects of collection development, no organized effort has been made to increase transparency, possibly due to perceived lack of interest from the public. The responses on the survey indicate that public interest in this area may be more significant than originally thought and that increased transparency would be well-received.

Reciprocal Access

Access to digital resources—specifically eBooks—continues to be a concern for respondents who use Lake Bluff in lieu of their home library.

Renovation

Some respondents prefer the former location of the main entrance and feel the new location is less convenient. The fact that the old entrance's walkway and stairs have not been removed or minimized likely exacerbates this.

Recommendations

Library Building

The Library has invested a lot of time and effort on analyzing and gathering information about the Library building. Feedback from the 2016 Survey provides additional nuance to how the building functions and how effectively it meets patron needs. The negative impact of the building on both usage and user expectations must be taken seriously by both Library and Village leadership. An adequate public library facility is aligned with community goals and further enriches the community's investment in top-notch education.

If the decision is made to move forward with a building project, the Library needs to be conscious about how potential changes are discussed. Survey feedback clearly shows that many respondents are more likely to think of the Library in terms of features and services, rather than just space. In order to effectively communicate the need for a remodeled and expanded building, the Library needs to discuss the end result in terms of features rather than space. Focusing on results like larger collections of physical materials, comfortable seating, or study areas or meeting room space will more effectively demonstrate how an improved building would meet needs that are not currently being met.

While a large number of respondents seemed to be in favor of building improvements, one or two survey respondents stated that the Library building was fine and did not need to expand. It is important that the Library be aware that there may be some opposition to a building project, even among Library users. It is extremely important that the Library actively engages with community members who may think that a building project is not necessary. Creating opportunities for these individuals to discuss their concerns with the library may help address concerns and increase community buy-in.

The Library is currently in the process of evaluating the possibility of expanded hours. Although the details still need to be finalized, expanding hours should be within the current operating budget. Additionally, this is an action that would increase the Library's accessibility to the community in general, and especially for patrons who work during the day. Expanding hours is also a good faith effort that demonstrates commitment to expanding Library access and resources.

Physical Materials

The Library cannot significantly improve or expand its collection of physical materials within the existing building. This assessment was corroborated by the recent building study conducted by Engberg Anderson. Any collection expansion would require eliminating or seriously reducing an existing collection. The existing collection is made up of titles that are being used—collection managers do not

have the shelf space to keep titles that do not circulate—and significant reductions would amount to a reduction in the scope of the overall collection and quality of Library service. In short, expanded physical collections require investment in an expanded building.

Library Website

The website has undergone fewer overall changes since the 2013-2014 Patron Satisfaction Survey, especially in comparison to other aspects of Library services. This is largely due to a number of unexpected delays that were encountered with the redesign of the Library website. In lieu of a major overhaul, the webmaster has made smaller, incremental changes to site design, function, and content. While these changes have improved the website, the overall user experience with the library website needs to be improved. The change that would result in the most improved user experience is mobile and tablet compatibility.

As recommended in the 2013-2014 Patron Satisfaction Survey, redesigning the Library website should also include a plan or process for its ongoing evaluation and development. Continuing the use of ongoing incremental redesign should also be explored as a means for maintaining a modern and responsive site. The web development team should continue to pursue improvements to internal procedures in order to make website updates more timely and efficient.

Online Catalog

Personal preference has a significant role in how often the online catalog is used. The Library should do its best to accommodate these preferences, while also making sure that patrons have the ability and resources to effectively use the online catalog should they choose to do so. The Library should continue to expand its resources for the online catalog, as well as promote existing resources and tutorials that are available on the Library website. Incorporating more formal and informal instruction on the online catalog into general Library services may also be particularly helpful for patrons who value working directly with a staff member.

Several patrons expressed disappointment and frustration with the fact that the catalog is not linked to other libraries. The Library has not previously been able to join a cooperative catalog due to the cost, but it may be beneficial to periodically reevaluate and investigate the cost of membership. The Library should continue to monitor user experience with the online catalog and take the opportunity to make improvements when the opportunity presents itself. Evaluation of the online catalog should occur on an ongoing basis.

Digital Resources

There is no conclusive evidence to suggest any community-wide preference for digital resources over print resources and vice versa. Increased usage statistics and a higher satisfaction rating suggest that the Library's efforts to expand digital resources in the last two years have helped meet community needs more effectively than in 2013-2014. The Library should continue to invest in and maintain the existing digital resource collection. If possible, additional funding for eBooks, eAudiobooks, and streaming videos should be provided in order to meet patron interest and increase availability of eMaterials. The Library could also look into adding additional platforms for eMaterials, such as Hoopla, 3M, or Axis 360.

Finally, the Library must increase efforts to promote digital collections. The Library should expand written handouts, instructions, and other information about digital resources both in the Library and on the Library website. More regular demonstrations of digital resources should be offered as the programming schedule permits. Additionally, the Library should pursue comprehensive training on digital resources for all staff members to further improve and expand in-library assistance with digital resources.

Library Programming

Efforts to expand Library programming have been extremely successful and should be continued, along with community engagement efforts. The library should continue to pursue programming partnerships with community organizations and encourage interdepartmental collaboration within the Library as appropriate.

Schedule conflicts present the largest obstacle for program attendance. The library should evaluate its current programming schedule, identify demographics that may not be served by current program times, and make reasonable modifications to increase accessibility. Evening editions of popular daytime programs and concurrent programming for Youth and Adults are some potential solutions to concerns raised in the survey. The possibility of increasing programming for babies and toddlers should be investigated and evaluated by Youth Services staff.

Existing strategies for promoting programs are effective for most patrons (especially those who are already involved in the library), but the library may want to investigate additional strategies to promote programs, particularly through social media and digital marketing. More convenient and streamlined digital marketing efforts should be explored to further expand and increase programming audience.

Finally, several respondents suggested more Library orientation tours, open houses, or events to better showcase and promote the Library. The Library should investigate the possibility of adding these events

to the programming schedule. This also aligns well with a variety of the marketing and public relations goals described throughout this report.

Overall Satisfaction

Library Overall

Similar to the recommendation of the previous survey, the Library should maintain its high standard of service and continue to capitalize on its strengths. Survey feedback should be read by both Library staff and Library trustees in order to further expand overall understanding of how the Library meets patron needs. Ideas and suggestions from the survey should be acted on as appropriate. Additionally, the Library needs to make strong efforts to address some of its weaknesses as identified by survey respondents. Issues that inhibit or negatively affect Library usage should be prioritized. The Library should continue to solicit feedback from the community outside of the biennial Patron Satisfaction Surveys.

Customer Service

This category continues to be the Library’s strongest asset. The Library should continue existing practices that prioritize friendly and personalized customer service. While a minority of respondents reported negative experiences with customer service, these comments are valuable tools in identifying ways in which the Library could improve. The Library should also take steps to ensure that patrons feel empowered to share their concerns about their Library experience with the circulation manager, director, or other appropriate party. Providing clarification—whether in the form of a formal policy or customer service statement—on how patrons can express concerns with the Library may help ensure that the Library is able to productively address patron concerns. Additionally, periodic review of policies and practices should be conducted in order to ensure that the Library is providing the maximum quality of service.

As in the previous survey, respondents identified Library staff as the Library’s greatest asset. Continued investment in hiring and retaining quality staff members should be a priority, along with regular evaluation of job descriptions, hours, and salary.

Improvement Priorities

Ultimately, the most requested improvements to the physical collection (more books, broader range of titles, more copies of books) require an expansion of the Library building. The Library does not have enough space in the existing building to make significant expansions to any single collection without eliminating or reducing another. Expanding the physical building is the most effective change the Library can make in order to the most needs for the most patrons, as it would allow the Library to address the

concerns of 59.92 percent of respondents: those who wanted improvements to physical materials and those who wanted improvements to the building.

Additional Concerns

Communications & Public Relations

The Library has effective strategies in place for regularly communicating time-sensitive events, such as program and Library news, to the public. However, many survey responses—particularly those that had questions about staffing levels and collection development—highlight the potential benefits of a more cohesive and strategic approach to communications for services that are not time-sensitive. The Library should develop communication strategies for services that are not being promoted through existing channels. This must be an interdepartmental effort in order to ensure that the resulting communication strategy is both accurate and effective. In addition to ensuring more robust communication from the Library, the Library should also work to increase opportunities for patrons and community members to provide feedback. These opportunities could range from comment boxes at the Library to a patron advisory board.

Staffing

The Library needs to make a stronger effort to communicate staff roles and responsibilities to the public. Behind-the-scenes tours or open house events may provide a good opportunity for the public to ask questions about Library functions, as well as see another side of the Library. In addition to special events, the Library should also look into creating ways for this information to be accessible on an ongoing basis. Digital media could be a great asset in this endeavor—the Library could offer a virtual tour of the Library or film short video interviews with staff or Board members. A “Meet the Staff” feature on the Library website or in other publications may also contribute to this effort.

The Library is currently evaluating the possibility of expanding operating hours. The results of this analysis should be available later this summer.

Fish Tank

The fish tank is a beloved feature of the children’s department, but its current location might not be ideal. The possibility of relocating the fish tank within the children’s department should be investigated. A location that is still visible, but not necessarily immediately accessible might help address respondent concerns while still including the tank as part of the department.

Collection Development

Increased access to information about collection development could do a lot to address questions and concerns, as well as further clarify the roles and responsibilities of staff members. There are a number of good options for sharing this information. Written FAQs made available on the Library website and in the Library building are a good place to start. Given the complexity of the topic, an infographic or short video may also be an engaging way to present this information. The Library could also work on engaging patrons who are concerned about the fact that they often have to place purchase requests for items—for example, including an optional “where did you hear about this?” field on purchase requests might allow collection managers to get a better sense of how patrons hear about new materials. Increasing opportunities for patron feedback—perhaps through a patron advisory board or events like open houses—might also be a way to distribute information about collection development or capture additional patron feedback.

Reciprocal Access

The Library’s practice in regard to digital resources is consistent with the practices of neighboring libraries. It is also reflective of terms and restrictions established by software and database vendors: as a general rule, vendors offer subscriptions based on the size of the community served. Reciprocal access is not included. At a minimum, adding reciprocal access to digital resources would require a significant policy change from the library’s vendors. Adding reciprocal access to digital resources would represent an additional cost to the Library, especially for services like Overdrive, Freegal, and Zinio. Any effort to expand access to reciprocal borrowers would likely need to include a fee to offset the costs of additional users.

Reciprocal borrowers may access digital resources through their home library and with the exception of My Media Mall, Freegal, Zinio, and Lynda.com, all of the Library’s digital resources are available to any patron using the Library computers or public wifi.

Circulating pre-loaded eReaders may also be an effective way to expand digital services to both Lake Bluff cardholders and reciprocal borrowers. However, the startup costs associated with this collection are fairly significant: it is important that a demonstrated need for this collection is established prior to investing any Library funds in this effort.

Renovation

The new location of the entrance is still a concern for some respondents. Converting the old entrance into a secondary entrance is not a possibility at this time, as the old entrance currently serves as an emergency exit for the first floor. In terms of general building security, a single public entrance and exit makes it easier for staff to effectively monitor the building. There are other steps that the library can take to alleviate some concerns with the old entrance, such as removing or minimizing the old stairs and

walkway to better direct traffic. The old entrance is also more conveniently located in terms of parking—most of the Library's available on-street parking is located in front of the old entrance. While the locations of these spots may not be something that the Library can change, creating additional parking near the new entrance should be a change that the library is prepared to make if the opportunity arises.

Recommendation: The Branding Committee unanimously recommends this logo.

Reasoning:

- **It is an effective representation of our organization's identity.**
 - It no longer looks like a sailboat
 - It was designed with extensive feedback from staff and Board members
 - It uses visual elements that are clearly connected with our library (books, geese statue)
 - It brings back the geese
 - It communicates the modern, friendly, and community centered message that we want to present as an organization.
- **It works as a functional design element.**
 - It is legible even when scaled to small sizes.
 - It does not lose definition when resized.
 - It uses a vibrant and appropriately contrasted color palette.
 - It prints well in grayscale.
 - The color palette is easy to work with.
 - It is flexible in promotional material usage.
 - No scaling issues = space is used efficiently, no legibility issues.
 - It is strong enough to stand on its own, but flexible enough to be a background or secondary element.

FONT LAKE BLUFF: Penumbra Flare Std

FONT PUBLIC LIBRARY: Futura Std

-  #1B848F
-  #8CCCCB
-  #35B6C7
-  #FBDB2F
-  #E85C36



LAKE BLUFF
PUBLIC LIBRARY

Director's Report

Board Bylaws and Contact List Included in Packet

A contact list is attached at the end of your packet (Section 19). This page includes election terms and committee membership in addition to contact information. Excerpts from the Board Bylaws, detailing the responsibilities of each committee and trustee officer, are included for reference during the annual officer election/committee appointment process.

Statistics

The Lake Bluff Public Library recorded **106,818 checkouts in Fiscal Year 2015-2016, an increase of 2.19%** versus the previous Fiscal Year. This was the third busiest year in the library's history. Some noteworthy numbers:

- Busiest portions of collection:
 - Adult Physical Materials: **50,692 checkouts, decrease of .96%.**
 - Youth Physical Materials: **41,510 checkouts, increase of 3.6%.**
 - eMaterials: **11,335 checkouts, increase of 17.62%.**
- The library offered **359 programs, with attendance of 6,510. This marks an increase of 9.65%.**
 - The library's 137 adult programs saw attendance of **1,650, an increase of 73.5%.**
 - The library's 60 teen programs saw attendance of **328, an increase of 42.61%.**
 - The library's 162 youth programs saw attendance of **4,532, a decrease of 4.71%.**
- With **71,956 user visits counted, averaging 26.04 visits per hour of operation, library visits increased 2.46%.**
- Database usage (access of articles, reviews, and non-downloadable ebooks) climbed to **17,876, an increase of 162.84%.**
 - Research database usage (Lynda.com, Ebsco, ProQuest, Ancestry, Mango Language) **rose 102% to 8,683.**
 - Usage of Novelist, a reader's advisory resource, **rose by 264% to 8,643.**
 - Usage of Tumble Books, a talking books database for beginning readers, **rose 313% to 550.**

Staff member Ross Shanley-Roberts is working on creating a new statistics page, one that will provide a different breakout of the information and have a more attractive appearance. It should also require less staff time to generate each month. This new report should be available at the June Board Meeting. Huge thanks to Tim Kregor for his input on this project.

New Staff Member

Skylar Reinhard has been hired part time by the Lake Bluff Library. She will be starting work on May 23rd. If you see her behind the desk, welcome her aboard!

AED Installation and Training

Our new AED has been delivered, and the wall mounted box to house it has been installed in the library's foyer. Staff received training on usage at the May 10 staff meeting.

Guest Judge

Congressman Bob Dold used our meeting room earlier this spring, and had indicated an interest in stopping by the library again. On Saturday, July 23rd he will be joining us as a guest judge for our annual Sidewalk Chalk Art Contest.

Parking Lot Repairs

A sinkhole had opened in the back lot next to one of the storm drains. George Russell (retired Village Engineer) handled the structural repair to the storm drain, and the road work crew hired by the Village will be patching the asphalt. Work should be done before May 17. Total cost will be about \$800.

Book Drive

On Saturday, May 21 the Friends of the Library will be holding their 3rd Annual Book Drive. Materials brought in are sent to Better World Books for resale online, with the library receiving a portion of the profits.

District 65 Cards

Donna Williams and Eliza Jarvi have been working closely with their counterparts at D65 regarding summer programming for youth. In order to eliminate any potential road block to collaboration over the summer, the remaining D65 cards were delivered to Buffy Stauffer, D65 Reading Specialist. Teachers will send home applications with students who have not picked up their card, and then provide them with the card when the application is returned.

Monthly Statistics Summary

April 2016

16A

Library Usage Summary

Total April Circulation

FY	Total	Avg. Circ/Hour	% Change
15-16	8,384	35.23	9.95%
14-15	7,625	31.90	-18.39%
13-14	7,894	33.45	4.92%

Total Circulation Fiscal Year to Date

FY	Total	Avg. Circ/Hour	% Change
15-16	106,818	38.71	2.19%
14-15	104,528	37.99	-5.14%
13-14	110,192	40.56	-3.14%

Total April Visits

FY	Total Visits	Avg. Visits/Hour	% Change
15-16	6,081	25.55	9.44%
14-15	5,557	23.25	-1.22%
13-14	5,625	23.83	-16.57%

Total User Visits Fiscal Year to Date

FY	Total Visits	Avg. Visits/Hour	% Change
15-16	71,956	26.04	2.46%
14-15	70,229	25.47	-10.36%
13-14	78,344	28.92	-4.80%

Total April Programs

FY	# of Programs	% Change	Attendance	% Change
15-16	31	19.23%	216	-38.98%
14-15	26	44.44%	354	-0.84%
13-14	18	-21.74%	357	-6.79%

Total Programs Fiscal Year to Date

FY	# of Programs	% Change	Attendance	% Change
15-16	359	14.70%	6,510	9.65%
14-15	313	-9.80%	5,937	-3.76%
13-14	347	3.58%	6,169	-2.93%

Online Access

Total April eMaterial Circulation

FY	eBook/eAudio	eVideo	eMusic	eMagazines	% Change
15-16	767	1	163	30	5.37%
14-15	669	1	225	18	24.56%
13-14	487	N/A	199	47	32.31%

Total eMaterial Circulation Year to Date

FY	eBook/eAudio	eVideo	eMusic	eMagazines	% Change
15-16	8,819	14	2,183	319	17.62%
14-15	6,958	36	2,173	506	18.19%
13-14	5,461	N/A	2,693	722	34.57%

Total April Website Usage

FY	Page Loads	% Change	Unique Visitors	% Change
15-16	9,157	6.87%	5,797	6.94%
14-15	8,568	-7.35%	5,421	-8.09%
13-14	9,248	5.56%	5,898	-1.49%

Total Website Usage Fiscal Year to Date

FY	Page Loads	% Change	Unique Visitors	% Change
15-16	111,561	10.12%	68,506	9.23%
14-15	101,309	-13.89%	62,720	-10.60%
13-14	117,650	8.24%	70,157	0.82%

Total April Database Usage

FY	Research*	Novelist	Tumble Books	% Change
15-16	527	745	18	51.23%
14-15	800	53	0	604.96%
13-14	51	68	2	-84.89%

Total Database Usage Fiscal Year to Date

FY	Research*	Novelist	Tumble Books	% Change
15-16	8,683	8,643	550	162.84%
14-15	4,294	2,374	133	160.97%
13-14	982	1,525	99	-1.62%

Other Services

Total April Other Services

FY	Museum Pass	ILL Borrowed	ILL Loaned	Tech Tutorials
15-16	3	128	43	2
14-15	5	125	41	16
13-14	1	139	26	N/A

Total Other Services Fiscal Year to date

FY	Museum Pass	ILL Borrowed	ILL Loaned	Tech Tutorials
15-16	30	1,593	524	45
14-15	35	1,530	430	130
13-14	35	1,567	305	N/A

* Research Databases include Lynda, ProQuest, EBSCO, Genealogy databases, and Mango Languages

Monthly Statistics Summary
April 2016

16B

Adult Services Summary

Total April Circulation

FY	Fiction	Non Fiction	A/V	Total	% Change
15-16	958	732	2,185	4,141	8.29%
14-15	851	691	1,981	3,824	-7.41%
13-14	966	690	2,169	4,130	-16.73%

Total April Programs

FY	# of Programs	% Change	Attendance	% Change
15-16	13	85.71%	15	-80.77%
14-15	7	40.00%	78	85.71%
13-14	5	-44.44%	42	-46.15%

Teen Services Summary

Total April Circulation

FY	Total	% Change
15-16	125	7.76%
14-15	116	-15.94%
13-14	138	-50.00%

Total April Programs

FY	# of Programs	% Change	Attendance	% Change
15-16	5	0.00%	15	25.00%
14-15	5	25.00%	12	-25.00%
13-14	4	0.00%	16	0.00%

Youth Services Summary

Total April Circulation

FY	Fiction	Non Fiction	A/V	Total	% Change
15-16	2,052	353	608	3,030	14.51%
14-15	1,691	252	688	2,646	-5.26%
13-14	1,453	593	694	2,793	-26.42%

Total April Programs

FY	# of Programs	% Change	Attendance	% Change
15-16	13	-7.14%	186	-29.55%
14-15	14	55.56%	264	-11.71%
13-14	9	-10.00%	299	3.46%

Technical Services Summary

Total April Activity

FY	Acquisitions	Deletions
15-16	544	763
14-15	1,742	834
13-14	586	6

Total Circulation Fiscal Year to Date

FY	Fiction	Non Fiction	A/V	Total	% Change
15-16	11,178	9,813	26,095	50,692	-0.96%
14-15	11,862	8,282	26,882	51,181	-9.92%
13-14	12,956	8,851	30,731	56,818	-5.93%

Total Programs Fiscal Year to Date

FY	# of Programs	% Change	Attendance	% Change
15-16	137	55.68%	1,650	73.50%
14-15	88	-5.38%	951	7.34%
13-14	93	-2.11%	886	12.58%

Total Circulation Fiscal Year to Date

FY	Total	% Change
15-16	1,695	-22.03%
14-15	2,174	-11.48%
13-14	2,456	-16.86%

Total Programs Fiscal Year to Date

FY	# of Programs	% Change	Attendance	% Change
15-16	60	-20.00%	328	42.61%
14-15	75	56.25%	230	-2.54%
13-14	48	-4.00%	236	-20.27%

Total Circulation Fiscal Year to Date

FY	Fiction	Non Fiction	A/V	Total	% Change
15-16	27,309	5,086	8,901	41,510	3.60%
14-15	25,586	4,020	10,335	40,069	-2.76%
13-14	24,687	5,044	11,348	41,208	-4.53%

Total Programs Fiscal Year to Date

FY	# of Programs	% Change	Attendance	% Change
15-16	162	8.00%	4,532	-4.71%
14-15	150	-27.18%	4,756	-5.77%
13-14	206	8.42%	5,047	-4.27%

Total Activity Fiscal Year to Date

FY	Acquisitions	Deletions
15-16	6,975	5,325
14-15	7,727	6,781
13-14	7,223	6,687

16C

**Monthly Statistics Summary
April 2016**

Community Saturation--Physical Collection

April 2016

	# of Households	% of Total Households
Households active in April	708	34.45%
Total active households	1,359	66.13%

March 2016

	# of Households	% of Total Households
Households active in March	699	34.01%
Total active households	1,349	65.64%

February 2016

	# of Households	% of Total Households
Households active in February	670	32.60%
Total active households	1,336	65.01%

January 2016

	# of Households	% of Total Households
Households active in January	691	33.63%
Total active households	1,339	65.16%

December 2015

	# of Households	% of Total Households
Households active in December	706	34.36%
Total active households	1,361	66.23%

November

	# of Households	% of Total Households
Households active in November	794	38.64%
Total active households	1,364	66.37%

October

	# of Households	% of Total Households
Households active in October	765	37.23%
Total active households	1,340	65.21%

September

	# of Households	% of Total Households
Households active in September	663	32.26%
Total active households	1,347	65.55%

Monthly Statistics Summary

April 2016

16D

August

	# of Households	% of Total Households
Households active in August	654	31.82%
Total active households	1,247	60.68%

July

	# of Households	% of Total Households
Households active in July	794	38.64%
Total active households	1,364	66.37%

June

	# of Households	% of Total Households
Households active in June	765	37.23%
Total active households	1,340	65.21%

May

	# of Households	% of Total Households
Households active in May	663	32.26%
Total active households	1,347	65.55%

April

	# of Households	% of Total Households
Households active in April	654	31.82%
Total active households	1,247	60.68%

March

	# of Households	% of Total Households
Households active in March	662	32.21%
Total active households	1,237	60.19%

February

	# of Households	% of Total Households
Households active in February	613	29.83%
Total active households	1,214	59.08%

January

	# of Households	% of Total Households
Households active in January	630	30.66%
Total active households	1,212	58.98%

Friends of the Library Meeting Dates

2016 Meeting Dates

January 16 at 10:00am – TIM KREGOR

February 20 at 10:00am – SCOT BUTLER

March 19 at 10:00am – JANIE JERCH

April 16 at 10:00am – ROMAIN WOJDA

May 21 at 10:00am – KATHY MEIERHOFF

June 18 at 10:00am – CAL STROH

August 20 at 10:00am – TIM KREGOR

September 17 at 10:00am – SCOT BUTLER

October 15 at 10:00am – ROMAIN WOJDA

November 19 at 10:00am – JANIE JERCH

All meetings will be held in the Lake Bluff Library Spruth Meeting Room.

Respectfully submitted,

Eric Scott Bailey

Library Director

1.3.6 Board Officers

The officers of the Board shall be a President, a Vice-President, a Secretary, and a Treasurer. Officers shall be elected at the Annual Meeting by majority vote of the Board to fill a one-year term. Nominations, with the consent of the nominee, will be made at the Annual Meeting. No Trustee shall hold more than one office at a time. In the event of a resignation, an election to fill the unexpired term of that office shall be conducted.

All officers shall sign such official and financial documents as necessary, including but not limited to contracts, grant applications, and checks. All officers shall be bonded as specified by law. All officers shall perform any other duties as may be assigned by the Board. Specific job descriptions of the officers are as follows:

- President – The President of the Board shall preside at all regular and special meetings of the Board, authorize calls for any special meetings, execute and sign all documents authorized by the Board, approve agenda for regular and special meetings, serve as the Library’s representative to the Village of Lake Bluff, and generally perform all duties associated with that office and as assigned by the Board. The President also serves as an ex-officio member of all committees, with the same expectations and rights as any other member of each committee. The President’s attendance counts towards a quorum.
- Vice President – The Vice-President shall assume and perform all duties of the President in the temporary absence of the President. In case of the permanent absence of the President, by resignation or otherwise, the Vice-President shall assume and perform all duties of the President until such time as a successor is elected.
- Treasurer – The Treasurer shall serve as the Board’s financial officer and Chairperson of the Finance Committee. The Treasurer shall cause to be received and safely kept all monies belonging to the Library in depositories approved and designated by the Board, in the name of the Library, or in such other investments as may be authorized by law, and shall disburse the same only upon the authority of the Board. The Treasurer shall cause to have prepared a monthly report to the Board of all receipts and disbursements and shall review and report on the annual financial audit. In the absence of the President and Vice President, the Treasurer shall act as President. In the absence of the Treasurer, the President or Vice President may perform the duties of the Treasurer.
- Secretary – The Secretary shall keep a true and accurate record of all meetings, both regular and special, of the Library Board. In the absence of the President, Vice President, and Treasurer the Secretary shall serve as President. In the absence of the Secretary, the President shall appoint a secretary pro tempore to keep a record of the meeting. The Secretary shall also maintain any other records required by law.

1.6.1 Standing Committees

Library Trustees shall be appointed to Standing Committees at the Annual Meeting by a majority vote of the Trustees. Standing Committees shall consist of at least two Trustees. Each Committee shall elect a chairperson. New Standing Committees may be designated by a resolution or motion adopted by a majority of the Trustees present at a Board meeting at which a quorum is present. Any Trustee may be removed from a Committee by majority vote of the Board if, in the judgment of the Board, the best interests of the Library will be served by such a removal. Standing Committees include:

- Building and Grounds Committee – Responsibilities include reviewing proposals for the repair or improvement of the building and/or landscaping and making recommendations to the Board.
- Finance Committee – Responsibilities include, but are not limited to approving a preliminary Budget for Board approval, recommending a tax levy for Board approval, and monitoring funds invested according to the Library's investment policy. The Treasurer shall be included as a member of this committee.
- Human Resources Committee – Responsibilities include preparation of the annual review of the Library Director for discussion by the Board prior to the formal review and assisting the Library Director in the preparation of his/her annual goals for the coming year. The Library Director is responsible for the annual review of all other Library employees.
- Intergovernmental Committee – The Intergovernmental Committee shall be comprised of at least two Trustees and the Library Director. As established by the 1999 Intergovernmental Agreement between the Lake Bluff History Museum, the Village of Lake Bluff, and the Lake Bluff Public Library, an Intergovernmental Committee of two Museum Representatives, two Library Trustees, and a Village Representative shall meet four times annually to discuss concerns and coordinate activities relating to both the Museum and the Library. The Committee Chair shall prepare an annual report.
- Long-Range Planning Committee – Responsibilities include working with Library staff in the preparation of a Long-Range Plan. A Long-Range or Strategic Plan of some type should always be in place.
- Outreach Committee – Responsibilities include acting as community liaison to community and library organizations, including the 'Reaching Across Illinois Library System' (RAILS). This Committee shall also undertake any measures necessary to communicate with the public regarding the Library's status, activities, and needs.
- Technology Committee – Responsibilities include assessing the Library's technology needs and making recommendations to the Board.

Lake Bluff Public Library*123 E. Scranton Avenue*Lake Bluff IL 60044
 *847-234-2540 (phone)*847-234-2649 (fax)* <http://www.lakeblufflibrary.org> (website)
 Hours: Mondays and Thursdays 10 a.m.--9 p.m.
 Tuesdays, Wednesdays and Fridays 10 a.m.—6 p.m.
 Saturdays 10 a.m.—4 p.m.; Sundays (Labor Day—Memorial Day) 1–5 p.m.
BOARD OF LIBRARY TRUSTEES DIRECTORY for 2015/2016 Fiscal Year
May 19, 2015

PLEASE do not give out Trustee personal info; use library contact info.

Kathy Meierhoff, President 23 Warrington Drive Lake Bluff IL 60044-1322 847-295-8968 (Home) kathymeierhoff@gmail.com Term ends 4/19	Timothy Kregor 38 Forest Hills Road Lake Bluff IL 60044-2404 847-735-1068 tjKregor@sbcglobal.net Term ends 04/17
Carole (Cal) Stroh, Vice President 330 Ravine Forest Drive Lake Bluff IL 60044-2728 847-234-2444 (Home) 847-507-6042 (Cell) *Note: Seldom uses cell. csstroh@me.com Term ends 04/17	Carl Schons 109 E. Woodland Road Lake Bluff IL 60044-2164 847-295-2259 (Home) c.schons@comcast.net Term ends 04/19
Scot Butler, Treasurer 398 Ravine Avenue Lake Bluff, IL 60044-2526 847-735-8943 (Home) ScotButler398@gmail.com Term ends 04/17	Romain Richard Wojda 303 Briar Lane Lake Bluff IL 60044-2750 847-909-9544 (Mobile) rrwojda@hotmail.com Term ends 4/17
Janie Jerch, Secretary 515 E. Scranton Avenue Lake Bluff, IL 60044-2537 847-234-8766 (Home) 224-334-8766 (Cell) janiejerch@comcast.net Term ends 4/19	Library Director: Eric Bailey 304 North Avenue Apt. #2 Libertyville IL 60048 847-401-4952 (Cell with text) 847-234-2540 x110 (Library) ebailey@lakeblufflibrary.org

Committees:

Assigned at 5/19/2015 Board Meeting; per Library bylaws the President of the Board of Trustees is an ex officio member of all committees.

Building and Grounds Committee: CHAIR: Carl Schons. MEMBERS: Janie Jerch, Kathy Meierhoff and Cal Stroh

Finance Committee: CHAIR: Scot Butler. MEMBERS: Timothy Kregor

Human Resources Committee: CHAIR: Scot Butler. MEMBERS: Kathy Meierhoff, Cal Stroh, and Romain Wojda.

Intergovernmental Committee: CHAIR: Eric Bailey. MEMBERS: Janie Jerch and Cal Stroh.

Long Range Planning Committee: CHAIR: Tim Kregor. MEMBERS: Scot Butler, Carl Schons, and Romain Wojda.

Outreach Committee: CHAIR: Carl Schons. MEMBERS: Scot Butler.

Technology Committee: CHAIR: Tim Kregor. MEMBERS: Romain Wojda.



Proposal for a Fundraising Audit and Campaign Feasibility Study & Plan

March 31, 2016

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Contact

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Don Souhrada

Vice President

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I. Introduction

Ter Molen Watkins & Brandt (TW&B) is pleased to submit a proposal to conduct a fundraising audit and campaign feasibility study & campaign plan for the Lake Bluff Library. This proposal includes a description of the proposed engagement and its elements, as well as information about the consultant team, references of other clients served by TW&B, the suggested timeline and fee.

It is important to note at the outset of this proposal that TW&B believes the timeline can be accelerated considerably. The RFP indicates the library's goal of completing the three phases by September of 2017. We believe all of the required aspects of the RFP can be completed no later than September of 2016. We submit our proposal with the assumption that this timeline is acceptable to Library leadership.

Since the vast majority of the library's annual operating budget (96%) comes from property taxes, it is prudent for the Lake Bluff Library leadership to explore ways in which it could expand the library's modest fundraising activity.

The research the Library has conducted through a Patron Satisfaction Survey has documented patrons' interest in seeing the Library increase the space to meet community needs. The same survey found that patrons rated their satisfaction of the library 4.38 out of 5.0. Also demonstrating the level of service offered to the community, *Library Journal* ranked the Lake Bluff Library 84th in a peer group of 1,445 libraries. These data points indicate that the Lake Bluff Library has earned "the right" to ask its patrons to invest in improvements.

Now is also a good time to test an endowment fundraising effort that would include planned gifts, which offer the opportunity to augment the commitments of support significantly beyond what would be raised solely with outright giving. The coming of retirement age for the baby boomers signals a growth in the number of seniors that will continue unabated for years, if not decades to come.

Nonetheless, a feasibility study is definitely needed to intelligently assess the philanthropic capacity and propensity of the Library's constituents to support a campaign as well as help the Library implement the best practices that it needs to grow its development capacity.

We believe that some of TW&B's best work is done in assessing an institution's readiness to undertake a major campaign effort, testing ambitious campaign goals, and designing strategies and tactics to help reach those goals. To support the Library's desire to expand philanthropic giving, we propose that our engagement be comprised of four major activities which dovetail with the phases outlined in the RFP.

1. **Conduct a Fundraising Audit.** The fundraising audit will investigate all aspects of the Library's development efforts and potential, its institutional context, how effectively its various components support one another, what constituencies and prospects exist or can be developed,

and where each of them is in its level of engagement. We will also conduct wealth screening on the Library's top 300 prospects.

2. **Guide the development of the *campaign prospectus* to be used in the interviews.**
This prospectus will present the case for support for the campaign and the campaign goal to prospective donors. It is the first opportunity to test specific campaign messages to be sure that the project fully resonates with campaign prospects, and it will be developed in close collaboration with Lake Bluff Library's staff and leadership.
3. **Conduct feasibility interviews with up to 25 potential donors.** These interviews, which are at the heart of the research, will help us determine how to articulate the final compelling case for support and provide critical feedback for our recommendations regarding the financial goal, strategy, structure, timing and plan for the campaign. After we have greater understanding of the current environment, TW&B may also recommend conducting one or more focus groups of prospects, donors and/or staff to further refine the messages.
4. **Develop an initial campaign plan.** This plan is the blueprint, modifiable as the campaign progresses, that summarizes the recommended size of the financial goal, sources of funding (individuals, foundations, and corporations) and the range of gifts required by size. It will also include recommendations concerning the volunteer structure and activities, preliminary campaign budget, the final case statement, and broad solicitation and communication strategies.

A detailed description of each element follows.

II. *Engagement Description*

A. Phase One – Conduct a Fundraising Audit

1. *Institutional Analysis*

Every successful fundraising initiative is a total institutional effort with shared commitment, sacrifice and reward. Thus, it is important to make sure that the Library has the general institutional capacity for such a major undertaking. The first part of the internal readiness assessment, the institutional analysis, will enable us to assess the general climate for success. To that end, we will review the following institutional areas:

- a. History
- b. Institutional By-Laws
- c. Management and Governance Structure
- d. Finances (including the role of philanthropy)
- e. Strategic Plans
- f. Constituencies
- g. Public Relations

2. *Fundraising Operations Analysis*

The second part of the readiness assessment will be an audit of the fundraising operations of the Library. This will include examining the following components of the fundraising program through a review of documents and six to eight (6 - 8) interviews with key staff and volunteers:

- a. **Donor and Prospect Pool** – We will review Lake Bluff Library’s processes for identifying prospects among its constituents, as well as its approach to donor acquisition, cultivation, solicitation, recognition, and stewardship; we will also review the current status of the prospect pool; especially the identity and engagement of your largest major gift prospects.
- b. **Staffing** – We will evaluate Lake Bluff Library’s development staffing potential, including existing staff available to take on increased fundraising responsibilities, the potential for adding staff in this area and the availability of other Library leaders to achieve the development goals.
- c. **Budget** – The history of the fundraising budget and identification of resources available to expand the operations during the campaign will be evaluated.
- d. **Systems** – We will review how the Library’s prospect database is structured, the ease of generating reports, and its ability to be a solid tool for tracking moves management of prospects and donors.

- e. **Operations** – This includes reviewing the development program’s record keeping, gift acknowledgement, policies/procedures (including gift acceptance policies) and progress reports.
- f. **Volunteer Structures** – We will review how volunteers are involved with the Library – both in fundraising and other programs.

Non-profits can support fundraising activity through a wealth screening on prospects. We propose screening the top 300 prospects and donors during the internal readiness assessment to identify individuals with significant gift potential and philanthropic inclination. TW&B has a strategic relationship with the wealth-screening firm, DonorSearch, (donorsearch.net) which we will utilize to screen the Library’s donor records. This service goes beyond many other wealth screening tools by including philanthropic giving to other organizations, (along with real estate and other hard financial data) which is the best predictor of future giving to any non-profit. We will incorporate the resulting data into our assessment of the current donors to help identify the best interviewees to engage in the study, as well as to improve the ongoing development program.

After these steps in the internal readiness assessment process have been completed, we will prepare an analysis and report that will evaluate Lake Bluff Library’s overall state of internal preparedness for a campaign. We will also recommend priority areas for attention (both in the context of the proposed campaign, and to support expanding the philanthropic revenues in an ongoing way), with specific suggested next steps and tools for assessing progress toward their completion.

B. Phase Two – Conduct a Feasibility Study

1. Develop a Case Statement

After the internal readiness assessment is complete, we will work with you to produce a *campaign prospectus* describing the proposed campaign that will be reviewed by those being interviewed. This document is an early version of the eventual campaign case statement, and it should outline the need for the campaign outcomes and inspire your prospects. Typically three to five pages in length, the prospectus should provide a compelling rationale for the successful completion of the campaign as well as test any specific issues such as interest in utilizing planned gifts as a giving vehicle. As the prospectus may be the first opportunity for the Library’s prospects to learn in detail about the proposed fundraising initiative, it is critical that this document express the campaign objectives in a way that will engage donors and effectively make the case for their support. We will work collaboratively with you to ensure the quality of this document.

To support Lake Bluff Library’s understanding of what is needed to achieve the financial goal, we will also develop a gift table which articulates how many gifts at each level of the giving pyramid the Library will need in order to be successful. It will be constructed in collaboration with staff, and based

upon the Library's unique group of donors and prospects, such as including more or less six-figure gifts depending on the estimated capacity to make donations and propensity to give a major gift for this important effort.

This pyramid, in addition to being used in the interviews themselves, will become one of the fundamental tools for Lake Bluff Library's development team and leadership to track the progress of the campaign and to reveal challenges with the donor and prospect pool over the life of the campaign.

2. Conduct Confidential Interviews with Top Prospects

Having completed the above steps, we will be prepared to undertake the campaign feasibility interviews. Feasibility interviews play an important role in engaging campaign prospects, measuring the perceived importance of campaign objectives and assisting with the ultimate goal setting for a campaign and as such, must be thoughtfully planned and conducted.

We see the feasibility study as a unique opportunity for Lake Bluff Library to engage its constituents directly in the development of the proposed campaign through their participation in the interviews. The information that we obtain will be qualitative, not quantitative, (such as that generated in a broad demographic survey), and TW&B will interpret this collection of interviews, balanced by our experience as fundraisers and consultants. We will work with the Library's staff and leadership to identify those to be interviewed, including potential foundation and corporate prospects and supporters.

We recommend conducting 25 interviews, representing a broad spectrum of high-potential donors and prospects. We recommend that as many as possible be conducted face-to-face and we will allot the time necessary to accomplish that.

Once the interview list is developed, we will draft a letter to be sent by the appropriate leader requesting an interview appointment and encouraging a review of the campaign prospectus. It is preferable for appointments to be made by Library staff, as that will give them the chance to answer any specific questions about the feasibility study process. It will also enable the staff to assure the prospective interviewee that no request for a campaign commitment will be made during this confidential interview.

We will design a discussion guide that will test the case prospectus for the campaign objectives as well as the monetary goal. We will seek to determine each interviewee's own level of interest in the fundraising initiative and in Lake Bluff Library and their willingness to make a campaign contribution. We will explain the proposed campaign gift table and ask the range of gift they might consider. Additionally, we will seek to identify others who might be attracted to this effort.

As these interviews will sometimes be the first step in engaging some of your potential financial supporters in considering a significant gift, it is critical that the conversations are conducted with a “major gift” approach – meaning that TW&B consultants will utilize their own major gift experience to engage the interviewees with Lake Bluff Library and its vision for the future. The discussions with prospects will be framed in order to elicit thoughtful responses, and we may diverge from the prepared questions to probe on topics of particular interest or importance to the interviewee. In this way, the interviews are not only information-gathering opportunities, but also an important part of the campaign’s education and cultivation process.

The interviews will also help us identify those individuals who can most successfully assist as campaign volunteers and leaders and will provide an initial indication of the eagerness of those individuals to participate in the campaign.

In short, the campaign feasibility interviews will:

- a. Identify potential sources of campaign support
- b. Prioritize campaign objectives
- c. Provide the necessary feedback to validate the campaign priorities, the key campaign messages, and the dollar goal
- d. Accelerate the prospect cultivation process
- e. Assess volunteer leadership potential

C. Phase Three – Develop a Campaign Plan

Once the interviews have been completed, we will outline the steps we believe will be necessary to conduct and successfully complete the campaign. Our report will be presented as a formal written document and will include our interview findings and recommendations regarding:

- Campaign structure
- Campaign size
- Campaign timing or phasing
- Source of gifts by donor types, purpose and range
- Volunteer leadership
- Key campaign messages
- Initial campaign budget
- Any other topics which were tested or issues that were raised during the course of the study

We will also develop a draft campaign plan that includes:

- Proposed campaign volunteer leadership
- Proposed campaign management structure

- A proposed campaign timeline
- A preliminary campaign expense budget
- Suggested gift accounting guidelines
- Broad solicitation strategies
- Volunteer and staff training requirements

Typically we would present this report to Lake Bluff Library's Board of Directors, but we will present our findings in whatever manner is most appropriate for you.

III. Campaign Counsel

Assuming that the findings of the feasibility study suggest moving forward with a campaign, TW&B will be prepared to assist Lake Bluff Library as part of a separate engagement. In the early stages of a campaign, our role would most likely be quite hands-on, as together we would develop strategies for the crucial early solicitations, assign prospects, prepare solicitation materials, develop the communication strategies, conduct solicitation training for volunteers, and track early progress and follow-up activities. We work quite closely with fundraising staff and even serve as "an extra pair of hands" when needed, as well as providing counsel to the Head of Library, board leadership and volunteers.

In all of this work, we expect to serve side-by-side with you and your staff. We see our role as helping to ensure success, and this includes helping the permanent staff to work from a stronger position at the conclusion of our service than at the beginning. We will be delighted at the appropriate time to develop a proposal to serve as campaign counsel.

IV. Roles of Lake Bluff Library Staff and Volunteers

Levels of participation from Board members, senior leadership and other staff members will vary.

- During the internal assessment, we will need access to background materials about the Library and its history. Counsel will interview appropriate members of the staff and volunteer leadership.
- During the development of the campaign prospectus, TW&B will work collaboratively with your staff to craft a document that accurately reflects the proposed campaign's mission, vision, values and purpose and monetary goals. Final sign-off should be gained from senior leadership.
- During the preparation for the interviews, appropriate leaders will need to be intimately involved with compiling the list of potential interviewees and developing an initial gift table for the campaign.
- It will be important for the Library leadership to review the draft feasibility study recommendations. We allow at least two weeks for review and comments between the draft and final report.

V. *About Ter Molen Watkins & Brandt*

Ter Molen Watkins & Brandt offers potential clients great depth and breadth of experience in all facets of not-for-profit advancement. Members of our consulting team have served in leadership development roles of research universities, liberal arts colleges, independent libraries, major health care institutions, and some of the largest and most distinguished cultural institutions in the country. Our consultants average over twenty-years of advancement experience, including successful capital campaigns completed or in process exceeding \$2 billion. While based in Chicago, we serve clients all over the country.

TW&B is also a member of the Giving Institute, a select group of consulting firms who share a commitment to excellence and embrace the highest ethical standards. As a Giving Institute member we are able to provide our clients the most current resources and research on philanthropic giving, including the annual Giving USA report.

We are proud to be the consulting firm of record for a number of high-profile capital campaigns for educational and cultural institutions such as Loyola University Chicago, University of Chicago Laboratory School, Lincoln Park Zoo and the St. Louis Art Museum. We are equally proud of the smaller organizations that have selected us to work with them in campaigns and ongoing fundraising efforts that significantly impact their own constituencies, including Quest Academy, San Miguel Library, North Park University, Dominican University, Howard Area Community Center and Beth Emet Synagogue in Evanston, American Association of Pediatrics, Landmarks Illinois, McLean County Museum of History, Illinois Symphony Orchestra and the Preservation Foundation of the Lake County Forest Preserve. Most importantly, we know that nonprofit organizations are vigilant stewards of their funds and every engagement is critical for each client we serve.

VI. *Ter Molen Watkins & Brandt Staffing for Lake Bluff Library*

All TW&B clients work directly with one or more senior consultants—there are no junior associates added to project teams. We conduct our own interviews and assessments, and we write our own reports and analyses. Our team has extensive experience in completing highly successful campaigns. This team also provides significant experience in securing support for endowment and in maximizing the potential of planned gifts as part of a campaign.

The consultant team proposed for this project is Jon Heintzelman, Chairman, and Don Souhrada, Vice President. Complete bios are attached.

Jon Heintzelman's fundraising career has spanned more than 30 years including senior leadership positions at Northwestern University and Loyola University of Chicago. His experience includes campaign strategy and execution, staff recruitment, training and development, and working with institutional and Board leadership. His particular area of fundraising expertise is principal gifts and planned giving, and he

has personally negotiated a number of commitments in the eight-figure range. Jon's current and most recent clients include: Austin College, Preservation Foundation of Lake County Forest Preserve, Dominican University, North Park University, and Lincoln Park Conservancy.

Prior to joining TW&B Jon served as Senior Vice President for Advancement at Loyola University of Chicago. Under Jon's leadership, Loyola successfully completed its \$500 million campaign in 2011 two years ahead of schedule with \$535 million in total gifts. As a capstone to his Loyola career, Jon helped secure a \$40 million gift in 2012 to name Loyola's School of Business in honor of donor Michael R. Quinlan. This was the largest gift by a Loyola alumnus in the history of the University. At Northwestern, Jon's units accounted for over half of the overall commitments to Northwestern's highly successful \$1.55 billion campaign concluded in 2003.

Don Souhrada has 20 years of development experience concentrating on individual giving, from annual funds through major gift and campaign fundraising. Before joining TW&B, Don served as director of major gifts for the University of Chicago Medical Center and the Rehabilitation Institute of Chicago. He helps his clients to build their base of donors for major campaigns by assessing technological capabilities as well as providing wealth screening and analytic data to the process. Don's current clients include the National PKU Alliance, and cultural and social service organizations.

VII. Timing

Campaign feasibility studies typically take from four to six months to complete, primarily depending on the availability of potential interviewees. We are prepared to modify our schedule to meet your needs as agreed upon.

VIII. Fees

Please see contents of sealed envelope.

IX. Conclusion

Ter Molen Watkins & Brandt would be honored to be of service to Lake Bluff Library. We believe that our experience in institutional assessment and capital campaigns, as well as our extensive experience in principal, major and planned gifts will be a strong asset to the effort. We applaud your initiative to conduct a campaign and we would be honored to partner with you to assist in its realization. We thank you, again, for the invitation to submit this proposal and look forward to discussing it with you.

X. References

Marianne Breen

Executive Director

New Trier Educational Foundation

Winnetka, IL

Phone: 847-784-2346

Email: breenm@newtrier.k12.il.us

Jon served as part of a team conducting an internal assessment and recommendations for a fundraising plan for the Foundation. As part of the team, Don executed wealth screening & analytics and supported the staff member's development of a major gift portfolio.

Grace Cichomska

Vice President of University Advancement

Dominican University

River Forest, IL

Phone: 708-524-6288

Email: gcichomska@dom.edu

Jon serves as ongoing counsel for the University, advising leadership in the areas of campaign strategy and planning, major and planned gift moves management and regarding planned giving legal issues. Don has conducted an annual fund assessment of the University's annual giving program, conducted training sessions for student solicitors and executed a comprehensive wealth screening and analytic engagement.

Brad Hutchins

Senior Vice President Development

Easter Seals Inc.

Chicago, IL

Phone: 630-965-7708

Email: BHutchins@easterseals.com

When Brad had the position of Director of Development for the American Academy of Pediatrics, Jon served on a team which coordinated a feasibility study for the AAP for what was planned as a \$25 - \$30 million comprehensive campaign. Don provided expertise in wealth screening & analytics for AAP and assisted the major gift team with developing individuals major gift portfolios.

Rebekah Snyder*Executive Director*

Preservation Foundation of Lake County Forest Preserve

Libertyville, IL

Phone: 847-968-3434

Email: rsnyder@lcfpd.org

Jon provided counsel to the Foundation and the supported the establishment of a planned giving program.

Don supported the Foundation's efforts by conducting a comprehensive wealth screening & prospect analytic engagement.

Mary Surridge*Vice President for Development & Alumni Affairs*

North Park University

Chicago, IL

Phone: 773-244-5790

Email: msurridge@northpark.edu

Jon Heintzelman provides ongoing counsel to the University in the areas of strategic planning, campaign planning and major and planned gift strategy. He served as a member of the board of trustees from 2008 – 2012 and on the campaign leadership committee during the university's historically successful \$63 million capital campaign. Don Souhrada served as counsel on annual giving strategy during the comprehensive campaign when participation nearly doubled in one year.

Aimee Wehmeier*Executive Director & CEO*

Paraquad

St. Louis, MO

Phone: 314-289-4200

Email: awehmeier@paraquad.org

Don served as part of a team conducting an internal assessment and feasibility study to determine the potential success of a projected \$6 million campaign.

Jonathan R. Heintzelman, *Chairman*



Jonathan R. Heintzelman has more than 30 years of development experience and is particularly skilled in principal giving and gift planning. Jon's expertise also includes campaign strategy and execution, staff recruitment, training and development, and working with institutional and Board leadership. At TW&B, Jon is currently consulting for North Park University, Dominican University, Austin College, Lincoln Park Conservancy, Baker Demonstration School, and New Trier Education Foundation.

Prior to joining TW&B, he served Northwestern University's development office in several positions between 1980 and 1991 when he was appointed Associate Vice President with responsibility for major gifts, planned giving, corporate relations, foundation relations, stewardship and athletic development. Jon provided leadership for Northwestern's highly successful \$1.55 billion campaign which concluded in 2003. Jon also directed several successful athletic facility campaigns, including "The Future is Now" which raised \$37 million against a goal of \$25 million.

In 2003, Jon became Vice President for Advancement at Loyola University Chicago, overseeing development, alumni relations, and special events for all campuses of the University. Jon led Loyola's first comprehensive capital campaign in over a decade. The campaign goal was \$500 million, five times the previous campaign goal. Loyola exceeded its goal two years ahead of schedule, raising \$535 million in total gifts. In 2012, Jon secured a gift of \$40 million to name the Michael R. Quinlan School of Business, the largest gift ever given by an alumnus of the university.

Jon graduated from North Park University with a BA in economics. He earned his law degree at Northwestern Law School where he was a member of the Northwestern Law Review. He has served on the Board of Trustees of North Park. He also has served as a board member of the American Council on Gift Annuities, as a member of the editorial board of the Journal on Gift Planning, and as a mentor for the United Negro College Fund. In 1993, Jon was named National Planned Giving Professional of the Year by Planned Giving Today and in 2004 he was awarded the AFP Chicago Chapter's Benjamin Franklin Award. In 2010, the Chicago Council on Planned Giving named its lifetime service award the Jonathan R. Heintzelman Lifetime Service Award and named Jon the first awardee. He is currently serving on a Planned Giving Task Force sponsored by the Lilly Family School of Philanthropy at Indiana University - Purdue University Indianapolis.

Jon and his wife Kris reside in Lake Bluff and have three children.

jheintzelman@twbfundraising.com

TWB

www.twbfundraising.com
Phone: 312.222.0560, ext. 228

Ter Molen Watkins & Brandt LLC

Donald P. Souhrada, Vice President



Don Souhrada has worked for more than 20 years in development roles for health care, higher education, and associations. Prior to joining Ter Molen Watkins & Brandt, Don worked for two of the nation's top hospitals—the Rehabilitation Institute of Chicago (RIC), where he served as Director of Development creating RIC's grateful patient program and as Director of Major Gifts for the University of Chicago Medical Center. Previously, while serving as Chief Development Officer of the Sigma Alpha Epsilon Foundation, Don drove the annual fund to new levels of success, built a distinguished board, and led the creation and launch of a \$28 million campaign.

His work in development at nationally-ranked public and private universities—the University of Iowa, Indiana University, the University of Maryland and Butler University—covered the spectrum of fundraising activity from annual fundraising to major and planned giving. In addition, since 1995, he has worked independently as campaign counsel on more than 50 fraternal campaigns ranging from \$500,000 to \$7.5 million and totaling more than \$115 million in funds raised.

Don also brings extensive experience using wealth screening tools for identifying top prospects for new and revitalized major gift and grateful patient programs. This expertise combined with significant experience advancing relationships from identification to solicitation, can help not-for-profit organizations of all types develop their major gift prospect pool and convert those prospects into donors.

With a Bachelor of Science degree in Journalism and Public Relations from the University of Iowa, Don lives in Evanston, Illinois with his wife, Jenny.

TWB

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March 31, 2016

Mr. Eric Bailey
Lake Bluff Public Library
123 E. Scranton Ave
Lake Bluff, IL 60044

Dear Mr. Bailey:

I am pleased to present the Lake Bluff Public Library with the enclosed proposal for Fundraising Audit, Feasibility Study and Campaign Plan.

We would be honored to assist the Library achieve its goals. We stand ready to meet with the appropriate individuals to discuss our proposal and process in detail.

Thank you for your consideration.

Best regards,



Don Souhrada

Vice President

Fees for Proposed Fundraising Audit and Campaign Feasibility Study & Plan

The fee associated with this proposed engagement is \$30,000, and includes the following:

Activities	Deliverables
<ul style="list-style-type: none"> • Conduct internal readiness assessment • Conduct wealth-screening on 300 donor records • Guide the development of the <i>campaign prospectus</i>. 	<ol style="list-style-type: none"> 1) Written comprehensive report of organizational readiness 2) Evaluation of donor pool 3) Campaign prospectus for feasibility interviews
<ul style="list-style-type: none"> • Select interviewees, develop the interview guide and gift table • Conduct up to 25 feasibility interviews • Craft recommendations and develop the campaign plan 	<ol style="list-style-type: none"> 1) Observations and Recommendations <ul style="list-style-type: none"> • Assessment of donor interest in campaign priorities • Recommended campaign goals • Resonance of key messages 2) Draft Campaign Plan <ul style="list-style-type: none"> • Goal • Phases • Timetable • Cultivation and solicitation strategies
Total Fee	\$30,000

The proposed fee covers all consulting time required off-site by telephone, fax or e-mail, as well as all on-site consulting activity. If more than 25 interviews are required, we will bill \$3,000 for each additional five meetings.

One-third of the total fee is invoiced at the time of engagement, the second third is billed at the conclusion of the first 60 days of service, and the final third is due upon delivery of the feasibility study report. Out-of-pocket expenses, such as travel and report production are additional and billed at cost.