

18 October 2019

TO: RAILS Board of Directors

FROM: Deirdre Brennan

SUBJECT: Executive Director Report – October, 2019

Promote, support, and expand resource sharing to optimize use of tax dollars and other funding and help libraries share resources to the fullest extent possible

We heard today that we are a successful applicant for the IDHS Census 2020 grant. RAILS will be awarded \$750,000 for work to promote a complete count.

We are very pleased at this opportunity to work with libraries and other partners on this critical project. I will provide detailed information at the board meeting.

Work with libraries of all types to tell the library story

We have met twice with *Imagination* to finalize the script for our next video. We are hoping to get this filmed and available for the ILA legislative meet-ups next spring.

The *My Library is ... Campaign* was a very popular service at the AISLE (Association of Illinois School Library Educators) conference in Springfield last week, October 10-12.

My most recent podcast was with Brian Shepard, Director of the Indian Trails Public Library District and ILA's Librarian of the Year 2019.

Help libraries be the best they can be

At the PPC and Advocacy committee meetings on Monday, October 7, attendees discussed legislation and ideas for the ILA legislative agenda.

The State Library has filed amended language to Senate Bill 585 (attached). This bill was filed in response to patron complaints that self-pick-up of holds violates patron privacy and the Illinois Library Records Confidentiality Act. As Julie Tappendorf reported to us at the September board meeting, the self-pick-up of holds process should protect patron confidentiality through the use of a patron “code” that will anonymize patrons and their checkouts.

We also discussed what our legislative “ask” should be this year, and agreed to look into requesting funding to provide statewide database access (meaning funded centrally by state dollars) for all system member libraries as this would produce savings locally for libraries. We also discussed possible relief for libraries as they begin to deal with the increases in the minimum wage.

We also discussed the legislation that Ancel, Glink drafted at the request of RAILS, that will somewhat ease the process for municipal and village libraries to merge into or form library districts.

There will be further discussion at the November 4 Policy and Advocacy committees. Hopefully, the committees will vote to move forward on these initiatives so they can be filed with the legislature at the appropriate time.

Prepare libraries for the future

At our member update on October 3, one of the topics for discussion was our recent survey of libraries about services they offer to the unserved. We did this survey as part of our work with the Universal Service Committee. The conversation about the survey developed into a general conversation about the laws and rules governing non-resident library cards including fees for cards, what services non-residents are eligible for and the “commonality of community interest” clause in the Administrative Rules. We will be working with the State Library to develop an FAQ to help libraries navigate these very confusing areas. We will also be developing some training for member libraries and additional web resources.

Aim to be the best library system in the country

The Board policy committee had a very productive meeting on October 16. We established a process for reviewing in the employee handbook, and worked our way through almost half of

the policies. There were some questions, which we will forward to our attorneys, and some suggested changes as well. We also established a schedule for future meetings. We hope to complete the review by March so that the full board can review and approve the policies, and then forward to the State Library for final approval.

Filed: 3/26/2019

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LRB101 04347 AWJ 58515 a

AMENDMENT TO SENATE BILL 585

AMENDMENT NO. _____. Amend Senate Bill 585 by replacing everything after the enacting clause with the following:

"Section 5. The Library Records Confidentiality Act is amended by changing Section 1 and by adding Section 5 as follows:

(75 ILCS 70/1) (from Ch. 81, par. 1201)

Sec. 1. (a) The registration and circulation records of a library are confidential information. No person shall publish or make any information, including but not limited to a patron's personal identifiable information, contained in such records available to the public unless:

(1) required to do so under a court order; or

(2) the information is requested by a sworn law enforcement officer who represents that it is impractical to secure a court order as a result of an emergency where the law enforcement officer has probable cause to believe that there is an imminent danger of physical harm. The information requested must be limited to identifying a suspect, witness, or victim of a crime. The information requested without a court order may not include the disclosure of registration or circulation records that would indicate materials borrowed, resources reviewed, or services used at the library. If requested to do so by the library, the requesting law enforcement officer must sign a form acknowledging the receipt of the information. A library providing the information may seek subsequent judicial review to assess compliance with this Section. This subsection shall not alter any right to challenge the use or dissemination of patron information that is otherwise permitted by law.

~~(a-5) A library may not put any part of a patron's last name on material that has been reserved by a patron to check out if the material can be viewed by other persons in the library.~~

(b) This Section does not prevent a library from publishing or making available to the public reasonable statistical reports regarding library registration and book circulation where those reports are presented so that no individual is identified therein.

(b-5) Nothing in this Section shall be construed as a privacy violation or a breach of confidentiality if a library provides information to a law enforcement officer under item (2) of subsection (a).

(c) For the purpose of this Section, (i) "library" means any public library or library of an educational, historical or

eleemosynary institution, organization or society; (ii) "registration records" includes any information a library requires a person to provide in order for that person to become eligible to borrow books and other materials ~~and~~; (iii) "circulation records" includes all information identifying the individual borrowing particular books or materials; ~~and~~ (iv) "personal identifiable information" means, individually or collectively, a patron's complete last or first name, address, internet protocol address, social security number, complete telephone number, email address that directly identifies an individual.

(Source: P.A. 95-40, eff. 1-1-08.)

~~(75 ILCS 70/5 new)~~

~~Sec. 5. Violations. A person or entity that violates any provision of this Act commits a petty offense for which a fine of \$100 may be imposed for each violation."~~

DRAFT

This Month at RAILS – October 2019

Promoting/Supporting/Expanding Resource Sharing

Leading/Working with Libraries to Expand Resource Sharing



Frankfort Public Library District and Winfield Public Library are now participating in [Find More Illinois](#). Frankfort is the first SWAN library to join, following the development of OpenAthens authentication for Find More Illinois to meet SWAN's requirements. Because Winfield has a VERSO integrated library system from Auto-Graphics (the vendor of the SHAREit software that runs Find More Illinois), it enjoys additional integration between its VERSO system and SHAREit.

Providing Access to Digital Content/E-Resources/Other Innovative Projects

E-Content Publisher and Pricing Issues

RAILS hosted a meeting on September 30 for e-content consortia and sharing group managers to discuss publisher restrictions on library e-content and other recent developments. Fourteen people attended. We had a productive discussion, and the group decided to meet regularly in the future. The next meeting is scheduled for January 14, 2020. RAILS also created an Electronic Content email list at the request of the group.

We also created a [web page](#) in the new Library Pulse section of the RAILS website on e-content issues. (See further information below.)

BiblioBoard Update

RAILS launched [inkie.org](#) to all libraries on October 1. The response has been very positive. Galena Public Library reached out and asked us to do a presentation on inkie.org at Galena LitFest in January. RAILS Board members attending the upcoming Illinois Library Association (ILA) conference are invited to stop by the RAILS booth to receive an inkie.org tattoo.



Anna Behm, RAILS E-Content Specialist, presented “Free E-Books and More, Available All the Time” at the Association of Illinois School Library Educators (AISLE) annual conference on Saturday, October 12. Anna spoke about BiblioBoard, and specifically the RAILS for Schools BiblioBoard site (<https://railsforschools.biblioboard.com/home>), as well as inkie.org.

eRead Illinois

Baker & Taylor provided RAILS with access to a test version of the newly redesigned Axis 360 app. The app represents a major improvement over the current app with changes to the search, browse, design, and overall performance. This app represents a very positive step for Axis 360, and we look forward to continued improvements over the coming weeks.

Explore More Illinois Update



As of October 10, 220 libraries and 26 attractions participate in the [Explore More Illinois](#) cultural pass program. Our newest attractions include Love’s Sweet Arrow in Tinley Park, Block to Bricks in Schaumburg, Aikmen Wildlife Adventures in Arcola, City Lit Theater in Chicago, and Woodlawn Arts Academy in Sterling.

RAILS Staff Present at Electronic Resources Minnesota (ERMN) Conference

On October 3-4, Leila Heath, RAILS Library Resources and Programs Manager, and Anna Behm, RAILS E-Content Specialist, attended the ERMN conference, organized by Minitex in collaboration with the University of Minnesota Twin Cities Libraries.

Held for the first time, this conference provided opportunities for those who acquire and manage e-resources to network, share best practices, participate in hands-on workshops, and learn from other e-resources staff. Leila and Anna gave a presentation on “The eRead Illinois Project: Building and Maintaining a Regional Popular Materials E-book Collection.”

Providing Greater Purchasing Power

Swank Movie Licensing Group Purchase and Discount

In response to member feedback, RAILS and IHLS partnered with Swank Movie Licensing USA to offer RAILS and IHLS public libraries a special, discounted rate for the annual public performance license. This license will allow libraries to have unlimited showings of thousands of movies, from classics to new releases. It also includes materials to help libraries promote events and engage patrons. More information is available on the [Deals & Discounts](#) page on the RAILS website.

RBdigital Unlimited Audiobooks, Hoonuit, and Universal Class Discounts

RAILS and RBdigital have partnered to bring RAILS public libraries new, deeply discounted pricing on RBdigital Unlimited Audiobooks, Hoonuit, and Universal Class.

The RBdigital Unlimited collection includes more than 32,000 fiction, nonfiction, and juvenile titles available for simultaneous use. Hoonuit, formerly Atomic Training, offers online how-to training on hundreds of common software applications and devices, including Microsoft Office, Adobe Creative Suite, Google Docs, and iPad.

Universal Class contains more than 500 lifelong learning courses in over 30 subject areas. The courses are led by professional instructors and include videos, assignments, quizzes, tests, and options for social media interaction.

More information and pricing is available on the RAILS [Deals & Discounts](#) page.

Building Collaborative Relationships & Fostering Networking

RAILS Holds Peoria-Area School Library Networking Event

On Tuesday, September 17, RAILS hosted a school library networking event at Granite City Brewery in East Peoria. Eight people participated. This event was open to staff from any library, but topics were limited to issues facing school libraries. Attendees also discussed the potential formation of a Peoria-area AISLE chapter. The group has submitted an application which will be reviewed at the next AISLE board meeting.

Telling the Library Story

Helping Members Tell Their Story



RAILS CE to Help Libraries Tell Their Stories

RAILS recently offered several continuing education (CE) opportunities related to our [My Library Is...](#) campaign. During the last week of September, Pat Wagner of Pattern Research, Inc., presented identical workshops at Chillicothe Public Library and Fountaindale Public Library on creating a marketing plan. These workshops provided a framework for some of the more focused marketing-related CE events that will follow as we move forward with the campaign.

On October 1, RAILS' own Grant Halter, Data Coordinator & Research Analyst, presented a webinar introducing participants to Google Data Studio. In this finale to our very successful "Making the Most of Your Library Data" series, Grant demonstrated how libraries might utilize Google Data Studio to present their data in visually appealing dashboards.

On October 9, Barbara Alvarez presented a webinar titled “Facts Tell, Stories Tell: Marketing Your Library’s Message.” Participants learned how to incorporate storytelling into their library’s marketing strategy and how to tailor their message to specific stakeholders.

All four of these CE events were very popular with members, with a total of 224 participants.

Upcoming RAILS CE

Upcoming RAILS CE events related to the My Library Is... campaign include a series of four workshops during the last week of October presented by Jennifer E. Burke of Intellicraft, Inc. The workshops will focus on using video in the library’s marketing efforts and writing persuasive marketing copy. Locations include [New Lenox](#), [East Peoria](#), [Coal Valley](#), and [Dundee](#).

RAILS to Host Online Roundtable on Social Media Marketing

On [Wednesday, December 4](#), 10 – 11 a.m., RAILS will host an online roundtable related to our My Library Is... campaign. This event will include a short presentation by Jill Yott, Communications Coordinator at Indian Prairie Public Library, and a chat discussion on how libraries are using social media to promote programs and services.



Panelists: Kristen Rademacher, Marist High School; Amy Byers, Chatham Area Public Library District; Laura Turner, Caterpillar, Inc. and former RAILS Board President; and Pattie Piotrowski, University of Illinois Library, Springfield

My Library Is... Program at AISLE Conference

Approximately 30 school library staffers attended RAILS’ “Telling Our Story: Articulating Library Value Across Type” program at the AISLE conference on October 12. A multitype panel, moderated by Dan Bostrom, RAILS Member Engagement Manager, shared tips for articulating the value of all types of libraries to different stakeholders.

Preparing Libraries for the Future

Helping Libraries Respond to Change

RAILS Webinar on Cannabis in the Workplace

Cannabis will become legal in Illinois on January 1, 2020. On Tuesday, November 19, from 1:30 – 3:00 p.m., HR Source will present a webinar on cannabis in the workplace and the implication for employers. While the law tells employers they can still have a zero-tolerance policy, that statement has been complicated by the revisions to the Illinois Right to Privacy in the Workplace Act, which affords cannabis the same protections as alcohol. RAILS Board members are invited to [register for the webinar](#) on L2.

Aiming to Be the Best Library System

Member Communication/Engagement

Library Pulse Section of RAILS Website Features Content on Important Library Issues

There is a new section on the [RAILS homepage](#), called The Library Pulse. Moving forward, this section will help member libraries of all types and sizes stay current on the latest issues/challenges affecting them. (The type of library buttons formerly featured on the homepage were not heavily used and can now be found in the [Members section](#) of the website.)

For each issue, libraries will learn how it affects them and why it is important. There will also be links to key resources, details on what RAILS is doing to help with the issue, suggestions for actions libraries can take, and real-world examples of best practices from RAILS members. Library staff will be invited to share what has worked at their library, as well as any other feedback or questions they have about the issue at hand via the Comments section at the bottom of the web page for each issue.

At the time of this writing, the Library Pulse includes information on [E-Content Publisher and Pricing Issues](#) and the [2020 Census](#), with more topics to follow soon.

Member Visits to Quincy and Northbrook Regions

In late September and early August, Dan Bostrom, RAILS Member Engagement Manager, visited four libraries in the Northbrook and Quincy regions, including one academic library, one special library, and two school libraries. Highlights included hearing more about John Wood Community College's One Book, One College program; viewing Abraham Lincoln artifacts at the Historical Society of Quincy and Adams County; and getting to see the remodeled school library at North Shore Country Day School.

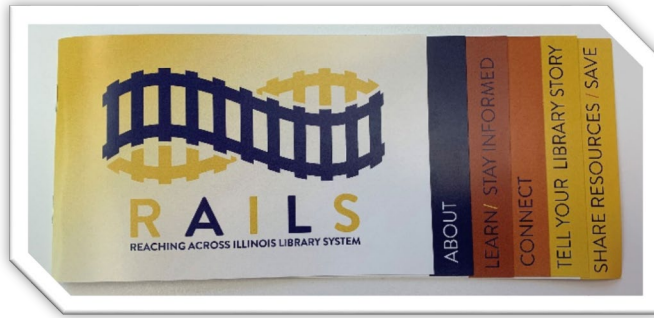
RAILS Member Update

Over 100 RAILS members registered to attend our October 3 member update. RAILS used Zoom web conferencing for the first time at an update session, and everything ran smoothly. Zoom has a number of advantages, including cost efficiencies, and it also eliminates the time delay we experienced with our previous live streaming service (RAILS Live).

One of the topics that generated the most interest at the update is RAILS' efforts to help the unserved, including our August member survey. Thanks to Karen Egan from the Illinois State Library for being willing to join the session at the last minute to answer participant questions related to the unserved.

Revised RAILS Program/Service Booklet

RAILS has one booklet that includes brief information about all of our programs/services in one place, along with website links where members can find more details. This is in response to member requests to receive fewer paper flyers, brochures, etc. from RAILS.



We revised the booklet in time to distribute to our exhibit booth visitors at the AISLE and ILA conferences. New additions include our [My Library Is...](#) campaign and [inkie.org](#). RAILS Board members will receive a copy of the new booklet at the October meeting.

RAILS Engages with School Library Staff at AISLE Conference Exhibit Booth



RAILS had a heavy presence at the AISLE conference in Springfield on October 11 and 12, as detailed elsewhere in this and last month's board report. Approximately 169 school library staff visited our exhibit booth. (Thanks to RAILS Board member Michael Campbell for stopping by with an offer to help at the booth!)

Popular topics of conversation at the booth were [inkie.org](#), our unique BiblioBoard collection just for schools, and the My Library Is... campaign.

RAILS Staff News

RAILS/WiLS Meeting

Staff from RAILS and WiLS (formerly Wisconsin Library Services) have met annually for the last several years to exchange ideas and discuss common areas of interest. This year's meeting will be held on October 18 at North Suburban Public Library District in Loves Park, IL. RAILS staff attending are Anna Behm, Deirdre Brennan, Joe Filapek, Mark Hatch, Leila Heath, and Jane Plass.