



Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

What's in a Name?

Two years ago the Association of Library Trustees and Advocates (ALTA) merged with Friends of Libraries U.S.A. (FOLUSA) to form a division in the American Library Association (ALA) called ALTAFF.

ALTAFF, the Association of Library Trustees, Advocates, Friends and Foundations, has now undergone a name change, to Citizens for Libraries, a bylaws change approved by the membership. The new name appropriately represents those support groups that help govern, advice, fundraise, and volunteer for libraries. Additionally, during these times of economic stress for libraries, these groups are saving their libraries through advocacy and through fundraising work.

Citizens for Libraries: a new name with the same mission – helping libraries to be vital institutions in communities, schools, and campuses.

NOTE: FOML President Dr. Charles Hanson served on the ALTAFF Citizens for Libraries Board of Directors for the last two years.

*Citizens for Libraries (aka ALTAFF) is partnering with Entertainment® Publications, LLC to offer a library coupon booklet fundraiser to library Friends groups who are group members of ALTAFF. Complete the form available at www.entertainment.com/library, or call Entertainment at (866) 686-1432.

Message from the FOML President: Praise for Friends of the Library

*Charles Hanson,
Library Director, Kettering University*

The Sunday, July 24th issue of the *Detroit Free Press* carried a *Free Press* editorial entitled “Locked Out” and praising Friends for keeping libraries open during these financially difficult times. Specifically, the opening sentence states, “Everyone should applaud the Friends of the Romulus Library, whose fundraising efforts reopened the local public library after it closed on May 1 due to a millage defeat.”

This editorial points out the importance of having key communicators in every Michigan library community. Friends fill that role by helping people know more about the library and sharing information about library issues with other community members. Friends can help establish solid, two-way communication between the library and the public it serves. Most important, Friends can serve as credible voices of support when the library needs to go to the voters for a millage. Friends can serve as key communicators about the importance of a millage to keeping library doors open and the impact that a library has on the quality of life in the community.

As the *Free Press* editorial asserts, “politicians and their constituents need to understand that communities cannot continue to backstop their enormous revenue losses with special millages, fees and private fund-raising...a long-term fix for Michigan’s municipal funding crisis...[must be found]...before they are forced to eliminate services that making living in their communities worthwhile.”

I encourage you to attend the FOML Fall Workshop on October 14th to learn more about gaining support for your library. These are tough times for libraries, and no one wants to be locked out of the library because of a budget crisis. We must all continue to be key communicators and get our message out to the public: a library is a vital service that everyone in the community wants and needs.

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Friends of Michigan Libraries Workshop Southfield Public Library October 14, 2011



Southfield Public Library. *Photo courtesy of the Southfield Public Library.*

“Winning Support for Your Library”

Synopsis: As Friends we work to support our libraries in many ways. Areas of support might include the library’s summer reading program or a significant gift to the library. What about Friends’ support for a library millage or a bond issue? That area is a little more difficult, because it involves community politics, legal and financial requirements, and a support group willing to engage in advocacy. What do your Friends need to know before saying “I do” and vowing to assist the library with its millage campaign? Come to this workshop and listen to several who have succeeded and several who have advice you need to know before you go.

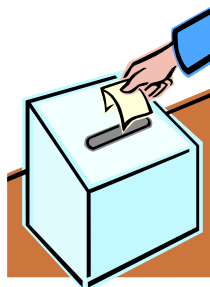
For complete agenda, please go to the website, www.foml.org.

Turning the Page 2.0

For a free public library advocacy training course, please visit:

<http://www.pla.org/ala/mgrps/divs/pla/education/turningthepage/index.cfm>

It’s open to any library stakeholder/supporter and registrants do **not** need to be ALA members to participate.



Election Success

FOML wants to extend its congratulations to Troy Public Library on the approval of its August 2nd millage to save the library from closing. We praise all Troy PL Friends and those citizens who were key communicators and library champions, speaking out and speaking up for the value of a library to a community’s quality of life.

WINNING SUPPORT FOR YOUR LIBRARY



Friends of Michigan Libraries

Workshop Registration Form
Friday, Oct. 14, 2011
8:30 a.m. to 3:00 p.m.

Southfield Public Library
26300 Evergreen Road
Southfield, Michigan 48076
(248) 796-4200

REGISTRATION FEES:

FOML MEMBERS: \$20
FOML NON-MEMBERS: \$30

Make checks payable to: Friends of Michigan Libraries
Send check and completed Registration form to:
FOML, c/o Laura DiFilippo,
Kettering University, 1700 University Ave., Flint, MI 48504
NO REFUNDS after October 7, 2011

FRIENDS LINKING FRIENDS WORKSHOP REGISTRATION FORM October 14, 2011:

Contact Name _____ Library Affiliation _____

Address _____

E-mail address: _____ Phone: _____

OUR FRIENDS GROUP HAS A 2011 FOML MEMBERSHIP:

Number of members Attending this event _____ x \$20.00. Total = _____

OUR FRIENDS GROUP DOES NOT HAVE A 2011 FOML MEMBERSHIP:

Number of NON-members Attending this event _____ x \$30.00. Total = _____

Names of those attending (other than contact)

List any special food requests (vegetarian, diabetic, etc.):

Your FOML Board at Work

The FOML Board met through conference call on June 1st. The board received reports on FOML grant guidelines, an update on the revisions to the FOML manual, FOML website revisions, and the Detroit Book and Author Luncheon on May 16th. Approval was given for placing a FOML ad in the MLA Annual Conference Program, and upcoming October workshops at the Southfield Public Library and the Kalamazoo Public Library were reviewed. Charles Hanson announced that FOML has received a \$1,000 grant from the H. W. Wilson Foundation in support of FOML activities and programs. There was discussion about recommended guidelines for the FOML Advocacy Task Force. The board accepted the retirement of Tim Richards from active participation and granted emeritus status to him. Tim will be replaced by Claudia Diaz from the Albion College Library. This meeting concluded with an announcement that there would be no board meetings during July and August. The next regular board meeting will be on Wednesday, September 7 at the Southfield Public Library.

The Economic Value of Libraries

Did you ever consider the economic impact of your library on the community? Knowing a few facts about the economic impact will assist you as a Friend when you want to boast about the value and return on investment for citizens in your community.

Economic Value of Libraries

- Investing in libraries is an investment in education and lifelong learning.
- Libraries are among the most effective of all public services, serving more than 2/3 of the public with less than 2 percent of all tax dollars.

Public libraries are a bargain. Nationally, the average cost to the taxpayer for access to this wide range of public-library resources is \$31 a year, about the cost of one hardcover book.

Return on investment examples:

Seattle, WA – Visits to the new public library have increased King County tourism. Increased tourism of one percent yields \$1 billion in new economic activity statewide over 25 years.

In Maryland, 90 percent of the state's citizens say public libraries are "a good investment." More than 40 percent of the citizens think of public libraries as an economic anchor, potentially attracting "good businesses" to their area.

In Florida, for every dollar of public support spent on public libraries, income or wages increases by \$12.66, and returned \$6.54 for every dollar invested.

In South Carolina, the total direct and indirect return on investment for every \$1 spent on the state's public libraries by South Carolina state and local governments is \$4.48 - nearly 350 percent.

—*ALA website*

The Most Boring Classics of All Time

Read any boring books lately? Probably not, but here's a reprint of a survey by Columbia University Press about the most boring classics of all time.

ZZZZZZZ: Back in July 1950, the Book Review reported on a Columbia University Press survey asking booksellers, librarians and teachers to identify the most boring classics of all time. "Pilgrim's Progress" topped the list, followed by "Moby-Dick," "Paradise Lost," "The Faerie Queen" and Boswell's "Life of Johnson." George Eliot placed four books in the top 30. The Bible got a few mentions. The Kinsey Report got one. One Columbia author, whose name is sadly lost to history, nominated his own book, while the poll itself was deemed "a pointless classic . . . that need never be done again."

The books on the Columbia list may (or may not) be boring, but at least they are memorably so. Here, by contrast, are the top 10 entries on the fiction list in that same issue:

- 1) "The Cardinal," by Henry Morton Robinson.
- 2) "The Wall," by John Hersey.
- 3) "Star Money," by Kathleen Winsor.
- 4) "Jubilee Trail," by Gwen Bristow.
- 5) "Homeward Borne," by Ruth Chatterton.
- 6) "World Enough and Time," by Robert Penn Warren.
- 7) "The Legacy," by Nevil Shute.
- 8) "The Egyptian," by Mika Waltari.
- 9) "The Circle of Day," by Helen Howe.
- 10) "The Plymouth Adventure," by Ernest Gebler.

The nonfiction list did include a few more titles for the ages, including Winston Churchill's "Grand Alliance" (No. 4), L. Ron Hubbard's "Dianetics" (No. 10) and T. S. Eliot's play "The Cocktail Party" (No. 11), not to mention John Gunther's "Roosevelt in Retrospect" (No. 1) and the McCarthy-era classic "Seeds of Treason: The True Story of the Chambers-Hiss Tragedy," by Ralph de Toledano and Victor Lasky (No. 5).

(From the *New York Times*, Sunday, July 31, 2011)

No doubt for Friends groups with book clubs, the above nominations will not be on the book club's reading list! But maybe you have a book to add to the list?

September is Library Card Sign-up Month - a time to remind parents and children that a library card is the most important school supply of all.

Be a Friend and encourage a friend to get a library card!



FOML HELPS FRIENDS HELP LIBRARIES

Great Friends newsletters from around the state have been received! They have been beautifully rendered with color photography and imaginative graphics. Book sales and summer events were abundantly planned and executed by our library Friends groups.

With this FALL issue, we intended to focus on Friends' programs that enhance afterschool activities. We did not receive any newsletters listing Friends' groups focusing on this important issue. Your group may want think about working to create innovative ways to aid youth programming at your library. We all know moms and dads get home late after work, so

offering an alternative to kids going home alone would be wonderful for the whole family. Talk to your libraries, work with their staff members to come up with exciting ideas, find ways to give them support, and then share with us. Remember, the FOML Awards of Merit will awarded in 2012 for an outstanding 2011 Friends group, so creative afterschool youth programs might just put you on top for the winners' category!

These Friends held cool summer events in 2011:

Book Sales

- Bayliss Public
- Fenton Winegarden
- Flint Public
- Howell Carnegie District
- Interlochen Public
- Livonia Public
- Menominee County Public
- Rawson Memorial District
- Robert J. Parks
- St. Clair Shores Public
- Sterling Heights Public
- Traverse Area District

Gardening Clubs

- Bayliss Public
- Interlochen Public
- Menominee County Public
- Robert J. Parks

Silent Auctions

- Bayliss Public
- Traverse Area District-Fife Lake

Innovative Programs

- Hackley Public-David Turner Lecture, \$60,000 towards \$100,000!
- Interlochen Public-Benefit Concert
- Lewiston Public-81 books from Libri Foundation Grant
- Menominee County Public-Black Light Show, Fall Raffle
- Petoskey Public-Reader's Connect For Summer Book Chats, Be a Literary Hero fundraiser
- St. Clair Shores Public-Novel Destinations for Adult Summer Reading

Friends of Michigan Libraries (FOML)

2011 Outstanding Michigan Friends of the Library Award

The FOML Board is pleased to announce a new award for Michigan Friends. The award will go to two Friends of the Library organizations for a quality project or library community involvement which merits recognition. Read the announcement below to get a better understanding about this new award. And encourage your Friends group to consider applying!

Did your Friends of the Library carry out an outstanding project or a number of successful activities in your community during 2011 that had a significant impact on your library's services to the community?

The Friends of Michigan Libraries (FOML) is initiating an Outstanding Michigan Friends of the Library Award for 2011, an award based on the ALTAFF model. FOML invites Michigan Friends groups to apply for this award. There will be two \$400 awards: one to a Friends group in a Michigan Class I-III library and one to a Class IV-VI library. (Check with your library director for your library's class size.) Applications must be postmarked by January 15, 2012, and the winner will be presented with the award at the FOML Annual Membership Meeting in 2012.

The award will be given to a Michigan Friends group for a specific project carried out in 2011 or based on the full scope of the group's activities during 2011. Applications will be judged by the FOML Membership & Marketing Committee on the following criteria:

1. **Planning:** Involvement of the Friends, library, and community in the use of resources, an innovative and appropriate activity, and measurable outcomes (e.g., attendance at event, increase in patron use of the library, etc.).
2. **Implementation:** Public relations, broad membership involvement, and use of resources.
3. **Evaluation:** Assessment of activity or program with measurable results.
4. **Innovation:** New idea(s) for program or activity, creative involvement of community and specific citizens, and creative use of public relations.
5. **Community Involvement:** Evidence of community involvement in planning and implementation.

The winning Friends group will receive \$400 and a plaque, with an invitation to attend the FOML Annual Membership Meeting in 2012 to receive the award.

To be eligible for this award your Friends group must be a 2011 FOML member (membership information can be found at www.foml.org) and completed the project or activities during the 2011 calendar year. A description of this award and the procedures for submitting an application can also be found on the FOML website – www.foml.org. Click on "FOML Merit Award." Send electronic (Word document) applications with descriptions of how your Friends group achieved the results of the five criteria listed above to chanson@kettering.edu.

Your Friends group could be a winner!

Michigan Library Cooperative News

Roger Mendel, Director

Northland Library Cooperative

This has been an eventful year for the eleven cooperatives in the state of Michigan. It has been a year of uncertainty after an encouraging start with the cooperatives and the public libraries getting a supplemental state aid promised in the 2010-11 budget year. Soon after October 2010 a lawsuit against the Library of Michigan was filed by the public library of Holland, MI. The lawsuit claimed that the Library of Michigan did not have the authority to require a library to provide the same level service to contractual areas as offered to the library's legal service area. The judge ruled in favor of Holland

and in fact went further in saying that most of the rules imposed by the Library of Michigan were invalid. Due to a failure to get this ruling overruled, the distribution of state aid was delayed for several months. This delay put a number of the cooperatives in jeopardy of closure since recent reductions in state aid had depleted their fund balances. Finally in late winter the distribution of state aid was accomplished. During this same time the cooperatives were faced with the possibility of further drastic reductions in state aid for the coming year. The Governor's budget called

for an additional 40% reduction in state aid. Added to this there was much discussion with representatives from the Michigan Library Association indicating that the cooperatives should be looking at consolidation or the possibility of elimination. As it turned out the legislature came through for libraries and not only held state aid at current levels, but increased the amount by 6.5%. The Cooperative Directors Association will be meeting for their bi-monthly meeting in mid August and will continue the discussion on the future of cooperatives in our state.

Friends of Michigan Libraries (FOML) Board of Directors

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Trustee: Burton Brooks, Loutit District Library

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Emeritus: Annie Brewer, Whitefoord Press

Emeritus: Sandra Novacek

Emeritus: Carol Perrin, Helena Twp. Library

Emeritus: Tim Richards

Trustee/Newsletter Editor: Mary Beall, Southfield Public Library

Trustee/Newsletter Assistant: JoAnn Gavey

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Editorial contributions to the publication are welcome and should be sent to: chanson@kettering.edu.

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Friends of Michigan Libraries

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FOML members are reminded to check the FOML website (www.foml.org) for the latest postings about Michigan (and other) library news and for FOML activities and events. On the website you will also find information about contact information, grants, the Trustee Alliance, and photo galleries. You can help build this website by sending us a photo of your library for inclusion on the website.

Public Institution Tax Credit Eliminated in Tax Reform Package

When the Legislature passed the Governor's Tax Reform Package in May, the package eliminated charitable tax credits for public institutions (including libraries), food banks and homeless shelters and community foundations. MLA joined in a coalition led by the Council of Michigan Foundations to simplify but not eliminate the credits. This effort was not successful in final negotiations. The changes to the charitable tax credits are effective on January 1, 2012. Libraries can continue to market these tax benefits of giving to libraries to donors throughout 2011.

-MLA website 8/2011

FOML MISSION STATEMENT

The mission of the Friends of Michigan Libraries (FOML) is to support Friends working on behalf of Michigan libraries, to serve as an information resource for Friends groups, and to be advocates for libraries at the state level.

Mark Your Calendar!

Wednesday, September 7, 2011	FOML Board meeting, Southfield Public Library
Wednesday, October 5, 2011	FOML Board meeting
Friday, October 14, 2011	FOML Workshop, "Winning Support for Your Library," Southfield Public Library
Tuesday, October 25, 2011 Public	FOML Trustee Alliance Workshop, Kalamazoo Library