



Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

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Fall 2016

www.foml.org

Message from the FOML President: Time to Suit Up

Paul Snyder



*Paul Snyder
FOML President*

Our annual meeting and workshop at the historic Holt Library in Saginaw enjoyed capacity attendance. What a wonderful venue for members coming to learn from each other about how to help keep their libraries vital to their communities. Many thanks are due the administration and staff of the Holt Library as well as our Friends hosts. We look forward to the chance to work with them again. The FOML Workshop Planning Committee has been pulling together the program for our fall meeting in Kalamazoo. I encourage everyone to register early.

In the wake of the recent primary elections we have a lot to be grateful for. With 51 of 55 millage questions passing, it demonstrates Michigan citizens support their local libraries in most communities. Our natural impulse is to examine the things that went wrong in those areas where the millage questions were unsuccessful, but let's not forget to celebrate and take note of things that went right. Of the 55 ballot questions there were 25 successful requests for a new or increased millage. Two were for new building initiatives. Of those defeated, only one was for the renewal of an existing millage losing by only a 4 vote margin.

As of this writing it is uncertain how many millage questions will be on Michigan ballots for the general election. With all of the noise the general election is certain to make we can't afford to whisper about the needs our libraries face. A well-informed electorate has never been more important than it is now.

(Continued on page 2)

National "Friends of Libraries" Week

Friends of Libraries groups have their very own national week of celebration! United for Libraries will coordinate the 11th annual National Friends of Libraries Week October 16-22, 2016. The celebration offers a two-fold opportunity to celebrate Friends.

Use the time to creatively promote your group in the community, to raise awareness, and to promote membership. This is also an excellent opportunity for your library and Board of Trustees to recognize the Friends for their help and support of the library. Explore ideas and resources you can use to promote your Friends group to your community on the United For Libraries [website](http://www.unitedforlibraries.org).

How To Join the FOML Listserv

Fill out the form at <http://inform.palnet.info/mailman/listinfo/foml>. Reply to the invite email. Add this link to your address book - 'foml@inform.palnet.info' - for posting messages to the listserv in the future. Through this listserv your Friends can share information with other Michigan Friends about your activities, events, and other news.

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President's message

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It's time to suit up. As Friends you play a vital role in communicating the value of your library to the members of your community. Find ways to express the value you find in your library and the services it provides. Letters to the editor of your local paper, speaking up at city or township council meetings, chatting with neighbors, or using social media tools like Facebook and Twitter are all good ways to keep a spotlight on your library.

Offer your assistance to your library administration or your local millage question committee. It's not too late to start but don't wait any longer. If your library has a millage question find some way to help now. Enjoy the rest of your summer.

Sightseeing Around the State

By Paul Snyder

A few weeks ago, I ventured to the northwestern part of the Lower Peninsula. During my stay I asked for a tour of the Traverse Area District Library (TADL) and was delighted when Friends President, Maryln Lawrence, agreed to conduct the tour herself. Meeting me just inside the entrance Maryln led me through a beautiful library.

Plenty of natural light flooded both floors of the building with large glass panels allowing a view of the wonderful grounds. Making great use of the space outside the library proper, TADL boasts a Children's Garden where Story Walks are conducted. Pages of a child's book are featured at different points along the path that encourage a child to read as the garden is enjoyed. At the end of the route a child will have read an entire story. It's one of the most creative uses of space I've seen in a library grounds.

Artwork, created by local artists, graces the walls throughout the interior making for a very inviting atmosphere. Study and conference rooms are plentiful and in high demand. One of the most intriguing features for me however (as I am a bit of a space cadet) is that outside the library near a bike path behind the library is a pole with a replica of our own sun at the top. It is the beginning of a six mile scale to distance, interactive model of our solar system. How fitting that the library starts it off.



Standing in front of one of the many pieces of art by local artists is Maryln Lawrence, President of the Friends of TADL.

Free Webinars from UFL + ALA

[United for Libraries](#) and the [ALA Chapter Relations Office](#) co-sponsored several webinars for the [Library Campaign Planning Institute](#). You will learn how to create, market, and implement an effective advocacy campaign for your library. They are free - enjoy!

Part 1: Building your Base (presented July 14, 2016)

This workshop makes the connection between program and services outreach and building a library's base of support for advocacy. This workshop details:

- Using recent research as well as preparing public service return on investment calculations.
- How to map a community.
- Options for program development - examples used are the Recreation market and local elected officials.
- Connection between customer service and advocacy.
- Use of social media.
- Managing data.
- Using volunteer messengers.

Watch Part 1 here: <http://ala.adobeconnect.com/p5t7fbl4ydo/>

Part 2: The Best Defense is a Good Offense (presented July 21, 2016)

This workshop provides participants with the knowledge needed to:

- Create a campaign plan.
- Recruit volunteer leadership.
- Detail roles and responsibilities.

Watch Part 2 here: <http://ala.adobeconnect.com/p2hqzvspjfq/>

Part 3: Message, Marketing, & Media (presented July 28, 2016)

This workshop walks participants through:

- How to develop a campaign message using values and emotional branding.
- Integrating that message into campaign outreach.
- Public presentations.
- Using the media to advance the message.

Watch Part 3 here: <http://ala.adobeconnect.com/p75rooxhv57/>

Part 4: Connecting with YES Voters + Part 5: Get out the Vote (Immediately following Part 4) (presented August 4, 2016)

This workshop details the nuts and bolts of a library field operation including:

- Targeting through using enhanced voter files.
- Phone Banking/Direct Mail/Social Media/Email/Voter Tracking

This workshop brings the previous four together with the ultimate goal of reaching out to Yes voters and getting them to the polls.

Watch Parts 4 and 5 here: <http://ala.adobeconnect.com/p5dlYOUjtsc/>

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The Future is (Almost) Digital

By Charles Hanson

As the world moves rapidly in the production of more digital content, FOML has begun to gather together its print history into an organized collection of archival print content. While collecting print materials sounds a bit outdated for those of us living in the age of digital, most of FOML's history is in print form and the FOML Board decided that it was time to assemble all past records into one centralized location.

In 2015 an Archives Review Committee headed by FOML President, Paul Snyder, and FOML Archivist, Jim Doyle, met to determine a course of action concerning the collection of print materials for past FOML workshops, board meetings, and all other material that might have historical significance. Paul received authorization from the FOML Board to explore options for storage of these archival materials, and he was pleased to report that all FOML archival records will be stored at the Burton Historical Collection at the Detroit Public Library.

Collecting past historical materials is a time-consuming process and reviewing, sorting, and placing these materials into archival boxes requires good judgment about what to keep and what doesn't have historical value. Paul and Jim have devoted many hours to carrying out this process. We have not overlooked the importance of digital content during this process, and any FOML materials that were born-digital will be collected on a flash drive and placed in the FOML Archives as well.

You can assist in this process of collecting FOML history by letting Paul Snyder know about paper records that you might have from past FOML events and that you are willing to donate to FOML's history collection. And thanks go out to the Archives Review Committee that provided some guidelines to Paul and Jim on moving forward with this project. Committee members included Charles Hanson and Claudia Diaz.

Michigan Library Cooperative News

*By Roger Mendel, Director
Northland Library Cooperative*



The eleven Cooperative Libraries in Michigan serve the needs of their member libraries across the State. At least 90% of the public libraries and a smaller percentage of school and academic libraries belong to the eleven Cooperatives. Every other month the directors of the Cooperatives meet to discuss issues related to libraries that include technology, children's services, legislation, state aid to libraries and a myriad of other topics.

This year the directors participated in a visioning session with facilitator Pan Godchaux in Gaylord. The directors looked at who the cooperatives could better serve their members and ultimately the residents of the state with exceptional service opportunities. The group reflected on past practices and successes and addressed how networking with each other would help libraries better serve their clientele.

Projects the group is working on include updating the informational brochure which explains what cooperatives provide and details the serve areas of each cooperative, establishing a website where cooperatives can post meetings, programs and other items related to library services. A committee is presently taking the information gained from the visioning session and will produce a document that can serve as a guide to understand the roles Cooperatives play in the Michigan library world.

Watch here for future details. If you are not familiar with the Cooperative of which your library is a member, contact your library director for more details on what services the Cooperative provides to your local library.

Upcoming Fall FOML Workshops

Kalamazoo Public Library ~ Central Branch

315 S. Rose Street

Kalamazoo, Michigan 49007

(269) 553-7886 for library information



“Knowledge is Power: Managing Your Friends Group for Optimal Service ”

Thursday, October 13, 2016, 9:00 a.m. to 3:00 p.m.

SYNOPSIS: What are the key ingredients that make the best recipe for a successful Friends group? Success depends on knowledge and information and those who are willing to apply this knowledge to managing the many functions involved in Friends’ activities. How knowledgeable are your Friends?

Registration information is available in this newsletter and on the FOML website: www.foml.org

“Knowledge is Power: What Trustees Need to Know about Library Governance ”

Friday, October 14, 2016, 9:00 a.m. to 3:00 p.m.

With Special Presenter: Josie Parker, Director of the Ann Arbor District Library

SYNOPSIS: What are the key ingredients that make up the recipe for successful library governance? What knowledge and information should every trustee have to ensure that the library community being served is getting the best return on investment? How knowledgeable are your trustees?

Registration information is available in this newsletter and on the Trustee Alliance website: www.fomltrusteealliance.org



FOML Friends Fall Workshop

Thursday, October 13, 2016, 8:30 to 3:00

Kalamazoo Public Library - Central Branch

315 S Rose St

Kalamazoo, MI 49007

Call Patrick at (269) 553-7886 for more library info

***Parking is available on upper level of Epic Center Ramp
and will be validated by FOML!***

Registration deadline is Friday, Sept 30, 2016 ~ No refunds after Oct 7, 2016

	# Attending	Fee	Sub-Total
<i>"Knowledge Is Power: Managing Your Friends Group for Optimal Friend-ly Service"</i>			
FOML members	_____	x \$20 =	\$ _____
non-members	_____	x \$30 =	\$ _____

Not a FOML member? Sign up at our [membership page!](#)

TOTAL \$ _____

Contact name

Contact email

Contact Phone #

Library affiliation

Name(s) of those attending workshop:

Dietary issues? (diabetic, vegetarian, etc.)

_____	_____
_____	_____
_____	_____
_____	_____

What issues would you like to discuss during "Table Talks"? (Use the back of this form if necessary.)

Please make check out to ***"Friends Of Michigan Libraries"*** and mail with registration form to:

FOML - c/o The Library Network

ATTN: Judith Kozakowski

41365 Vincent Court

Novi, MI 48375

Questions or concerns: email judith.kozakowski@foml.org or call Judith at (248) 536-3100, extension 103.

You will also find more information about FOML, membership, and the workshops at www.foml.org



FOML Trustee Alliance Workshop Registration

Friday, October 14, 2016

Kalamazoo Public Library - Central Branch

315 S Rose St

Kalamazoo, MI 49007

Call Patrick at (269) 553-7886 for more library info

***Parking is available on upper level of Epic Center Ramp
and will be validated by FOML!***

Registration deadline is Friday, Sept 30, 2016 ~ No refunds after Oct 7, 2016

		# Attending	Fee	Total
“Knowledge is Power: What Trustees Need to Know about Library Governance” <i>With special guest speaker Josie Parker</i>	FOML Members	_____	x \$20 =	\$ _____
	non-members	_____	x \$30 =	\$ _____
	TOTAL			\$ _____

Contact name

Contact email

Contact Phone #

Library affiliation

Name(s) of those attending workshop:

Any dietary issues? (diabetic, vegetarian, etc.)

Please send registration form and check made out to: Friends of Michigan Libraries

Not a FOML Trustee Alliance member?
Sign up on our [membership page!](#)

FOML - % The Library Network
ATTN: Judith Kozakowski
41365 Vincent Court
Novi, MI 48375

Questions or concerns: email to judith.kozakowski@foml.org or call Judith at (248) 536-3100, ext 103.

**You can also register online, find more information about the FOML Trustee Alliance, and membership at
www.fomltrusteealliance.org**



This project is supported in part by the Library of Michigan with federal funds from the Institute of Museum and Library Services.

The Institute of Museum and Library Services is the primary source of federal support for the nation's 122,000 libraries and 17,500 museums.

The Institute's mission is to create strong libraries and museums that connect people to information and ideas.

Friends Activities From Around the State

*By Jennifer Kundak
Chelsea District Library*

[Friends of the Chelsea District Library](#) planned a dedication ceremony of a newly planted tree to kick off the 10th Anniversary Celebration of the [Chelsea District Library's](#) renovated building, on August 18. The public was also invited to continue the commemoration with more festivities at the library through the evening. The tree planting was made possible by an Action Team grant to a member of Thrivent Financial, also a member of FCDL.

[Friends of the Escanaba Public Library](#) held the Annual Ice Cream Social and Book Sale in the Library Garden on June 15. Friends provided complimentary cake and ice cream, and entertainment by the Escanaba City Band. In an effective use of popular social media, the Friends posted an excellent promotional/outreach video on their Facebook page for this event.

[Friends of the Flint Public Library](#) held their July Ice Cream Social featuring the Genesee Valley Concert Band. Plus they are a sponsor of "Blues on the Library Lawn" in late August.

[Friends of the Ferndale Public Library](#) held a Southern Soiree in the Garden of Good & Evil, an evening of food, drink and entertainment to say thank you to all Friends. Current and future Friends (who could sign up with dues) were invited to mingle and dance under the stars at the magical courtyard event. Take a peek at their July 31 Facebook page post for fab, fun photos of a night to remember!

[Friends of the Livonia Library](#) celebrated [National Library Week](#) in April with sponsoring a Stuffed Animal Pet Show during storytime. Children brought their favorite stuffed animal to participate in the Pet Parade and Award ceremony. Guest reader was Dr. Eugene Scherline, from Genesee Valley Veterinarian Hospital.

[Friends of the Otsego District Public Library](#) staffed the successful June Scholastic Book Sale for their library, which sold \$3809 in books. This earned them \$2000 worth of free Scholastic books. That helps add many great new titles to the children's and teen collections!

Send your Friends newsletters to us anytime: newsletters@foml.org. Thank you - we always love hearing from **you**!



Your FOML Board of Directors

President: Paul Snyder, Northville District Library
Vice-President: Allison Arnold, St. Clair County Library System
Secretary: Patricia Orr, Livonia Civic Center Library
Treasurer: Sandra Brown Gellis, Flushing Area Library

Director/Newsletter Editor: Mary Beall, Southfield Public Library
Director: Trish Burns, Bay County Library System
Director: Claudia Diaz, Albion College
Director/Archivist: Jim Doyle, Livonia Civic Center Library
Director: Gerald Furi, Farmington Community Library (Retired)
Director: Shelley Gach-Droz, Huntington Woods Public Library
Director: Darnell Gundy-Reed, Muskegon Area District Library
Director/Past President: Charles Hanson, Kettering University
Library/United For Libraries Representative

Director/Newsletter Assistant + Workshop Assistant:
Jennifer Kundak, Chelsea District Library

Director: Roger Mendel, Northland Library Cooperative
Director: Michael Mok, Grosse Pointe Public Library
Director: Linda Sickles, Orion Township Public Library
Director: Avery Weaver, Emery-Pratt
Director: Trudi Werner, Kettering University Library

Trustee Alliance Representative: Shirley A. Bruursema,
Kent District Library

Advisor: Denise Hooks, Mideastern Michigan Library Cooperative
Advisor: Ann Ingles, Petoskey District Library
Advisor: Lee Ann Messimer, Escanaba Public Library
Advisor: Betty Newton, Livonia Civic Center Library
Advisor: Cindy Lou Poquette, Indian River Public Library
Advisor: Shannon White, Library of Michigan

Membership/Workshop Coordinator: Judith Kozakowski,
The Library Network



Graphic Layout: Linda Pierce, Kettering University Library



Among Michigan Friends

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FOML would like to
thank Gale Cengage
Learning for its support
of this newsletter.

Administrative
questions and editorial
contributions may be
directed to Charles
Hanson, Kettering
University Library, at:
chanson@kettering.edu



Friends of Michigan Libraries

% The Library Network
Attn: Judith Kozakowski
41365 Vincent Court
Novi, MI 48375

FOML thanks...

Gale Cengage Learning

for their generous grant.



We appreciate your
ongoing support

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 grants, the Trustee Alliance, contact information, and photo galleries. You can help build this website by sending us a photo of your library for inclusion on the website.

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.

With a Little Help From Our Friends

FOML is pleased to have so many Friends in the publishing world who have donated either money or supplies to help FOML carry out its services to Michigan Friends. For example, FOML has received financial contributions from Omnigraphics and Gale Cengage Learning.



Others have supplied materials for our workshops: bags from Scholastic, pens from Doris Taylor (representing Quality Publishers), pens and note pads from Emery Pratt. Thanks to all who contribute! To quote from a Beatles song, we "get by with a little help from our Friends."



Mark Your Calendar!

Wednesday, September 7	FOML Board Meeting
Friday, September 30	Deadline for receipt of FOML Grant applications
Wednesday, October 5	FOML Board Meeting
Thursday, October 13	FOML Fall Friends Workshop, <i>Kalamazoo Public Library ~ Central Branch</i>
Friday, October 14	FOML Fall Trustee Alliance Workshop, <i>Kalamazoo Public Library ~ Central Branch</i>
October 16-22	11th annual "National Friends of Libraries Week"
October 26-28	MLA Annual Conference, Lansing, MI
Spring of 2017	FOML & Trustee Alliance Spring Workshops

NOTE: FOML Board meetings are conference call meetings and are held the first Wednesday of the month at 10:00 a.m. Any FOML member who wishes to participate should email the [FOML President](mailto:president@foml.org) (president@foml.org) requesting conference call information.