



Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

Volume 27 Issue 1

Spring 2020

www.foml.org

FOML 2020 Resolutions: Learn, Grow, Sustain, Advocate!

Welcome to a new year with FOML! The FOML Board has been hard at work streamlining and innovating to make this year the best yet for Friends. Strategic Planning for 2020 includes improving communication, member resources, and opportunities to promote Michigan Friends and advocate for Michigan libraries.

One major change was the decision to focus on presenting “Talk About” meetings in the Fall rather than Fall workshops in order to give Friends members a chance for open sharing and discussion about the topics that mean the most to them. Thursday, October 10th, a Talk About Friends meeting was held at the Charlevoix Public Library from 1:00 – 3:30 pm, and on the following day a Talk About Trustees meeting took place from 9:00 am – 1:00 pm. The meetings provided excellent and needed opportunities for Friends and Trustees to engage in meaningful dialogue about challenges and issues facing their respective groups. The evaluations were extremely positive and supportive of this new opportunity to talk with others. Special thanks to the Friends of the Charlevoix Public Library for refreshments and library tours. Stay tuned for future “Talk About” sessions!

This winter is jam packed with opportunities for Friends to learn, grow, sustain and advocate:

- *Millage Campaigns: The Nuts and Bolts*. One-day workshop to learn strategies for successful millage campaigns. Library of Michigan, March 2, 2020
- *Sustainability*. Meeting the needs of the present without compromising the needs of the future. FOML Spring Workshop and Fred Ruffner Symposium. Portage District Library, March 26, 2020.
- *Dream, Believe, Achieve Leadership*. Packed with informative sessions for Library Friends. Loleta Fyan Small and Rural Libraries Conference. Grand Traverse Resort, April 13-15.
- *Michigan Library Legislative Day*. Join information professionals from across the state to advocate for our libraries with your legislators. Lansing, April 22.

Further information about all these events is located within this newsletter. Hope to see you!

How can your FOML Board help make 2020 your best year yet?

Millage Campaigns: The Nuts and Bolts

Library of Michigan, Tuesday, March 3, 2020

This full day workshop provides information and details for libraries considering or planning for a millage. Presenters will focus on millage law and ballot requirements as well as other considerations for libraries and their communities. The workshop includes: strategies for successful millage campaigns; timeline, budgets & fundraising; marketing tips and strategies; the roles of administration, staff, trustees, friends and volunteers; and a discussion of marketing and branding for success. Morning refreshments, lunch and an afternoon snack will be provided for attendees.

- 9:30 am Registration – coffee/tea and light refreshments
- 10 am Marketing Strategies – Scott Duimstra, Executive Director, Capital Area District Library
- 10:45 am Break
- 11 am Legal Issues: Millage Proposals & Millage Campaigns – Anne Seurnynck, Foster Swift Collins & Smith PC
- 12 pm Lunch – Taco Bar
- 12:45 pm Winning a Millage Campaign – Shirley Bruursema, Kent District Library
- 1:45 pm Clare Membiela, Library Law Consultant, Library of Michigan
- 2:30 pm Break
- 2:45 pm Lessons Learned: Panel Discussion
- 3:30 pm Questions and Answers
- 4 pm Adjourn

Location: [Library of Michigan, 702 W. Kalamazoo, Lansing, MI](#)

Library directors, staff, trustees and friends are all welcome to attend.

Registration is \$45 per person, and includes materials, refreshments, and lunch.

Please register online at [The Library of Michigan](#)

FOML Spring Workshop and Fred Ruffner Symposium “Sustainability” March 26, 2020

Keynote: “Engaging with More Diverse Audiences”

Friends of the Library organizations exist to support libraries through activities such as volunteering, fundraising and advocacy. But in today’s rapidly changing environment, the same old engagement strategies aren’t as effective. In this keynote, we’ll talk about creative ways that library Friends organizations can rethink engagement, investing in strategies that will diversify their membership, energize their activities and bring new and different resources to their libraries.

Breakout Session: “How Library Friends Can Be Super Supporters”

Now that you have identified ways you can engage, diversify and energize your membership, what’s next? Library Friends are uniquely positioned to serve as “super supporters” for their libraries at the local level. We’ll discuss several strategies you can use to work in partnership with library staff to raise awareness and communicate the value and impact of your library. These include strategies such as special campaigns, media relations, fun events and more. Come learn how you can take your Friends support to the next level!

Speaker: Cordelia Anderson has twenty years’ experience creating marketing and communications strategies for highly visible organizations. During her tenure as Director of Marketing & Communications for Charlotte Mecklenburg Library, she implemented many innovative marketing and communications strategies that earned her team the inaugural *Library Journal* Marketer of the Year Award and the John Cotton Dana Award. Cordelia now runs her own consulting company, working with clients in libraries, educational organizations, nonprofits and governments. She has spoken at many meetings and conferences, including the American Library Association Annual Conference, Internet Librarian, Computers in Libraries and Library Marketing & Communications Conference.

2019 Outstanding Friends of the Library Award

The FOML Awards Committee has selected the **Friends of the Albion District Library** as the winner of the 2019 Outstanding Friends of the Library Award. Their application provided outstanding activities that their Friends organized and implemented for several centennial themed events highlighting the 100th anniversary of the library.

The award will be presented to the Friends of the Albion District Library at the FOML Annual Membership Meeting (and Workshop) on March 26, 2020 at the Portage District Library.



Friends of Michigan Libraries
Spring Workshop and Fred Ruffner Symposium
Portage District Library
Thursday, March 26, 2020

Sustainability

“Sustainability is most often defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.” --Investopedia

- 8:30 am Registration and breakfast refreshments
- 9:00 am Welcome: Jill Sodt, FOML President
Christy Klien, Library Director, Portage District Library
Toni Yannie, President, Friends of the Portage District Library
- 9:10 am FOML Annual Membership Meeting and Board Election, Jill Sodt, FOML President Presiding
2019 FOML Merit Award Winners Presentations
- 9:30 am Introduction: Rebecca Higgerson, FOML Workshop Chair
Keynote Speaker – Fred Ruffner Symposium—“Engaging with More Diverse Audiences”,
Cordelia Anderson, Cordelia Anderson Consulting
- 10:30 am Morning break
- 10:45 am Seeking Grants, Karren Reish, Library of Michigan
- 11:45 am Lunch with optional library tour
- 12:45 pm Breakout Session—Cordelia Anderson: “How Library Friends Can Be Super Supporters”
- 1:45 pm GROUP DISCUSSION (topic TBD)
- 2:15 pm Afternoon break
- 2:30 pm GROUP DISCUSSION (topic TBD)
- 3:00 pm Evaluation and Adjournment

Morning and afternoon refreshments generously provided by the [Friends of the Portage District Library](#)

This project is funded in part with a Library Services and Technology Act grant from the Institute of Museum and Library Services administered by the Library of Michigan



**FOML Spring Workshop and
Fred Ruffner Symposium**
Thursday, March 26, 2020, 9:00 am to 3:00 pm
Portage District Library
300 Library Lane
Portage, MI 49002

“Sustainability”

We encourage you to talk about one of your best projects.
Share your success stories with other Friends groups.
If you wish, bring handouts, pictures or any other presentation/display materials to share.

**Registration deadline is Thursday, March 19, 2020 ~
No refunds after March 20, 2020**

Members \$25 / Non-members \$35

Register online at:

<https://fomlevents.org/events/spring-workshop-and-fred-ruffner-symposium-2020/>

**Pay by credit card, or generate an invoice to send with your check
after registering**

Please contact Workshop Registration Coordinator
Janet Newell janet@foml.org
with questions

You will also find more information about FOML membership at
www.foml.org

Loleta Fyan Small & Rural Libraries Conference:
“Dream, Believe, Achieve Leadership”
April 13-15

Registration for the 2020 Loleta Fyan Small and Rural Libraries Conference
is now open

Monday, April 13—Wednesday April 15, 2020

Grand Traverse Resort, Acme, MI

Featuring many great programs for Friends and Trustees!

To learn more about the schedule, sessions, events, lodging and registration,
please visit www.michigan.gov/fyanconference

Michigan Library Association Advocacy Day
April 22, 2020

Please join the Michigan Library Association and library professionals from across the state as we converge in Lansing to voice support for policies and funding that support our statewide library community. Beginning at the offices of Government Consulting Services, Inc., the day will include a morning session to gear-up for the day and will conclude with personal appointments with your legislators at the state Capitol building.

By coming together cohesively we can promote our libraries in a visible way, and by our numbers, show the importance of libraries from all corners of Michigan. Face-to-face discussion is the most effective means of communication and together we can help set a foundation of a great working relationships with your representatives. While this event is important, it is only a one-day meeting, and MLA hopes you will use this as a launchpad to open an ongoing line of dialog with your elected officials going forward.

Contact: MLA at mla@milibraries.org or (517) 394-2774

For information about the full day schedule of events, visit <https://www.milibraries.org/advocacy-day>

Joining Friends of Michigan Libraries Just Became Easier!

Now you can become an FOML member by signing up (or renewing!) online using our easy, secure membership service.

1. On our website, go to foml.org/membership.
2. Select from the membership categories the one that best fits your library's needs. All membership categories are explained in detail on the membership webpage.
3. Fill in the requested information in the online form.
4. Select the method of payment. Payment can be made by credit card securely through Paypal. Or you can select Invoice and will be able to print out an invoice to mail in with your check.
5. If you need assistance in completing the online membership form, please ask your librarian or library director for help. Or contact Janet Newell, FOML Membership Coordinator, at janet@foml.org or by phone at 734-506-841.

Membership Term

- Membership will be for the calendar year.
- Notification of membership renewal will be sent via email for the upcoming year.

Membership Benefits

- Access to information exchange about Friends groups throughout Michigan
- An electronic copy of the FOML Newsletter which is filled with ideas and projects from Friends
- Access to "*A Manual for Michigan Friends*" (digital publication on the FOML website)
- The opportunity to participate in FOML workshops at member rates
- Opportunities to help develop the FOML website through your member contribution of library photographs and other material
- Receive information about the FOML Board and its activities and plans
- Eligibility for the Harriet Larsen Founders Award and the annual FOML Award of Merit
- Assistance (upon request) from a FOML Board member about questions and concerns involving Friends development and organization
- An opportunity to become a member of the FOML Board and work toward the improvement of Friends' services
- Establish networking connections among Michigan Friends groups and participate in the FOML listserv

Friends of Michigan Libraries Membership Guide

INFORMATION SUPPORT ADVOCACY

THE MISSION OF
THE FRIENDS OF
MICHIGAN LIBRARIES
IS TO SUPPORT THE
ACTIVITIES OF
LOCAL MICHIGAN
LIBRARIES AND TO
BE ADVOCATES FOR
LIBRARIES AT THE
STATE LEVEL.

FOML serves as a clearing house and information center for all Friends groups in the State of Michigan by planning meetings to exchange ideas, by supporting a newsletter to go to member groups, and by offering workshops and speakers to help advance the goals of Friends working with libraries, whether as program planners, as volunteers, as advocates of library legislation or as a source of financial contributions and support.

FOML Mailing Address:

Mideastern Michigan Library Cooperative
503 S. Saginaw St., Ste 711
Flint, MI 48503

For information:
734-8-506-8410

ANNUAL MEMBERSHIP LEVELS

INDIVIDUAL

Individual: \$20
Patron: \$100
Lifetime: \$500

GROUP

Group: \$45
Patron: \$100
Lifetime: \$500

- Go to www.foml.org/membership and select the desired level of membership.
- FOML memberships are for a calendar year.
- Notification of membership renewal will be automatically sent via email for upcoming year.

foml.org/membership

MEMBERSHIP BENEFITS

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INFORMATION SUPPORT ADVOCACY



foml.org/membership

Your FOML Board of Directors

President: Jill Sodt, Mott Community College
Vice-President: Melanie Baldwin, Ann Arbor District Library
Secretary: Jill Mason, Albion College
Treasurer: Charles Hanson, ALA United For Libraries Rep

Director: Kate Pohjola Andrade, Woodlands Library Cooperative
Director: Mary Beall, Southfield Public Library
Director Emeritus: Jim Doyle, Livonia Civic Center Library
Director: Gerald Furi, Farmington Community Library (retired)
Director: Shelley Gach-Droz, Huntington Woods Public Library
Director Emeritus: Darnell Gundy-Reed, Muskegon Area District Library
Director: Sandra Brown Gellis, Flushing Area Library
Director: Yolanda Haynes, Southfield Public Library
Director: Rebecca Higgerson, Brandon Township Public Library
Director: Marcella Kinsey, Ypsilanti District Library
Director Emeritus: Jennifer Kundak, Chelsea District Library
Director: Jill Mason, Albion College Library
Director: Roger Mendel, Northland Library Cooperative
Director: Michael Mok, Library Consultant
Director: Patricia Orr, Livonia Public Library
Director: Cathy Russ, Troy Public Library
Director: Trudi Werner

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

Advisors: Ann Ingles, Petoskey District Library
Paul Snyder, Friends of the Commerce Library
Shannon White, Library of Michigan

Web Developer and Membership Coordinator:
Janet Newell, Island River Digital

FOML Fiscal Agent: Mideastern Library Cooperative
Eric Palmer, Director and Irene Bancroft, Administrative Specialist



Among Michigan Friends

is published
two times a year
as part of
membership in the
Friends of Michigan
Libraries.

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

Administrative
questions and editorial
contributions may be
directed to the FOML

President at

president@foml.org



Friends of Michigan Libraries
% Mideastern MI Library Cooperative
Attn: Irene Bancroft (FOML)
503 Saginaw Street
Flint, MI 48502

FOML thanks...

Gale Cengage Learning
for their generous grant.



We appreciate your
ongoing support of Michigan Friends!

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, February 5
Tuesday, March 3
Wednesday, March 4
Thursday, March 26
Friday, March 27
Wednesday, April 1
April 13-15

Wednesday, April 22
Wednesday, May 6
June 25-30
Fall 2020 TBD
Fall 2020 TBD

FOML Board Meeting
Millage Campaigns: The Nuts and Bolts, Library of Michigan
FOML Board Meeting
FOML Spring Friends Workshop, Portage District Library
FOML Spring Trustee Alliance Workshop, Portage District Library
FOML Board Meeting
Dream, Believe, Achieve Leadership: Loleta Fyan Small & Rural
Libraries Conference, Acme, MI
MLA Advocacy Day, Lansing, MI
FOML Board Meeting
ALA Annual Conference, Chicago, IL
Talk About Friends, Upper Peninsula
Talk About Trustees, Lower Peninsula