



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



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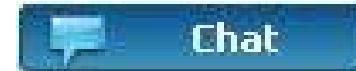
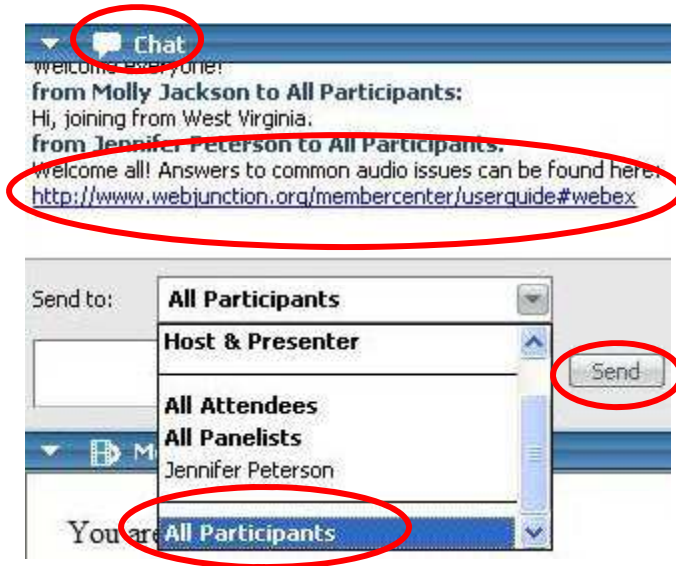
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**Step 1:** Type in the dialog box.

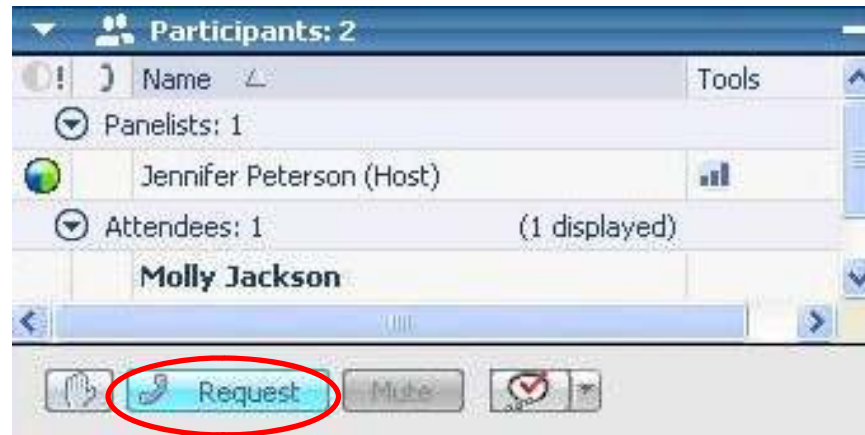
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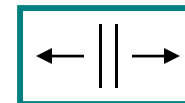
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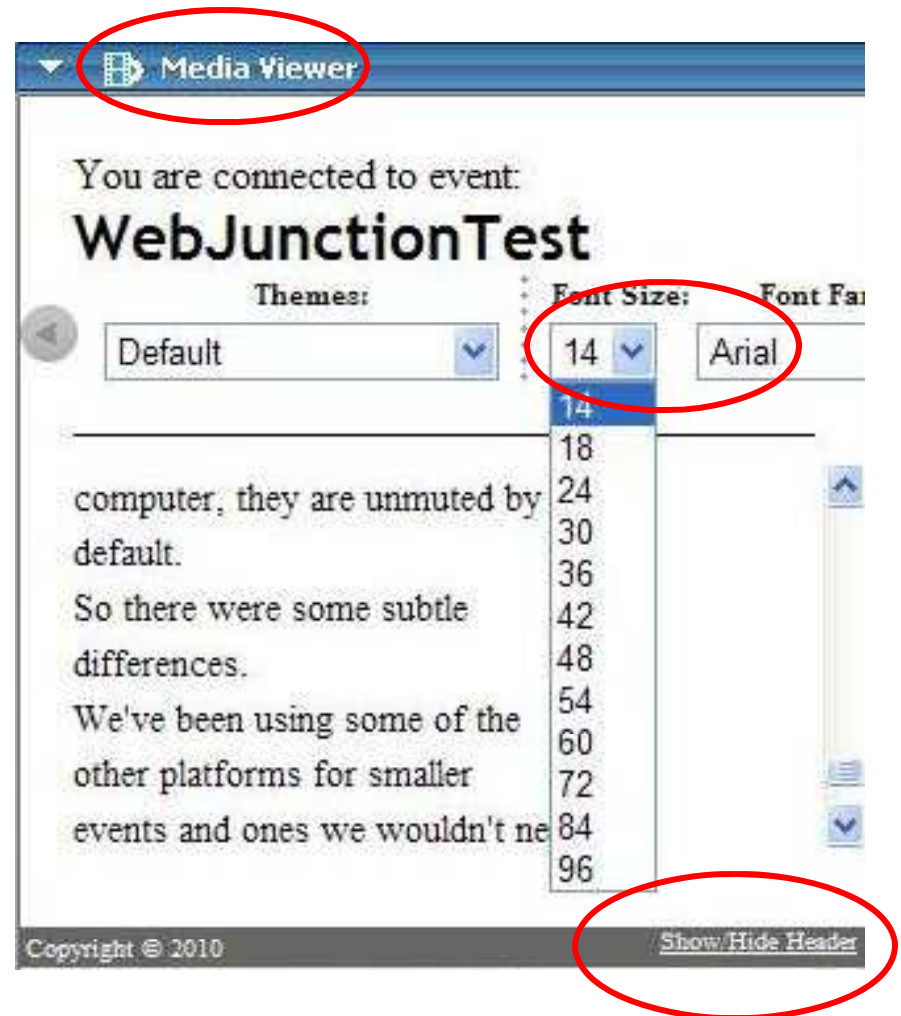
- Panels can be minimized or expanded
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- Size can be adjusted or presentation can be viewed “full screen”
- Use this menu at bottom right to return to panel view





# Closed Captioning is available

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Remember to chat privately with  
**WJ Support** if you need technical  
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Other Technical problems?

**Contact WebEx support**

**Event Number: 713 459 855**

**Phone: 1-866-229-3239**



# Today's Producers



**Jennifer Peterson**

Host/Moderator

WebJunction  
Community Manager



**Kendra Morgan**

'WJ Support'

WebJunction  
Program Manager





*ARSL Mission: To provide a network of people and materials to support rural and small library staff, volunteers, and trustees to integrate the library thoroughly with the life and work of the community it serves.*



# Today's Panelists

**Sally Gardner Reed**  
Executive Director,  
ALTAFF (Association  
of Library Trustees,  
Advocates, Friends  
and Foundations)



**Jim Minges**  
Director,  
Northeast Kansas  
Library System  
and  
Minges & Associates



**Kim Armentrout**  
Public Library  
Consultant,  
The Library of Virginia



# ALTAFF

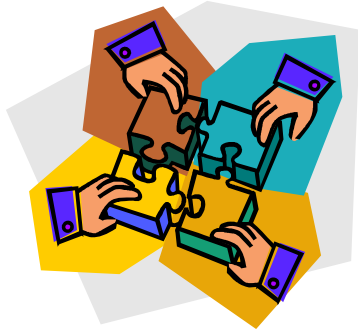


Association of Library Trustees,  
Advocates, Friends and Foundations

*A division of the American Library Association*

Behind every successful library,  
there's bound to be a Director and  
Board of Trustees who work effectively  
together and understand their  
different roles!





# General Administrative

## **Library Director**

The library director is responsible and makes the decisions for the daily operations of the library including:

- Staffing
- Collection Development
- Purchases
- Outreach & Marketing

## **Trustees**

The library Board (if governing v. advisory) hires the library director and evaluates his or her performance on an annual basis. This evaluation is the time to discuss the quality of the director's decision making based on outcomes.



# Policy



## **Library Director**

The library director appraises the Board of the need for new policies and gives them the background and support for their development.

The policies create the framework within which the library director operates and makes decisions.

## **Trustees**

The trustees are responsible for adopting policies to govern the library's operations and include:

- Personnel
- Collection Development
- Internet Use
- Facilities Management



# Fiscal

## Library Director

- The library director is responsible to the daily operational decision making regarding purchases.
- Presents the Board with a monthly report.
- Prepares the annual budget in consultation with Board.

## Trustees

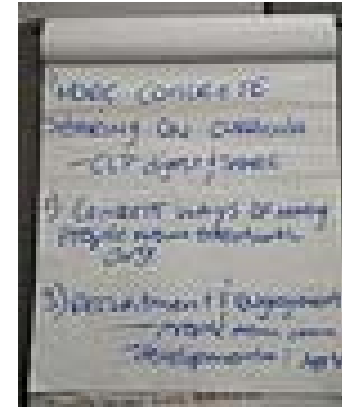
- Trustees work to ensure that the library has the funding it needs to deliver quality services.
- Give feedback and advice regarding the annual budget.
- Assist in the presentation of the library's annual budget request.



## Library Director

- Coordinates and implements long-range planning process with the Board, Friends, staff, and community.
- Gives status reports to Board on regular basis.
- Designs programs and strategies for accomplishing goals.

# Planning



## Trustees

- Ensures that the library has a long range or strategic plan.
- Works with staff, community, and Friends in developing the vision, mission and goals of the library.
- Ensures that the library makes progress in plan.



# Trustee Academy

Available online October 15, 2010

A great opportunity to increase Trustee knowledge about their jobs and increase their effectiveness on behalf of their libraries!



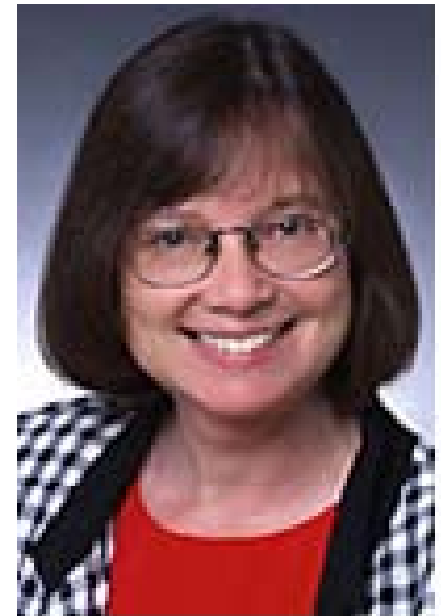
Association of Library Trustees,  
Advocates, Friends and Foundations

*A division of the American Library Association*

# Trustee Basics, Part I

## Presenter: Lynn Stainbrook

- Role of the Trustee in the Community
- Who speaks for the Board
- Governing v. Advisory Boards and their differing roles
- Holding effective Board meetings
- Board self-assessment



# Trustee Basics, Part II

## Presenter: Lynn Stainbrook

- Understanding and setting policy
- Understanding and supporting intellectual freedom and patron privacy
- Meeting state standards
- Trustee liability and fiduciary responsibilities
- Trustee ethics

# Working With Library Director

Presenter: Peggy Danhof

- Understanding and respecting different roles
- Evaluating a director's performance
- Hiring a new library director



# The Library's Budget

## Presenter: Christine Hage

- Learning and understanding how your library is funded
- Understanding how spending decisions are made and who makes them
- Understanding library financial reports
- Making powerful budget presentations
- Developing auxiliary funding sources



# Advocating for Your Library

## Presenter: Carol Brey-Casiano

- Sowing the ground with a public awareness campaign
- Designing an advocacy campaign
- Collaborating with stake holders
- Implementing the campaign



# Costs for Individuals

## Ala Carte:

- \$30 per course for ALTAFF members
- \$40 per course for non-members

## Complete Academy

- \$115 for ALTAFF members
- \$125 for non-members

# Costs for Full Board

## Full Academy

- \$225 for ALTAFF members
- \$300 for non-members



[www.ala.org/altaff](http://www.ala.org/altaff)

Go to our website and click on “Trustees” to sign up!

**ALTAFF**



Association of Library Trustees,  
Advocates, Friends and Foundations

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# ALTAFF *"Citizens for Libraries"* Association of Library Trustees, Advocates, Friends and Foundations

Sections ▾ News ▾ Events & Conferences ▾ Products & Services ▾ Members & Affiliates Only ▾

Search ALTAFF:

- ▶ About ALTAFF
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### Paula Poundstone Supports Friends and Libraries

Emmy-award winning comedian Paula Poundstone helps raise awareness for Friends of the Library groups. As ALTAFF's national spokesperson, Poundstone lends her name, voice, and humor to help Friends groups around the country.

1 2 3 4 5 ▶

## Welcome to ALTAFF - "Citizens for Libraries"

The Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) is a division of the American Library Association (ALA) with approximately 5,000 Friends of Library, Trustee, Foundation and individual members and affiliates representing hundreds of thousands of library supporters. Begun in early 2009 with the merger of Friends of Libraries U.S.A. (FOLUSA) and ALTA, the new division brings together Trustees and Friends into a partnership that unites the voices of citizens who support libraries to create a powerful force for libraries in the 21st Century.

## Authors for Libraries

Connecting Authors & Libraries  
Association of Library Trustees, Advocates,  
Friends and Foundations

"The first time I went into a library, I got so excited I almost wet my pants."

Roy Blount Jr.

## ALTAFF News & Highlights

- [Nominations now being accepted for 2011-2012 and 2012-2013 board positions](#)
- [Tell what You think: Participate in ALTAFF's Survey for Friends Groups](#)
- [Special Offers from BRC Audiobooks America and Better World Books](#)
- [Apply now for an ALTAFF Books for Babies Matching Grant, sponsored by Nordstrom](#)

### Friends Group Survey



Your Opinion Counts ...

Help us help you! Fill out the Friends group survey today.

### New From ALTAFF



Friend your library today! Learn more.

### New Trustee Handbook



Introducing *The Complete Library Trustee Handbook* from ALTAFF. Special member and affiliate rate! Order your copy today!

### ALTAFF on Facebook



Follow ALTAFF on Facebook and help spread the word about library advocacy and more. Become a Fan

### ALTAFF in ALA Connect

# Join Us!

- Boards of Trustees – Services Only
  - \$50 per year, library budget <\$1 million
  - \$80 per year, library budget \$1 million - \$5 million
  - \$125 per year, library budget over \$5 million

## Individuals – Full Participating Members

- \$59 for ALA membership, \$50 for ALTAFF membership



# Advocacy for All Seasons



Association of Rural and Small Libraries  
September 14, 2010

# Advocacy for All Seasons

A year-round strategy for library trustees  
to cultivate relationships  
and advocate for library service

# Advocacy for All Seasons

1. Trustees and advocacy relationships
2. Advocacy is a year round process
3. The four seasons of advocacy

# Trustees and Advocacy Relationships

- ✓ Trustees are the library's best and most essential advocates.
- ✓ Have no fear: advocacy is just the cultivation of relationships.
- ✓ Widen your circle of relationships: would you rather ask a favor of a friend or a stranger?

# Widening the Circle of Trustee Relationships

- Be involved in at least one community organization.
- Participate in community meetings and forums that extend beyond library issues.
- Seek a personal relationship by at least one trustee with each key decision maker.



# Advocacy is a year round process

- ✓ You can't harvest a garden that you haven't planted and tended.
- ✓ Most of the work happens before the harvest.

# The Four Seasons of Advocacy

- ✓ Summer: Thank you and hello
- ✓ Fall: Remember me?
- ✓ Winter: Making the pitch
- ✓ Spring: Bringing in the harvest

# Summer: Hello!

- ✓ Informal contacts:
  - Library tours, one-on-one chats, etc.
  - General discussion of library services
  - Reports on library accomplishments
  - Be regular attendees at local government meetings
  - Going where they are: community organizations, meetings, photo-ops

# Summer: Hello

- ✓ Primary campaigns:
  - Getting acquainted:
    - Telling the library story
    - Forums and Discussions
- ✓ Risky business: contributing to candidates

# Summer: Thank You!

- ✓ Thank your representatives no matter how they voted!
- ✓ Send them a letter or handwritten note of appreciation
- ✓ Give them a Photo Op!
  - Summer Reading Program
  - Ribbon cutting for new programs or facilities.
  - Thank you event

# Fall: Remember Me?

- ✓ General election campaigns
  - Forums and discussions
  - Working with partners
  - Turning out the voters: meetings and polling places

# Fall: Remember Me?

- ✓ Report regularly on library programs.
- ✓ Prepare budget requests and other library proposals early.
- ✓ Understand library priorities and requests.
- ✓ Be prepared to explain requests and answer questions.
- ✓ Talk with legislators about your priorities before the end of the year.

# Winter: Making the Pitch

- ✓ Ask your own representative to support your specific priorities.
- ✓ Ask committees for favorable action.
  - Know what committees your representative is on.
- ✓ Attend committee and budget hearings.
- ✓ Work in coordination with the entire library board and with library supporters.



# Spring: Bringing in the Harvest

- ✓ Be alert to impending actions.
- ✓ Be ready to respond immediately.
- ✓ Contact your representatives before votes.
- ✓ **Don't forget to say Thank You!**

# Thank You!

Jim Minges

Northeast Kansas Library System  
and Minges & Associates

<http://mingesassociates.com>

[jminges008@gmail.com](mailto:jminges008@gmail.com)

# Rural Library Trustees As Advocates



## 10 Strategies & Tactics

Kim Armentrout  
Public Library Consultant  
The Library of Virginia

# Strategies & Tactics



- 1. Be a writer for your library**

# Strategies & Tactics



**2. Speak to Civic groups**

# Strategies & Tactics



3. **Build coalitions with others**

# Strategies & Tactics



- 
- 
- 
- 4. Secure funding for the library**

# Strategies & Tactics



5. **Offer the library's services as goodwill gesture**



# Strategies & Tactics



- 
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- 
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- 
- 6. Present facts, figures and evidence to funding bodies**

# Strategies & Tactics



7. **Familiarize yourselves with funding mandates**

# Strategies & Tactics



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  7. \_\_\_\_\_
  8. \_\_\_\_\_
- 8. Develop frank and open relations with officials year-round**

# Strategies & Tactics



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  8. \_\_\_\_\_
  9. \_\_\_\_\_
- 9. Know the political process and key players, and learn ways to affect decision making**

# Strategies & Tactics



**10. Follow the basic rules of etiquette when contacting elected officials**



# Question and Comments





## On WebJunction

[webjunction.org/trustees](http://webjunction.org/trustees)

**Crossroads** (monthly newsletter)

[webjunction.org/crossroads](http://webjunction.org/crossroads)

**Association for Rural & Small Libraries**

[www.arsl.info](http://www.arsl.info)



**ARSL**

The Association for Rural & Small Libraries

2010 Joint Conference Oct 14-16 Denver, CO



**ALTAFF**

[www.ala.org/altaff](http://www.ala.org/altaff)