



Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

Volume 21, Issue 2

Fall 2014

www.foml.org

Message from the FOML President: Advocacy

Paul Snyder



*Paul Snyder
FOML President*

As this is written the August primary elections draw closer and with it some library millage proposals will be decided. FOML's Trustee Alliance representative, Shirley Bruursema, has been working tirelessly with several libraries to help them in that effort. Bolstering the perception that more attention needs to be paid to educational services in the state is a report from the Center for Michigan called Michigan Speaks. This report can be found at:

http://thecenterformichigan.net/wp-content/uploads/2014/05/2014-Citizens-Agenda_online.pdf

Millage elections and Friends' involvement in them was the topic of our very successful workshop held at the beautiful Canton Public Library in April. Those attending heard presentations from those who have deep experience in library millages and Friends' advocacy for them. That topic will also be the primary focus of

(Continued on page 2)

Library Advocacy

A Helpful Power Guide from United for Libraries

Friends groups can make the difference between a budget increase and a budget cut for their libraries. As much money as Friends raise through book sales and other activities, a 1% increase in your library's budget can add up to tens of thousands of dollars or more depending on the size of your library's budget. Not only that, but many libraries across the country owe their new additions or new buildings to an effective advocacy campaign waged by the Friends to ensure community support. You can make a long lasting and significant difference for your library through advocacy.

NEW! Power Guide for Successful Library Advocacy

United for Libraries, along with the Neal-Schuman Foundation, believe strongly that advocacy can and does work. We've seen evidence of it from coast to coast in all types of libraries at the local and the state levels. Developing an advocacy campaign, as you will soon see, is not rocket science but it does take dedication, hard work, a core group of people who are passionate about the cause and the support of many, many people in your community. This guide will take the mystery out of advocacy, provide you with an organized step-by-step approach, and allow you to develop a set of strategies that will motivate your community to pressure funders to support the library or in the case of a referendum or a bond issue – to vote "yes."

Citizens-Save-Libraries Power Guide:
<http://www.ala.org/united/powerguide>

What's Inside: →

How FOML Workshops are Planned	2
Photos From the Spring FOML Workshops	3-4
Rural Libraries Conference.....	5
Fall FOML Workshops	6
Fall FOML Workshop Agenda and Registration Form	7-8
Fall Trustee Alliance Agenda and Registration Form.....	9-10
Activities From Around the State.....	11
Cooperative News	12

President's Message (cont'd.)

(Continued from page 1)

the Friends' workshop scheduled for September 11 at the Cascade Branch Library of the Kent District Library.

Moving forward the FOML has completed arrangements to move some of its services from the Kettering University Library in Flint to The Library Network (TLN) offices in Novi. TLN Director Jim Pletz has worked diligently as has his staff to complete this transition, and they have our thanks.

Finally, if you haven't viewed FOML's website in a while, you will discover a fresh re-design that FOML believes adds significant value to your experience. New formats make navigating our site more intuitive and it has tremendous eye appeal. You can now use your mobile devices to renew and pay for your memberships using the secure PayPal site. Soon, we hope to add registering for the FOML workshops through PayPal as well. Many hours of work and creativity have gone into its development. Please give us your feedback on how our website (www.foml.org) serves your needs.

FOML Workshops: How They Work & Are Organized



Anyone who has ever planned a workshop knows that there is a great deal of pre-planning that takes place before the event. FOML's approach to workshop planning includes a lot of "behind the scenes" work by many individuals. The steps include a selection of a host library (which has to have a meeting room large enough to accommodate up to 100 people), a site visit with that library and its Friends, the development of a workshop agenda, selection and securing presenters for the different workshop segments, and the management of workshop promotion and registration.

Fortunately, all this effort is ultimately rewarding. Our April 3 FOML Friends workshop at the Canton Public Library was successful and well-received. The focus on Friends' involvement in library millage campaigns and on Friends' contributions to community building were topics that participants found helpful and informative.

Spring 2014 FOML Workshop



*Attendees at the Canton Public Library/FOML Spring Workshop.
It was a packed house!*



Canton Public Library Director Eva Davis welcomes workshop participants.



FOML President Paul Snyder presents the Outstanding Michigan Libraries Award to Friends of Bayliss Public Library's Andrea Masters.



Christine Hage Director of Rochester Hills Public Library talks about how Friends may engage in a political environment.



Participants follow along.



Attorney Richard Butler of Bloom, Sluggett, Morgan, PC enlightens participants on the do's and don'ts for a 501c3 during millage campaigns.

Spring 2014 FOML Workshop (cont'd.)



Trustee Alliance presenter Sarah Ann Long engages with participants.



Friends of Canton Public Library's President Linda Garrett (middle) and FOML Director Shelley Gach Droz (right) make sure the lunch period goes smoothly.



Shirley Bruursema, FOML Trustee Alliance Representative

Attendees at the Canton Public Library/FOML Spring Workshop. It was another successful session.

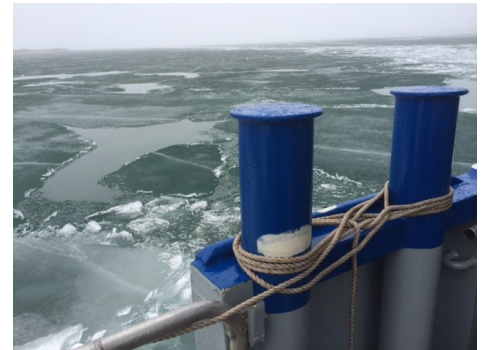


Rural Libraries Conference 2014 On Mackinac Island, April 30 – May 2, 2014

An inscription on the James Farley Post Office in New York City reads:

Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds.

This postal creed might well include the adventurous 500+ participants at the Rural Libraries Conference (RLC) who braved the ice-covered crossing (thanks to ice breakers!) of Lake Michigan to attend the meeting at the Grand Hotel. FOML was represented by Paul Snyder, President; Charles Hanson, Past-President; and Shirley Bruusema, Trustee Alliance representative. Thanks to LSTA funding from the Library of Michigan, FOML was able to present three workshops for trustees featuring nationally-recognized library leader, Sarah Ann Long. The evaluations for Sarah's presentations were positive and affirmative: she was a dynamic and personable presenter. FOML also staffed a booth at the RLC exhibits and made some wonderful contacts with library staff, Friends, and trustees from our Upper Peninsula Friends.



Ice on the Lake Crossing. Photo courtesy of Charles Hanson.

We came away with a good feeling about a great conference where we learned a lot, had wonderful food and delightful views, and mastered the art of ice control while crossing frozen waters. Even the postal service could have learned some new things from our adventure!

Congratulations to the winners of the booklights from FOML at
the
Loleta Fyan Small and Rural Libraries Conference at the
Grand Hotel on Mackinac Island April 30th through May 2nd,
2014:

Jessica Beattie from the Otsego District Public Library
Shelley Williams from the White Lake Community Library
Debra Taucher from the Benzonia Public Library

Forthcoming Fall FOML Workshops

Cascade Township Branch of the Kent District Library

2870 Jack Smith Ave. SE
Grand Rapids, MI 49546
(616) 784-2007



“MI Friends and MI Community: How MI Friends Promote the Library”

Thursday, September 11, 2014, 8:30 a.m. to 3:00 p.m.

SYNOPSIS: 2014 is a mid-term election year which for many libraries is a time to seek new or continuing funding through millage campaigns. Friends of Libraries groups can play key roles in millage campaigns. The first part of this workshop deals with how to assess what action is and is not allowable for non-profit groups and how to get the message out to your community. Table discussions and networking are followed by a presentation from the Archives of Michigan. The workshop concludes with a tour of the Cascade Township Branch Library.

“Connecting the Dots: Creating a Star Board of Trustees”

Friday, September 12, 2014, 8:30 a.m. to 3:00 p.m.

SYNOPSIS: Serving as a library trustee means selecting and working with the library director, finding and being responsible for the money necessary to operate the library, and designing and implementing policies for fair and open library operations. This workshop will focus on these basics with an overarching goal of creating a Star Board of Trustees. Participants will gain an in-depth view of the charge to public library trustees and will leave with samples of policies and documents that will help with the process of connecting the dots and creating a star board of trustees.

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

**Agenda for the
Friends of Michigan Libraries Workshop:
“MI Friends and MI Community:
How MI Friends Promote the Library”
Cascade Township Branch of the Kent District Library
*Thursday, September 11, 2014, 8:30 a.m. to 3:00 p.m.***

SYNOPSIS: 2014 is a mid-term election year which for many libraries is a time to seek new or continuing funding through millage campaigns. Friends of Libraries groups can play key roles in millage campaigns. The first part of this workshop deals with how to assess what action is and is not allowable for non-profit groups and how to get the message out to your community. Table discussions and networking are followed by a presentation from the Archives of Michigan. The workshop concludes with a tour of the Cascade Township Branch Library.

- 8:30 a.m. Registration & breakfast refreshments
- 9:00 a.m. Welcome
Paul Snyder, FOML President
Diane Cutler, Director, Cascade Branch Library
Paula Roland, Co-President, Friends of Cascade Township Branch Library
- 9:15 a.m. Extended Friends Attendees Introduction - Paul Snyder
We will begin this meeting with Friends group participants introducing themselves and their current work with libraries. One spokesperson from each group will relate one aspect of their library that is working well and one thing they hope to learn at the session.
- 10:00 a.m. Morning Break
- 10:15 a.m. Being Political
Christine Lind Hage, Director - Rochester Hills Public Library
- 11:00 a.m. Millage Elections: Options for Friends
Lance Werner, Director - Kent District Library
- 12:00 Noon Lunch / Table Talks
- 1:15 p.m. Preparing for Millage Elections: Nuts and Bolts
Shirley Bruursema
- 2:00 p.m. Afternoon Break
- 2:15 p.m. What can the Archives of Michigan offer you?
Kris Rzepczynski, Archivist - Archives of Michigan
- 3:00 p.m. Adjournment - Optional Library Tour



FOML Workshop Registration
Thursday, September 11, 2014, 8:30 to 3:00
Cascade Twp. Branch of the Kent District Library
 2870 Jack Smith Ave. SE
 Grand Rapids, MI 49546
 (616) 784-2007

Registration deadline is Friday, Aug 29, 2014 ~ No refunds after Sept 5, 2014

	# Attending	Fee	Total
“MI Friends and MI Community: FOML Members _____ x \$20 = \$ _____			
<i>How MI Friends Promote the Library”</i> 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 send registration form and check made out to:

Friends Of Michigan Libraries
c/o Linda Pierce
Kettering University Library
1700 University Ave.
Flint, MI 48504

Questions or concerns: email to LPierce1@kettering.edu or call Linda at (810) 762-9840

If you also want to attend the workshop for Library Trustees on Friday September 12th, 2014, please check this box. Fill out and include the Trustee Alliance Workshop Registration form. You may subtract a \$10 discount per person.

Agenda for the FOML Trustee Alliance Workshop: “Connecting the Dots: Creating a Star Board of Trustees” Cascade Township Branch of the Kent District Library

Friday, September 12, 2014, 8:30 a.m. to 3:00 p.m.

SYNOPSIS: Serving as a library trustee means selecting and working with the library director, finding and being responsible for the money necessary to operate the library, and designing and implementing policies for fair and open library operations. This workshop will focus on these basics with an overarching goal of creating a Star Board of Trustees. Participants will gain an in-depth view of the charge to public library trustees and will leave with samples of policies and documents that will help with the process of connecting the dots and creating a star board of trustees.

- 8:30 a.m. Registration, Breakfast Refreshments, and Get Acquainted
- 9:00 a.m. Welcome and Introductions - Paul Snyder, FOML President
Shirley Bruursema, FOML Trustee Alliance Representative
Diane Cutler, Director, Cascade Twp. Branch of the Kent District Library
Sarah Ann Long, Workshop Facilitator: “What do you want to learn today?”
- 9:30 a.m. “The Trustees Role: What is it? Are there do’s and don’ts?”
Sarah will introduce the topic, followed by table discussions
- 10:15 a.m. Morning Break
- 10:30 a.m. “The Library Director’s Role vs. Trustee Roles”
Sarah will introduce the topic, followed by table discussions of questions
- 11:15 a.m. “Evaluating the Library Director: Why It Is Necessary and a Formula for Success”
- 11:45 a.m. Personal Testimonial regarding Library Director Evaluation
- 12:00 p.m. Questions regarding Library Director Evaluation
- 12:15 p.m. Lunch with Table Talks: Library Funding and Fund Raising
- 1:15 p.m. “Library Funding Issues: Reprise”
- 1:30 p.m. “Library Policies: What’s Needed and Not Needed (By-Laws, Library Policy, Staff Procedures)”
Sarah introduces topic followed by table discussions
- 2:15 p.m. Afternoon Break
- 2:30 p.m. Wrap-Up, Review of Learning Desires, and Workshop Evaluation
- 3:00 p.m. Adjournment/Optional Library Tours of the Canton Public Library
Shirley Bruursema, Trustee, Kent District Library



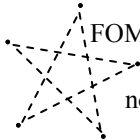
This project is funded (in part) with a Library Services and Technology Act grant from the Institute of Museum and Library Services administered by the Library of Michigan.



FOML Trustee Alliance Workshop Registration

Friday, September 12, 2014
Cascade Twp. Branch of the Kent District Library
 2870 Jack Smith Ave. SE
 Grand Rapids, MI 49546
 (616) 784-2007

Registration deadline is Friday, Aug 29, 2014 ★ No refunds after Sept 5, 2014

	# Attending	Fee	Total
“Connecting the Dots: Creating a Star Board of Trustees” With special guest speaker Sarah Ann Long	 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.)** _____

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

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

Not a FOML Trustee Alliance member?
 Sign up on our [website](#).

c/o Linda Pierce
 Kettering University Library
 1700 University Ave.
 Flint, MI 48504

Questions or concerns: email to LPierce1@kettering.edu or call Linda at (810) 762-9840



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.

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

Large numbers of Friends groups participated in seasonal Summer Reading programs around the state. While it's impossible to brag about them all, it is possible to thank every Friends group that plays a vital role in funding reading fun for kids in so many communities.

Friends of the [Berkley Public Library](#), via their newsletter and Facebook page, are seeking submissions of poetry, short stories and essays for their newsletter redesign. To submit items for consideration for future editions, please send them to friendsofberkeleylibrary@gmail.com.

Friends of [Cadillac Wexford Public library](#) invited all Cadillac community members to join them on June 14, for the official dedication of the Friend's sculpture to which so many contributed. In bringing awareness of sculptural art to Cadillac with two summers of [Seward Johnson bronze sculpture exhibits](#), it's hoped this permanent gift will help continue the appreciation of sculptural art.

Friends of the [Howell Carnegie District Library](#) have funded two [Little Free Libraries](#) in Howell. The first was funded through the [Metro Detroit Book and Author Society's](#) Dick Johnston Award, in partnership with MI Works! Livingston Service Center and Mott Community College Livingston Center. It is an extension of the Family Place Library resources, and located in the lobby of Mott Community College Livingston Center. The second one was also funded with the Dick Johnston Award. Partnering with the Salvation Army of Livingston County, this LFL was installed at their location in Howell. The LFL idea is simple — take a book, return a book.



[Kettering University FOLA](#) is gearing up for another Book Sale and Silent Auction! It will be held September 18 and 19 in the Great Court of the Campus Center. Donations from local businesses and individuals are welcome, donated books and other media, volunteer help during sales and of course purchases. For more information on how you can help and support, contact Linda Pierce at (810) 762-9840 or LPierce1@kettering.edu.

Friends of the [Livonia Public Library](#) realized \$23,850 from its May Book Sale. This includes presales to workers, books online and income from the Used Book Store. Leftover books are donated to places like hospitals, prisons, churches and other good causes.

According to Ron Meegan, President of the Friends of the [Rochester Hills Public Library](#), the Friends were excited to be part of a ground breaking ceremony for a two story addition to the Library on Sunday, June 1st 2014. The Library is adding about 6000 square feet of space to improve the drive up book return window, add an automatic material handling book return system, and create needed work and storage space. The Friends of RHPL give about \$125,000 each year to the Rochester Hills Public Library, but this year they added \$50,000 that will be used to finish off the second floor of the addition. The space will be used to store used books and other media between book sales and will also become home to the Friends online book sales staff. Online book sales account for about \$18,000 a year for the Friends.

We want to know about **your** activities and events! An increase in Facebook pages for libraries and Friends groups makes us curious about those who are continuing to publish traditional newsletters, how many are changing to only e-newsletters and what other forms of social media are popular with FOL members. What are your successful repeated activities, and what creative new ideas are you trying? Please send your **newsletters** and/or information to: newsletters@foml.org. We thank you for all your communications!

Michigan Library Cooperative News

Roger Mendel, Director

Northland Library Cooperative

The Michigan Cooperative Directors Association met in June at the Library of Michigan. The Association welcomed new Cooperative Director John who represents the Southwest Michigan Library Cooperative. Southwest along with Northland Library Cooperative are the two cooperatives in the State that are virtual, having no office or staff. The other nine Cooperatives operate with physical offices and staff.

At the June meeting the members reviewed the success of the last workshop co-sponsored with MCLS and MLA on the topic of security. In addition to a live session held in Lansing, there

were video sites across the state allowing libraries of all sizes and locations to participate. In the fall of 2014 the Cooperatives along with their partners will be presenting a workshop focusing on marketing and PR for libraries. Watch for the details later this summer.

The new officers for the Association were elected at the June meeting. Taking office in October will be Denise Hooks as President, Tammy Turgeon as Vice President, Kate Andrade-Pojohola as Secretary and Bryon Sitler as Treasurer.

Friends of Michigan Libraries (FOML) Board of Directors

President: Paul Snyder, Northville District Library

Vice-President: Linda Sickles, Orion Township Public Library

Director/Secretary: Ann Ingles, Petoskey District Library

Director/Treasurer: Sandra Brown Gellis, Flushing Area Library

Director/Archivist: Jim Doyle, Livonia Civic Center Library

Director/Past President: Charles Hanson, Kettering University Library
and United for Libraries Representative

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

Director: Claudia Diaz, Albion College

Director: Charlaine Ezell, The Extra Edge

Director: Gerald Furi, Farmington Community Library (Ret.)

Director: Shelley Gach-Droz, Huntington Woods Public Library

Director: Denise Hooks, Mideastern Michigan Library Cooperative

Director: Roger Mendel, Director, Northland Library Cooperative

Director: Michael Mok, AWE, Inc.

Director: Patricia Orr, Livonia Civic Center Library

Director: Avery Weaver, Emery-Pratt

Advisor: Kelly Pepin, Escanaba Public Library

Advisor: Betty Newton, Livonia Civic Center Library

Advisor: Cindy Lou Poquette, Indian River Public Library

Advisor: Daniel Stock, Robert J. Parks Library

Advisor: Shannon White, Library of Michigan

Emeritus: Marcia Barker, Canton Public Library

Emeritus: Annie Brewer, Whitefoord Press

Emeritus: JoAnn Gavey, Fenton Public Library

Emeritus: Sandra Novacek

Emeritus: Carol Perrin, Helena Twp. Library

Emeritus: Tim Richards, Mardigian Library, U of M-Dearborn

Emeritus: Debbie Straub, Cascade Branch, Kent District Library

Director/Newsletter Editor: Mary Beall, Southfield Public Library

Director/Newsletter Assistant: Jennifer Kundak, Chelsea District Library

Graphic Layout: Bethany Kozel-Emmendorfer, Kettering University Library



Among Michigan Friends

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

FOML would like to thank GaleCengage 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

c/o Linda Pierce
Kettering University Library
1700 University Ave.
Flint, MI 48504-9974

FOML thanks...
GaleCengage 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.

FOML Board Strategic Planning Session

Ben Franklin once remarked that “by failing to prepare, you are preparing to fail.” On June 4th The FOML Board held its annual strategic planning session at Kettering University. There were several important outcomes of that session, including the formation of a Website Development Advisory Committee composed of several board members. In addition, a number of goals and objectives for 2014-2015 were determined:

- Increase FOML and FOML Trustee Alliance Membership
- Complete the transition of some FOML services to The Library Network (TLN)
- Update FOML website and monitor its development
- Explore possible training options through webinars and YouTube
- Ramp up advocacy efforts and awareness of Friends’ involvement in advocacy
- Provide additional outreach opportunities to reach Michigan Friends groups

This planning session was great preparation for the tasks that lie ahead. FOML followed Ben Franklin’s advice: Be Prepared!

Mark Your Calendar!

Wednesday, September 3, 2014
Thursday, September 11, 2014
Friday, September 12, 2014
Wednesday, October 1, 2014
Wednesday, November 5, 2014

FOML Board Meeting
FOML Fall Workshop, Cascade Township Library
FOML Trustee Alliance Workshop, Cascade Township Library
FOML Board Meeting
FOML Board Meeting

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 in these meetings should send an email to the FOML President requesting conference call information.