

EVANSTON PUBLIC LIBRARY  
BOARD OF TRUSTEES  
MEETING

WEDNESDAY, JUNE 20, 2012

6:30 P.M.

COMMUNITY MEETING ROOM



**EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES**

**Wednesday, June 20, 2012**

**6:30 P.M.**

Evanston Public Library, 1703 Orrington Avenue, Community Meeting Room

**AGENDA**

**1. CALL TO ORDER / DECLARATION OF QUORUM**

**2. APPROVAL OF MEETING MINUTES of**

May 23, 2012 Regular Board Meeting

**3. CITIZEN COMMENT**

Not to exceed 15 minutes.

**4. INFORMATION/COMMUNICATIONS**

A. Presentation on Evanston 150 "The More You Know" Idea (Leora Siegel and Benjamin Schapiro)

**5. LIBRARY DIRECTOR'S REPORT**

A. Strategic Plan Update (Karen Danczak Lyons)

**6. STAFF REPORTS**

A. Circulation Services Presentation (Jill Skwerski)

B. Administrative Services and Financial Reports (Paul Gottschalk)

**7. BOARD REPORTS**

A. Election of Officers (Susan Newman)

B. Finance Committee Report (Diane Allen)

**8. UNFINISHED BUSINESS**

A.

**9. NEW BUSINESS**

A.

**10. ADJOURNMENT**

**Next Meeting: July 18, 2012 at 6:30 pm**

The City of Evanston is committed to ensuring accessibility for all citizens. If an accommodation is needed to participate in this meeting, please contact the Library at 847-448-8650 48 hours in advance of the meeting so that arrangements can be made for the accommodation if possible.



**MEETING MINUTES**  
**EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES**

Wednesday, May 23, 2012  
6:30 PM

Evanston Public Library, 1703 Orrington Avenue, Community Meeting Room

Members Present: Diane Allen, Sergio de los Reyes, Margaret Lurie, Susan Newman, Benjamin Schapiro, Leora Siegel, Sandra Smith, Michael Tannen

Members Absent: None

Staff Present: Karen Danczak Lyons, Beth McGuire, Marianthi Thanopoulos, Paul Gottschalk

Presiding Member: Susan Newman, Vice-President

**CALL TO ORDER/DECLARATION OF QUORUM**

A quorum was present and Vice-President Newman called the meeting to order at 6:35 p.m.

**CITIZEN COMMENT**

There was no citizen comment.

**APPROVAL OF MEETING MINUTES**

The minutes of the meeting on April 18, 2012 were approved. The North Branch/Summer Reading Game presentation made by Connie Heneghan will be included in the minutes.

Vice-President Newman recommended that the agenda item on the establishment of an endowment fund in memory of Sharon Arceneaux be the next agenda item. Moved by Diane Allen, second by Sergio de los Reyes; approved unanimously.

Vice-President Newman led a moment of silence in memory of Board President Sharon Arceneaux.

**Establishing an Endowment Fund in memory of Sharon Arceneaux**

Motion by Diane Allen, second by Benjamin Schapiro: Move approval of the establishment of the Sharon L. Arceneaux Memorial Fund in the Endowment for the Evanston Public Library with \$10,000 of Book Sale funds. Approved unanimously.

**INFORMATION/COMMUNICATIONS**

**Update on Evanston 150 "The More You Know" Idea**

Leora Siegel said that the Evanston150 working group titled, "The More You Know" is supportive of the Library applying for an Institute of Museum and Library Services (IMLS)

grant for the planning and design of a digital learning lab. The group will write a letter of support if that would be helpful. Paul Gottschalk said that the IMLS grant would support the creation of a digital media lab, one of the major objectives of the Library's strategic plan. The Learning Lab will be a significant commitment of human and financial resources for years to come. The learning lab project will be discussed at the June Board meeting.

Benjamin Schapiro said that the group has three more meetings and will be completing their recommendations soon. The group is discussing the possibilities and challenges of Wi-Fi services for all Evanston households. Trustee Siegel said the group will make a presentation at the June Board meeting.

### **LIBRARY DIRECTOR'S REPORT**

Karen Danczak Lyons introduced the concepts of 21<sup>st</sup> Century Literacy Skills as developed by IMLS. Libraries are evolving to build on current strengths and embrace new approaches to engage people in developing skills vital to success in a global marketplace. These skills include:

- Critical thinking and problem solving
- Creativity and innovation
- Scientific and numerical literacy
- Communication and collaboration

Public libraries have traditionally been centers for life-long learning and all people today spend the majority of their time learning outside of formal classrooms. The Library can be the third place (after home and school) where people come together to share and work together.

Director Lyons led the Board through a self-assessment analyzing the Board's perception of the Library's implementation of 21<sup>st</sup> century learning initiatives.

### **STAFF REPORTS**

#### **Administrative Services and Financial Reports**

Paul Gottschalk acknowledged the exceptional work of Beth McGuire as a member of the Administrative team for the past seven years. Beth and her family are moving to Massachusetts. As chair of the Fund for Excellence Campaign, Margaret Lurie expressed gratitude for Beth's organizational skill and hard work.

Trustee Schapiro asked about the low level of meeting room revenue. The meeting room revenue budget was based on actual receipts. Income varies throughout the year and higher usage for library programs may account for lower rental revenue.

Trustee Tannen asked about North Branch collection expenditures. Gottschalk explained that it was operationally more efficient to charge invoices for North Branch materials to the Main Library accounts. All funds budgeted for North Branch materials will be spent on branch collections.

### **BOARD REPORTS**

#### **Nominating Committee Report**

As chair of the Nominating Committee, Margaret Lurie announced the following slate of officers: Benjamin Schapiro – President; Margaret Lurie – Vice-President; Leora Siegel – Treasurer; Michael Tannen – Secretary. The election is scheduled for the June meeting and officers will assume their positions on July 1<sup>st</sup>.

**Appointments to the Joint Committee on Library Governance**

Vice-President Susan Newman appointed Diane Allen and Michael Tannen to the Joint Committee on Library Governance.

**Appointments to the Finance Committee**

Vice-President Newman appointed Leora Siegel, Diane Allen and herself to the Library's Finance Committee. The Treasurer serves as chair.

**UNFINISHED BUSINESS**

**Revision of Services Policy**

Susan Newman introduced the Services Policy as revised by the Management Committee. Sergio de los Reyes asked why the sections on community outreach services and branch services were included as he thought this language was descriptive and not a policy matter. Leora Siegel said it was an update of the existing policy. Diane Allen suggested that it be sent back to committee to be re-written in a policy format. Karen Danczak Lyons suggested that staff will draft alternative language for consideration.

**NEW BUSINESS**

**Review of Memorandum of Understanding on Governance Transition**

Susan Newman reminded the Board that an MOU was adopted in July 2012.

Karen Danczak Lyons informed the Board that the new self-check machine in Youth Services is very popular.

Michael Tannen urged Board members to visit the Summer Reading Stop.

Diane Allen urged board members to volunteer at the next book sale.

**Adjournment**

Vice-President Newman adjourned the regular meeting at 8:20 pm.

Respectfully Submitted,

Michael M. Tannen, Secretary

**Evanston Public Library  
2012-2014 Strategic Plan  
Progress Update**

**Goal 1. EQUAL ACCESS: All Evanston residents will have equal access to the intellectual capital needed to support their educational, recreational, and cultural interests.**

**Objective 1.1 - Make necessary investments in diverse and balanced collections – both virtual and physical.**

1.1.1 – Increase audio-visual and electronic media collections (particularly e-books) by 20%. Complete by January 2013. Staff: Laura Hirshfield, Kim Hiltwein, Brian Wilson and Susan Robertson.

From January 1, 2012 through June 1, 2012:

<b>No. of Items</b>	1/1/2012	6/1/2012	% chg
A/V materials	36461	37443	2.7%
software & videogames	669	711	6.3%
E-books	5257	6982	32.8%
E-audiobooks	4631	5863	26.6%
E-Video	92	116	26.1%
	47110	51115	8.5%

1.1.2 – Purchase enough copies of popular titles in a variety of formats to meet patron demand with attention given to movie tie-ins, school syllabi, and theater events. Use “purchasing alert” report from Cooperative Computer Services (CCS). Beginning immediately and ongoing. Staff: all selectors.

Adult Services has set a purchasing limit of 10 copies for most items and do not plan to buy unlimited copies to fill reserves.

**1.2 - Deliver innovative programs and displays that fulfill the Library’s mission.**

1.2.1 – Increase school, senior and popular topic programming and book talks by 10%. Complete by March 2013. Staff: Jan Bojda, Lesley Williams, Renee Neumeier. On target.

1.2.2 – Place recently returned materials on prominent display in the lobby. Completed February 2012.

1.2.3 – Partner with Northwestern University, Music Institute of Chicago, Evanston Symphony and local theater groups to offer programs promoting upcoming literary and cultural events. Complete by December 2012. Staff: Lesley Williams and Community Engagement Librarian. In progress.

**1.3 - Evaluate community and patron desires to help ensure that collections reflect those desires.**

1.3.1 - Use Cooperative Computer Services (CCS) generated circulation and collections statistical reports to support purchasing and programming decisions; make these reports widely available to management and staff. Complete by April 2012. Staff: Susan Robertson and Jill Skwerski. In progress.

1.3.2 - Use patron input gathered from holds requests, patron comment forms, online request form and verbal input for collection development decisions. Beginning immediately then ongoing. Staff: Lesley Williams and all service desk staff. On target.

1.3.3 – Develop plan and create Spanish language forms and signage including: lobby monitors, online forms, receipts, elevator signage, library newsletter, and self-check terminals. Complete by July 2012. Cost: to be determined. Staff: Elvira Carrizal-Dukes. In progress. Some new signage is in place.

1.3.4 – Gather input from community forums, schools, recreation centers, senior/retirement centers, Family Focus, and cultural institutions asking people what they would like to see in the collection. By July 2012, analyze focus group results and identify specific groups or contacts for input. By July 2013, complete the information gathering. Staff: Connie Heneghan and Rick Kinnebrew.

**1.4 - Conduct a space study of the Library to enhance usability, aesthetics, and functionality.** Complete by May 2013. Staff: Paul Gottschalk. *In progress.*

**1.5 - Create more spaces for collaborative, small group interactions.** Complete by May 2013. Staff: Paul Gottschalk. *In progress.*

**1.6 - Explore modifications of existing service desks to facilitate more personal staff/customer interaction throughout buildings.** Complete by September 2012. Staff: Paul Gottschalk and Lesley Williams.

**1.7 - Collaborate with law enforcement, social service and health agencies to enhance safety and security of patrons, staff, and collections and to maintain a secure and pleasant library environment.** Complete by June 2013. Staff: Community Engagement Librarian. *Pending hiring of Community Engagement Librarian.*

**1.8 – Increase circulation by 25% within two years.**

This is a new objective that is focused on improving patron satisfaction. It is not part of the approved strategic plan.

1.8.1 - Streamline workflow in Tech Services to ensure timely delivery of new materials. Explore the feasibility of increasing staff by 1 FTE to assist with timely and accurate ordering. Complete by June 2012. Staff: Paul Gottschalk and Evelyn Kaehler. *In progress. Budget proposal to increase staff by 0.21 FTE, not 1.0 FTE.*

*A. We are exploring options with Baker&Taylor for efficiently ordering the most (likely to be) high demand print titles through a separate rush account so that we can still have vendor cataloging and processing done but get the books by street date. We are also planning to explore what services for standing orders and high-demand authors are available from Ingram.*

*B. We have just gotten the account set up with B&T for cataloging & processing of purchased DVDs and music CDs. Testing should begin soon on this account -- the donations account (a new concept for B&T) won't be ready until at least July.*

*C. Evelyn Kaehler plans to do the same (cataloging & processing of AV) with Midwest Tape, so that we can compare prices and timeliness for identical services.*

*D. Evelyn will be adding new holding codes to Symphony so that the selector can indicate certain cataloging wishes to the vendor catalogers, and remove those kinds of materials from cataloger discretion. This will bring the proportion of adult print call number questions closer to what we have with juvenile print, where the selector is very specific about where the books should be classed.*

1.8.2 – Identify and target donors and grants for funding specific collections (Spanish language, children's, young adult). Complete by March 2013. Staff: Development Assistant. *Pending hiring of new Development Coordinator.*

1.8.3 – Create book club bags for promotion of local book clubs. Complete by December 2012. Staff: Lesley Williams. *Do not plan to adopt this objective. Providing book club books through CCS instead.*

1.8.4 – Explore feasibility of creating kids book club bags and bins with topical themes. Complete by November 2012. Staff: Jan Bojda.

1.8.5 – Improve ease of use through patron self-check machines in the lobby, youth service and reader's services. Complete by January 2013. Cost: \$20,000. Staff: Paul Gottschalk and Jill Skwerski. *Two self-check machines have been installed in the lobby and one in Youth Services. Installation of Unit in Reader's Services pending funding and space planning.*

1.8.6 – Increase collection display space in the lobby and third floor. Complete by July 2012. Staff: Jill Skwerski and Lesley Williams. *Completed.*

## Agenda Item 5.A

1.8.7 – Cross train public services staff throughout the building for better customer service. For example, all staff would know how to renew library cards so that patrons would not need to go from floor to floor to place a reserve if their card were expired. Complete by November 2012. Staff: Jill Skwerski, Jan Bojda and Lesley Williams. *Need for further discussion among Division Heads.*

1.8.8 – Explore the feasibility of eliminating the fee for DVD checkout. Complete by June 2012. Cost: \$28,000 in revenue. Staff: Jill Skwerski and Paul Gottschalk. *In progress.*

1.8.9 – Explore having DVDs, Wii and Xbox games available for checkout in the lobby via kiosk stations. Complete by May 2013. Staff: Jill Skwerski.

*Jill Skwerski visited the McHenry Public Library to see their kiosk machine, from which they dispense Blu rays only. The machine they were using came from a company called L.A.T. (Library Automated Technology, Inc.). At the time, they were not happy with the device as they had consistent problems with the robotic arm component that dispensed the discs. They have since upgraded to the new allCirc Cube (which has no robotic arm) and are more satisfied. The machine holds 450 discs, has a Spanish language option, and according to the staff at McHenry, works well with WorkFlows. The vending machine costs \$18,000 (which includes the cost of SIP connection). Here is a link to the L.A.T. website: [www.latcorp.com](http://www.latcorp.com)*

1.8.10 – Provide materials for checkout at library programs (e.g. - storytimes, book talks, workNet office). Complete implementation by May 2012. Staff: Jan Bojda, Lesley Williams, Connie Heneghan, Renee Neumeier. *On target.*

1.8.11 – Explore methods of counting in-house use of materials. Complete by October 2012. Staff: Jill Skwerski. *In progress.*

**Goal 2. NEIGHBORHOOD SERVICES AND OUTREACH: Expand library services and resources throughout the entire Evanston community.**

**2.1 - Explore and develop partnerships with schools, community organizations, businesses, and City recreation centers to deliver services throughout Evanston.**

2.1.1 - Library staff will conduct regular brainstorming sessions regarding outreach followed by a blog or listserve throughout March 2014. Staff: Connie Heneghan, Lesley Williams, Rick Kinnebrew, Elvira Carrizal-Dukes and Community Engagement Librarian.

2.1.2 - Library staff will participate in the Evanston 150 program where their goals intersect with library goals. Complete by January 2013. Staff: Lesley Williams, Connie Heneghan. *In progress. Rick Kinnebrew is also involved.*

2.1.3 – Library staff will make contact with each of the following organizations to promote existing services and explore the feasibility of offering additional programs or services by September 2012:

Business organizations (staff: Lesley Williams and Community Engagement Librarian) *In progress.*

- CEDA – Collaborate on offering more entrepreneurship training classes
- Evanston Chamber of Commerce
- SCORE

Business Associations *In progress.*

- Central Street
- Chicago Dempster
- Downtown Evanston
- Main Street
- Evanston Black Business Alliance
- West End Business Association

Community Centers *In progress.*

- Fleetwood-Jourdain Community Center (Rick Kinnebrew and Community Engagement Librarian)
- Robert Crown – Continue support for Robert Crown library, bringing in 150 books per month (Community Engagement Librarian, Renee Neumeier, Rick Kinnebrew)
- Levy Senior Center (Community Engagement Librarian)

Evanston Coalition for Latino Resources (Community Engagement Librarian, Elvira Carrizal-Dukes) *In progress.*

St. Nicholas Church –Youth Minister, and Employment Ministry (Community Engagement Librarian, Elvira Carrizal-Dukes, Renee Neumeier) *In progress.*

Family Focus (Community Engagement Librarian, Connie Heneghan, Rick Kinnebrew)

Schools

- District 202 Instructional Technology department
- District 65 Librarians - Explore possibilities of collaborating on electronic resources, and shared cataloging (Lesley Williams, Renee Neumeier)  
*Dependent on on-going relationship with CCS*

**2.2 - Analyze barriers to access to library services and identify non-users of library services.**

***Business community***

Library staff has identified online resources which provide high quality market research, and which community residents and businesses would be able to access remotely.

Increase funding for online business reference tools. Work with the City of Evanston's Economic Development Office to provide market research resources. Market those tools aggressively to the Chamber of Commerce and neighborhood business associations and to CEDA, and to the Evanston Community generally. Publicize via these business organizations and other means that anyone who owns a business in Evanston, even if not a resident, can get an Evanston Public Library card, and then obtain access to the databases we have.

2.2.1 - Survey all local businesses on what online business information they need and would use. Complete by September 2012. Staff: Lesley Williams, Marianthi Thanopoulos, and Community Engagement Librarian – *not yet started*

2.2.2 - Choose business online tools and budget \$10,000 for them for 2013 budget. Complete by June 2012. Staff: Lesley Williams - *completed*

2.2.3 - Work with the City of Evanston's Economic Development Division to identify City needs and funding for market research resources. Complete by December 2012. Staff: Lesley Williams – *in progress*

2.2.4 - Upgrade small business blog and add it to front of web page by February 2013. Staff: Kathleen Lanigan and David Jordan – *in progress*

2.2.5 - Email and direct mail marketing campaign of business resources to local businesses and business associations by February 2014. Staff: Lesley Williams and Marianthi Thanopoulos – *not yet started*

**Low Income residents**

Working with existing Evanston facilities and using marketing tools, the library will continually seek to identify barriers to library use by low income residents. We will begin to address the following known barriers.

Barrier – Blocked cards

Many low income families do not use the Library because their cards have been blocked due to unpaid fines. This has a particularly negative effect on middle and high school students, whose cards may have remained blocked for years. Although we have anecdotal evidence of this problem from interactions at the Circulation desk, and school visits, the Library has never systematically looked at the demographics of users with blocked cards.

2.2.6 - Do statistical survey of households blocked by fines to look for patterns of disproportionate impact by September 2012. Staff: Evelyn Kaehler

*We can get lists from CCS of active users blocked by fines, and the list can include their addresses, which can then be plotted on a map of Evanston by the City's GIS staff. We can get information from CCS about the amount of bills owed, and the last activity date, but we can't get any data about the family's income or other socioeconomic information. The City may have maps of information from the latest census that might be useful to consider when looking at the maps of our blocked users.*

2.2.7 - Research library systems that have eliminated fines to predict the impact on revenue and usage by September 2012. Staff: Lesley Williams and Jill Skwerski – *in progress*

2.2.8 - Research alternate methods for addressing lost and chronically overdue materials by February 2013. Staff: Lesley Williams and Jill Skwerski – *in progress*

Barrier – Child care

Many low income women would like to come to the Library to use computers, job and entrepreneurship materials, but are hampered by child care needs.

2.2.9 - Work with the City of Evanston Health Department and the Child Care Network of Evanston to research options for short term child care for women who need to use the Library. Complete by January 2013. Staff: Lesley Williams – *not yet started*

## Agenda Item 5.A

2.2.10 - Explore the feasibility of providing short term child care in the Library for patrons using the WorkNet center, meeting with a Career or SCORE counselor, or attending a job or career program. Complete by January 2013. Staff: Lesley Williams – *not yet started*

### **Hispanic Residents**

Barrier - English only events and publicity materials are not reaching Spanish speaking residents.

Latino residents who attend Vamos a Jugar programs often ask why there are not other Spanish language activities at the Library. Incorporate more Spanish language programming, and translate the Library e-newsletter, programming flyers, and monitor announcements into Spanish would begin to address this barrier.

2.2.11 - Have all flyers and monitor posts routinely published in Spanish as well as English. Explore Latino signage. Complete by December 2012. Staff: Elvira Carrizal-Dukes – *in progress*

2.2.12 - Complete implementation of Spanish language interface for BiblioCommons. Complete by February 2013. Staff: Evelyn Kaehler and David Jordan. *Completed.*

2.2.13 - Explore Spanish language options for all databases. Implement Spanish interfaces wherever offered by September 2012. Staff: Lesley Williams - *in progress; have added several with Spanish interfaces*

2.2.14 - Add more visible tab to website for Espanol by September 2012. Staff: David Jordan – *in progress*

2.2.15 - Increase Spanish language programming by 20% in all departments by February 2013. Staff: Elvira Carrizal-Dukes, Connie Heneghan, Jan Bojda, Lesley Williams, Rick Kinnebrew, Renee Neumeier - *in progress*

2.2.16 - Partner with City of Evanston to create Spanish language e-news by February 2013. Staff: Elvira Carrizal-Dukes and David Jordan – *in progress*

2.2.17 - Implement a regular Spanish “open house” community meeting event in the Library where Spanish-speakers, Latin@s, and/or people interested in reaching out to the Latin@ community would come together once a month to discuss our progress and any news or events we should be aware of. Complete by February 2013. Staff: Elvira Carrizal-Dukes, Marianthi Thanopoulos, and Community Engagement Librarian – *in progress*

2.2.18 - Expand Summer Reading Stops to five organizations by June 2014 with a focus on locations that serve low income and Hispanic residents. Staff: Connie Heneghan, Rick Kinnebrew, Elvira Carrizal-Dukes, and Community Engagement Librarian.

## Agenda Item 5.A

*We learned that the free lunch program at James Park, Fleetwood-Jourdain and Mason Park do attract families. We were not able to schedule a meeting with The Recreation Division in time to schedule anything for this year, but we have approached Betsy Jenkins about doing so in the future. I plan to visit these sites during the lunch time during July to compare the family participation.*

### **Seniors and Shelter and Group Home Residents**

The Library already offers programming, deposit collections and book group support to several senior residences and activity centers including Three Crowns Park, the Levy Center, and the North Shore Hotel. However, the Library has not offered such services to the two subsidized housing facilities for the elderly and disabled in Evanston: Ebenezer Primm Towers and the Jane Perlman Apartments. Residents of Albany Care and Greenwood Care, two residential facilities for adults with emotional and mental challenges, used to visit the South Branch regularly; although some use the Main Library, many have difficulty walking there. Children at the domestic violence center at the YWCA receive visits from the Children's Outreach Librarian, but staff members have expressed an interest in library programming for the adult women residents, and coordinating them with job training resources.

2.2.19 - Participate in the Aging Well Conference beginning in May 2012 providing information about eBooks, books on wheels and other library services. Staff: Connie Heneghan

*Connie Heneghan contacted the Aging Well Conference but was too late to be included in this year's schedule. She will contact them again this month about participating in next year's conference.*

2.2.20 - Survey staff at Albany Care, Greenwood Care, Perlman Apartments, Primm Towers, YWCA and ask about reading collections, and potential interest in programs by March 2014. Staff: Community Engagement Librarian. *Not yet started*

2.2.21 - Develop a plan for targeted collections for each residence by February 2013 and where feasible will coordinate with other community organizations to provide these collections. Staff: Lesley Williams and Community Engagement Librarian - *Not yet started*

2.2.22 - Plan and offer at least one new program at each facility over the next three years: book clubs, movie clubs, and computer assistance. Complete by March 2014. Staff: Lesley Williams, Rick Kinnebrew, Community Engagement Librarian - *Not yet started*

## Agenda Item 5.A

2.2.24 - Explore “pop-up” library concept: mobile checkout units with Workflows enabled computers to provide “roaming” service to these locations on a monthly or bi-weekly basis by September 2012. Staff: Jill Skwerski, Connie Heneghan and Community Engagement Librarian - *Not yet started*

**2.3 - Partner and engage citizens in specific communities in Evanston to identify demographics and service areas of specialization to focus on as centers of learning, leisure, and literacy throughout Evanston.**

Additional work is needed for this objective.

**Goal 3. CHILDREN: Children throughout Evanston will have the opportunity to succeed in learning.**

**3.1 - Offer a broad spectrum of reading readiness activities, such as story times, in a wide network of locations throughout Evanston.**

Staff is currently offering monthly story time to preschools and child care centers at these locations:

- Child Care Center of Evanston
- Total Child
- Creative Play
- Mighty Twig
- Evanston Day Nursery
- Fleetwood-Jourdain Community Center
- Baby Toddler Nursery
- McGaw YMCA
- School for Little Children

In addition, staff currently provides:

- In-house story times at North Branch and Main Library location for children from birth to age 7. We offer over 250 scheduled story times each year.
- Story time programming or other research or library related programming to groups visiting the Library. We have an average of 4 of these group visit programs per month during the school year.
- A tour, stories and a craft activity for almost every District 65 Kindergartener that visits the Library through a grant for transportation and incentives provided by Foundation 65.
- Twelve monthly story times for Kellogg School of Management parents and their children.

3.1.1 - Investigate the licensing requirements for volunteer readers for childcare homes by December 2012. Staff: Rick Kinnebrew.

3.1.2 - Purchase additional play items for the Children's room that support early literacy and imaginative, narrative play like a play kitchen or store and reinforce the LEAP play that many of the preschoolers and D65 Kindergarteners experience. Completion date: August 2012. Cost estimate: \$2,000. Staff: Gigi Galich - *completed*

3.1.3 - Seek funding for the purchase of A.W.E. early literacy computer stations. These bilingual computers contain over 30 early learning games and have bilingual, English/Spanish options. Completion date: October 2012. Staff: Jan Bojda - *completed*

3.1.4 - Explore the possibility of partnering with Community Helpers, like police officers and firefighters to provide reading visits to early childhood education sites by January 2013. Staff: Jan Bojda

3.1.5 – Seek funding to provide an online reading collection like Tumblebooks or Scholastic’s Bookflix or Trueflix. Completion date: October 2012. Staff: Jan Bojda - *completed*

**3.2 - Coordinate with existing community literacy and reading-readiness programs to identify new opportunities for Evanston’s children to develop language and pre-reading skills.**

Currently, staff supports the following programs:

1. Bring LEAP (Literacy Education at Play) programs to Head Start and Preschool for All classrooms.
2. Supporting Evanston Community Foundation’s CommunityWorks project with book collections, play literacy programs and early literacy training for parents and home visitors.
3. Convening Ann’s Book Club for Early Childhood educators 8 times per year.
4. Delivering book bags to home childcare providers. (Currently 5 bags per month, plus 2 at Baby Toddler Nursery.)

3.2.1 - Increase the delivery of book bags to Home Day Care homes by at least 50% by March 2014. Minimal additional cost. Staff: Rick Kinnebrew

**3.3 - Partner with school librarians and educators to help promote a love of reading and learning.**

Currently, staff supports the following initiatives:

1. Working with school librarians to deliver Kindergarten LEAP to all D65 Kindergarteners.
2. Visiting all local elementary schools to promote the Summer Reading Game.
3. Addressing 12 parent groups every year through connections with reading teachers and support staff (includes Title I and Smart Start events at elementary schools, D65 Family Center Literacy Nights, and preschool parent nights).
4. Participation in D65’s new teacher orientation.

## Agenda Item 5.A

5. Support for District 65's Battle of the Books program and the various state children's choice book awards by providing additional copies of these high demand items.
6. Provide monthly storytimes for special needs students at Park School.

3.3.1 – Develop a proposal to add a dedicated School Liaison position to work directly with the public and private elementary schools. Completed by May 2013 for consideration in the FY2014 budget. Staff: Jan Bojda and Paul Gottschalk – *not yet started*

3.3.2 - Expand existing Young Adult amnesty events to include younger students during National Library Week 2012 and beyond. Complete by April 2012. Staff: Laura Antolin and Kim Kaufmann. - *completed*

3.3.3 - Explore ways to insure public library books get returned to the Library promptly by working with the schools to get library materials that have been returned to the schools back to the Library and vice versa. Complete by September 2012. Staff: Jan Bojda and Rick Kinnebrew.

3.3.4 - Work with teachers and school librarians to provide booktalks or another type of programming or service for students in grades 3-6. Completion date: August 2012. Staff: Jan Bojda.

### **3.4 - Expand the summer reading program and expand print, in-person, and virtual readers' advisory services to children and young adults throughout Evanston in order to develop and maintain a love of reading and learning.**

Staff will continue to offer the Summer Reading Game at the Mighty Twig, Evanston Plaza (Dempster-Dodge), the Fleetwood-Jourdain Center and the Crown Center.

Staff will continue our connection with the summer arts camps at Noyes, promoting the participation in the reading game and providing materials and programming in support of their learning themes.

3.4.1 - Arrange visits at preschools to promote reading game participation for pre-readers. Complete by June 2012. Staff: Robin Sindelar and Jan Bojda.

3.4.2 - Complete the update of the Youth Services web pages to include new bibliographies with links to the Bibliocommons interface by June 2012. Staff: Jan Bojda.

3.4.3 - Develop ways to promote staff favorites through in-house displays, bibliographies and the website. Begin a new book display in 2012. Complete by August 2012. Staff: Jan Bojda.

**Agenda Item 5.A**

3.4.4 - Contact the new Bright Horizons Day Care Center upon their opening to build strong connections. Complete by January 2013. Staff: Laura Antolin and Rick Kinnebrew. – *not yet started since facility has yet to open.*

**Goal 4. TECHNOLOGY: The Library will track and adopt emerging current technologies to improve the experiences of library patrons and their access to information and services.**

**4.1 - Position the Library as a public technology learning center for all citizens of Evanston by providing hands-on sharing.**

**4.1.1 - IMPROVE INTERNET BANDWIDTH**

**Background**

Users of the Library computer network have a very poor Internet experience due to the lack of sufficient bandwidth to meet the demand.

The Library's Internet connection is routed through the City of Evanston. Currently the Library is guaranteed 14mb of traffic separate from the rest of City business (8 of that is free from Illinois Century Network (ICN), the rest the city is paying for). The current cost is about \$70/mb per month. Of that 14mb, the wireless clients are set to be able to consume up to 10mb. The rest is shared with the wired clients and Library itself (including the network connection between North Branch and Library).

The City is working with Comcast to add a second connection, which should provide them enough flexibility to increase the available bandwidth considerably (or at least as much as the budget will allow). There may also be some infrastructure upgrades necessary at the City to manage the increased bandwidth.

Outcome: double internet bandwidth  
Completed by: March 2013  
Annual Cost: \$21,000  
Staff: David Jordan and Paul Gottschalk

*Staff is working with the City's Information Technology staff on solutions to better manage and prioritize internet traffic and expand bandwidth through Comcast and ICN. Ongoing.*

**4.1.2 - DIGITAL BOOK INITIATIVE**

**Background**

The Library's digital book collection has experienced significant growth, especially since 2010, with the expansion of eReader device use. According to a Pew Internet and American Life report from January 2012, 19% of Americans own eReader devices, 19% own tablet computers. In addition, 29% of Americans own at least an eReader or a tablet computer (<http://pewinternet.org/Reports/2012/E-readers-and-tablets/Findings.aspx>).

At the Evanston Public Library, the circulation of digital media doubled over course of 2011. In January, monthly circulation was 1,051, and by December, it

had steadily increased to 2,278. Unique patrons with checkouts also doubled from January to December, starting with 330, and increasing to 690.

This increase in usage has also spurred a higher demand for patron support. Recorded requests for technical support, tutorials, and general information more than doubled during 2011 as well. While the Library offers patrons excellent online and print resources for using the digital book collection, many people – patrons and library staff alike – benefit most from hands-on training and support. Current hands-on support is limited to patrons who already own devices.

### **Phase I: Staff Training**

In an effort to better support users of our digital book collection and recruit new ones, all public service library staff will undergo training. Training will take place at two levels: 1) basic, staff-wide training, and 2) training that focuses on three levels of competency. The basic, staff-wide training would take place on staff development day (October 5, 2012). Competency-based instruction would take place at a small-group, or department level. Training would begin by September 2012 and would be coordinated by Karen Hansen and Lesley Williams. – *In progress*

### **Phase II: Digital Books Technology Bar**

To address the community's growing exploration and use of digital book technologies, we propose the addition of a Technology Bar, or Tech Bar. The Tech Bar would include up to six eReader devices and tablet computers, as well as a laptop computer for browsing the Library's digital book catalog, My Media Mall. The primary goal of the Tech Bar is to educate patrons on how to use the Library's eBook collection. Although patrons may visit retail venues to try devices before purchasing them, these venues do not provide services that teach them how to use the Library's eBooks.

Library staff will play a critical role in the success of the Tech Bar. Staff will use it as a teaching tool for patrons, providing hands-on assistance to patrons and facilitating a meaningful learning experience. Although patrons would be free to explore the Tech Bar on their own, staff will be available to serve as guides for exploring the eReaders and using the digital collection. Service, therefore, would be the focal point of the Tech Bar.

The Tech Bar's presence in the Library will also help increase the visibility of the Library's digital collection. Simply having the devices and access to My Media Mall will attract attention and help introduce new users to the service.

The purchase and installation of the Tech Bar can be accomplished by December, 2012. Karen Hansen and Dave Jordan would be responsible for its execution and maintenance. Maintenance staff would also play a role in its installation. Karen Hansen and Lesley Williams would coordinate training of its use.

Outcome: staff training on digital books completed  
Completed by: January 2013

Annual Cost: staff time  
Staff: Karen Hansen and Lesley Williams  
*Completed*

Outcome: technology bar installed  
Completed by: January 2013  
Initial Cost: \$3,000  
Annual Cost: \$1,000  
Staff: David Jordan and Karen Hansen

*Staff has prepared a proposal for the technology bar. Implementation pending funding.*

#### **4.1.3 - DIGITAL MEDIA INITIATIVE**

To become a technology center for all citizens of Evanston, the Library will need reflect the current and future landscape of technology, providing more than just computers with internet access and basic software. While offering access to these basic amenities in the Library is still an essential part of serving as a technology center, many Evanstonians are seeking access to more advanced computer software and media tools that specialize in video, music, and image creation. These advanced tools are generally cost-prohibitive for most households in Evanston, as each piece of software costs several hundred dollars. Consequently, community access to these media creation tools is very limited. Evanston Township High School offers a graphics lab for its students, but access is restricted to school hours and to students there. Northwestern University also has computers with access to media creation software; however, these machines are restricted to student use. FedEx Kinkos of Evanston offers customers the option to rent time on computers equipped with advanced software. The only library nearby library that offers a free-use, advanced media lab of any kind is the Skokie Public Library. Their lab is limited to Skokie Public Library cardholders.

There are no institutions in or near Evanston that offer free, low barrier access to advanced media creation tools. Currently, the Library receives a number of inquiries from students and adults about whether we provide access to this type of computer software and equipment. Because it is already viewed as *the* place in Evanston to freely access computers and internet, adding more advanced, sought after technological amenities would be a natural next step in library services. Adding these technologies not only helps bridge our community's digital divide, but it is also a stride toward staying relevant with a growing portion of our population comfortable with technology and seeking to use it in more complex and meaningful ways.

#### **Phase I: Teen Loft Digital Media Equipment**

The first step for addressing our community's growing need for advanced technologies is to recognize that our most voracious users of technology are teens. We propose adding to the teen Loft a single computer equipped with

## Agenda Item 5.A

advanced software, as well as several media creation tools (cameras, microphones, green screen equipment, etc.). The Loft is a natural choice for this first step in upgrading the Library's technology offerings: staff there already have a knowledge of the software, the equipment can fit there and be monitored easily, many of its users are familiar with the technology or are eager to learn how to use it, and media creation has always been a highly nurtured activity in the Loft. Teens would have the opportunity to use the technology – for school projects or recreationally – to engage in projects that promote critical thinking, creativity, and skill-building. Teaching these technologies would also be a component of this action step. Library staff with knowledge of this software could offer small workshops, as well as volunteers and teens themselves.

Dave Jordan, Karen Hansen, and the Loft staff would work together to execute the implementation of this action step, which can happen as soon as once funds are available.

Outcome: digital media equipment installed

Completed by: August 2012

Cost: \$5,000

Staff: David Jordan, Karen Hansen and Renee Neumeier

*In progress*

### **Phase II: Dedicated Digital Media Lab**

The next phase of the Digital Media Initiative involves expanding the Library's digital media offerings to a dedicated lab. Phase I of the plan places a fully-equipped computer with software in the teen Loft; however, access to the Loft is restricted to teens, and therefore excludes adult users. Users would have the opportunity creatively express themselves through digital videos, music, photography, websites, graphic design, podcasts, presentations and other forms of digital media. The dedicated digital media lab would be open to teen and adult users alike, and would be housed in its own room in the Library. It would feature four computer stations equipped with video, music, and image creation software, as well as supplemental equipment like cameras, a green screen, a scanner, etc. Lab use would be restricted to digital media creation; general internet use would remain the priority of the regular, all-purpose computer stations around the Library.

The Skokie Public Library offers a similar lab that experiences a high level of usage. Their lab is restricted to Skokie cardholders. One aspect of Skokie's building setup that differs from EPL's is that they have an all-purpose adult computer lab, staffed with computer lab assistants, who also assist in the digital media lab. EPL's adult computers are scattered over two separate floors. Assistance on these computers falls to adult services staff at Reference, Reader's Service, and Periodicals, none of whom are employed by the Library to solely provide computer assistance. Additionally, very few staff are knowledgeable in the advanced software the lab would have. A digital media lab at EPL would not see all-day use; therefore, it would not merit the hiring of a staff member to assist solely with its operations. However, it's strongly recommended that the Library consider hiring at least one part-time, dedicated technology

## Agenda Item 5.A

assistant. Ideally, assistant(s) would be able to help patrons with basic computer needs, but they would also have experience with the types of advanced software in the digital media lab.

This action step is at least two years away and would be completed only after the teen Loft upgrade is complete and deemed successful. Staff involved would be Dave Jordan, Karen Hansen, and Lesley Williams. Maintenance staff would also play a role in its setup and security. The City's tech support staff may also be involved.

Outcome: digital media lab up and running  
Completed by: March 2014  
Initial Cost Estimate: \$30,000 to \$45,000  
Annual Cost Estimate: \$18,000  
Staff: David Jordan, Karen Hansen and Lesley Williams

*Staff has prepared an IMLS grant application for the planning and design of a Digital Learning Lab*

### **4.2 - Expand technology-based services to increase patron access to media and information throughout Evanston.**

Additional work is needed for this objective.

### **4.3 - Explore technologies for circulation, inventory control, and customer self-service.**

#### **EXPAND SELF-CHECK BEYOND THE LOBBY**

4.3.1 - Add two more 3M self check machines (Model 8410), one in the Children's room and one on the second floor in Reader's Services. May require additional wiring.

Outcome: self check machines installed  
Completed by: March 2013  
Initial Cost: \$20,000  
Annual Cost: \$2,400  
Staff: Paul Gottschalk and Jill Skwerski

*Self-check in Youth Services was installed in May 2012. Additional unit on second floor pending funding.*

### **4.4 - Create the most exciting, informative and useful library web experience imaginable.**

#### **MOBILE APP FOR CATALOG ACCESS**

Our users expect to be able to easily access the library catalog and manage their account using their smartphone, Android tablet, or iPad. While you can access

## Agenda Item 5.A

the catalog directly through a web browser on these devices, the experience can be frustrating. Ideally, we would provide an app that could be installed on any of these devices that made searching the catalog and managing accounts convenient and easy.

[Boopsie for Libraries](#) is a multi-platform mobile solution that is fast and flexible. Already in use by more than 250 libraries and universities in the US and Europe, Boopsie integrates directly with all major integrated library systems (ILS) so that patrons can put books on hold, search the entire catalog, check out, renew, see library hours, blogs, twitter, library locations, etc. all from their mobile devices.

Outcome: mobile application launched

Completed by: September 2012

Initial Cost: \$5,100

Annual Cost: \$3,700

Staff: David Jordan and Marianthi Thanopoulos

*In progress*

**Goal 5. MARKETING: The Library will strive to make Evanston residents aware of the exceptional patron-centered services and collections the Library has to offer.**

5.1 - Continuously improve the delivery of courteous and professional library services to all patrons through staff training and performance evaluations. *Ongoing.*

5.2 - Develop and implement a comprehensive print and virtual marketing plan to raise awareness of the importance of public libraries generally and specifically, to raise awareness of the excellent and comprehensive programs and services the Library offers. *Not yet started.*

5.3 - Embed in that plan a responsiveness to changing demographics and technology that promotes open communication between the community and the library. *Not yet started.*

**Goal 6. FUNDRAISING AND HUMAN CAPITAL: Acquire the human and financial resources to efficiently achieve and maintain the mission and goals of the Library.**

6.1 - Recruit, train and nurture skilled staff. *In progress*

6.2 - Expand the recruitment and use of skilled volunteers to assist staff in a wide spectrum of library activities. *In progress*

6.3 - Continuously improve the delivery of courteous and professional library services to all patrons through staff training and performance evaluations. *In progress*

6.4 - Articulate library funding requirements to the community and decision-makers so that Evanston's library develops and maintains outstanding collections and services. *Not yet started.*

6.5 - Encourage partnerships, sponsorships and community connections to fulfill funding requirements. *Not yet started*

6.6 - Explore all supplemental funding sources, including grants and planned giving. *In progress.*

**Goal 7. LIBRARY BOARD AND GOVERNANCE: Develop the capacity of the Library Board to successfully fulfill its statutory role, commitments and fiduciary responsibilities.**

7.1 - Bolster Board orientation, training, and continuing education relating to board governance, fiduciary responsibilities, the Open Meetings Act, the development of annual budgets, levy requests, and overall powers and duties under the Local Library Act. *In progress.*

**Agenda Item 5.A**

7.2 - Encourage and support continuing education and involvement in the regional, state and national public library trustee community. *In progress. Leora Siegel has joined the Board of the Illinois Library Association and Benjamin Schapiro has joined the Board of the Reaching Across Illinois Library System.*



# Memorandum

To: Evanston Public Library Board of Trustees  
From: Paul Gottschalk, Administrative Services Manager  
Subject: Administrative Services Update  
Date: June 12, 2012

This memo provides an update on significant administrative activities at the Library:

## **Human Resources**

Eulalia House was hired as a 20 hour per week Circulation Clerk.

Recruitment continues for two positions – the part-time Administrative Assistant with responsibilities for development and the full-time Community Engagement Librarian.

## **Financial Resources**

The financial reports for the five month period ending May 31<sup>st</sup> are attached.

Through May, expenditures are 87.4% of the YTD (year-to-date) budget and revenues are 189.1% of YTD budget. The net Library Fund balance is \$1,236,685.

## **Students Consulting for Non-Profits (SCNO)**

Marianthi Thanopoulos did a fabulous job leading a project between staff and Northwestern students to target marketing efforts towards people between the ages of 20 and 30. The SCNO report is included in the packet.



**EVANSTON**  
**PUBLIC LIBRARY**  
epl.org 847.448.8600

**Final Report**  
**Targeted Marketing Strategies**

**Students Consulting for Non-Profit Organizations**

Kelyse McKeon, Kushal Amin, Brenda Chang, Ann Lee, Jichao Xu

**June 1, 2012**



# Table of Contents

1)	Project at a Glance.....	3
2)	Data Collection.....	4
3)	Easy Sign-Up Campaign.....	5
4)	30 Under 30 Program.....	8
5)	Wildcat Welcome Initiative.....	11
6)	Mobile-friendly Campaign.....	14
7)	General Project Timeline.....	19
8)	SCNO Team Information.....	20
9)	Appendix A- Sample Campaign Flyer.....	21
10)	Appendix B- Sample Campaign Flyer.....	22
11)	Appendix C-Focus Group Questions.....	23
12)	Appendix D-Mobile-friendly Flowchart.....	24
13)	Appendix E- High-potential Businesses.....	25

# Project at a Glance

Evanston Public Library (EPL) approached SCNO seeking to understand and attract current library non-users. From their experience, they saw that users who come to the library as children often do not return until they have children of their own. From there, they created a target demographic of post-high school through pre-children Evanston residents that was the focus of this engagement. As part of EPL's strategic plan, they strive to increase the number of library cardholders by 5% and overall circulation by 25% by 2014. Attracting more users in the target demographic can help EPL meet these goals. With this context in mind, EPL and the SCNO team identified three main objectives for the project:

1. Collect data on the target demographic (approximately 20-30 years old) in order to better understand their level of knowledge, usage patterns, interests, and expectations, as related to EPL
2. Identify creative marketing initiatives targeted toward the target demographic to help EPL achieve its strategic goals
3. Propose metrics to gauge the impact of the marketing initiatives

For each objective, the SCNO team crafted various ideas and recommendations:

## **Data Collection**

- The team conducted a survey of Northwestern students and analyzed their responses in order to determine effective marketing initiatives.
- The team also proposed research methods targeted at reaching the non-Northwestern members of the target demographic.

## **Marketing Initiatives**

- Based off the responses collected from the survey, the team developed four marketing initiatives.
- The team outlined the strategy and impact for each of the given marketing initiatives.

## **Metrics**

- The team identified individual metrics for each marketing initiative.

# Data Collection

## Northwestern University Survey

SCNO conducted a survey of Northwestern students in order to better understand the perceptions and motivations of the target demographic. The survey, which was distributed via Facebook and campus listservs, received 113-130 responses. All questions were answered at least 113 times, with a few receiving higher response rates. The data was collected and analyzed by the SCNO team and the insights gained were utilized when determining the most effective marketing and programming initiatives that EPL should undertake.

### Notable Findings

SCNO analyzed the survey data and looked for important or surprising results. Highlights of the data are reported below, and the complete survey responses can be found in the accompanying Excel spreadsheet.

- 68% of students said knowing that signing up for a library card only required their wildcard made them more interested in signing up.
- 73% of survey participants do not own any type of eReader.
- 55.8% of respondents said they were not aware that “EPL After Hours” existed, but were interested in using the service.
- 44% answered that EPL could better serve them by offering “more relevant” programming
- Other themes discovered in responses to the question, “How might EPL be better able to serve you?” included more publicity, longer hours, and adding textbooks/course materials to the library’s collection.

Using the results from the survey, the SCNO team developed four marketing initiatives that will help EPL attract the target demographic.

## Focus Group

The SCNO team was not able to conduct a focus group given the duration of the engagement. However, EPL may hold a focus group in the Evanston community in order to gain an additional data sample that includes non-Northwestern University students. A list of suggested focus group questions can be found in Appendix C of this document.

# Easy Sign-up Campaign

## Background and Research

Through several meetings with EPL staff members and a survey of Northwestern students, it became clear that getting people to sign up for library cards was the best first step toward bringing them in for events and resources. There was a surprising misconception that getting a library card was a hassle and that initial assumption deterred people from signing-up. Our survey of Northwestern students showed that 68% of students reported that knowing how simple it is to get a library card made them more interested in signing-up.

## Strategy

### Target Population

This campaign is aimed at Evanston residents that avoid the library due to the misconception that it is tedious to get a library card. It also serves to increase awareness and acts as a general marketing strategy for the library. The campaign will also educate the population on how to use the library card to access the library's lesser-known resources.

### Approach

The marketing plan will first consist of (1) the visual component, and second (2) the distribution strategy.

### Implementation

#### (1) Visuals

*Tagline:* Each flyer will utilize a tagline to capture the reader's attention:

"EPL- You have no idea how easy it is to get a library card."

"It's easier to get a library card than it is to *(pick any phrase to emphasize simplicity).*"

"Get your EPL Card. It's so easy to get, it's ridiculous not to have one."

"It's takes less time to get a library card than to order pizza."

"Getting a library card. So easy, you'll wonder why you didn't do it before."

“How easy is it to get a library card? Really, really easy.”

“Get your library card now. It pays for itself.”

### *Descriptive Text:*

Here's how easy it is:

1. Provide identification to prove your address  
(Example: Student ID, Driver's License, phone bill, etc.)
2. Get your library card  
\*Bonus step: Check out books, download e-books, movies, DVDs, go to movie screenings

### *Utilization*

- *EPL Logo*
- *EPL Color Scheme*
- *Orrington Font*

Please see Appendix A and B for sample flyers.

### (2) Distribution Strategy

The flyers have two methods of distribution: physically printing and posting flyers and advertising through social media.

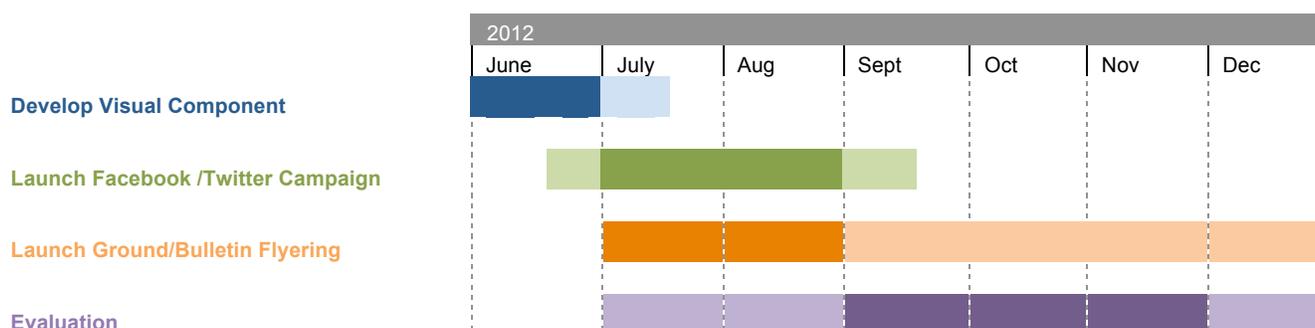
### Where to flyer

1. Café/ Restaurant bulletins or walls (ex. Unicorn Café)
2. All community centers (ex. Robert Crown Center)
3. Evanston businesses that have nonprofit relations or relationships with the library
4. Northwestern campus
  - Must register for permission with Northwestern University (Contact Andrea Bell: andrea-bell@northwestern.edu)

### Social Media Prize Campaign

- A. Facebook users like the Evanston Public Library page
- B. Facebook users make the digital flyer their status for an entry to win a prize
- C. Facebook users with the most likes to their status win a prize
- D. Facebook users post a picture of themselves with their library card in different, unusual places to win a prize
- E. Twitter users tweet about the EPL campaign for an entry to win a prize

## Implementation Timeline



Note: The darker colors represent the more intense parts of each phase.

## **Impact**

This campaign should increase the number of people registering for library cards, which is important as a gateway to the rest of the library's programs and resources. There is a general lack of awareness about what the library provides, in which people would be interested. Converting library users who do not have a card into cardholders and bringing in new users will allow EPL to increase their market penetration.

## **Metrics**

- New cards registered as compared to previous year or period
- Number of people registering cards who report seeing the campaign posters

In order to evaluate the effectiveness of the campaign, library circulation employees who register users for cards should ask the customer if they have seen any of the campaign posters. This data can be used anecdotally to gauge what percentage of new card sign-ups may be related to the *Easy Sign-up Campaign*.

## **Concerns**

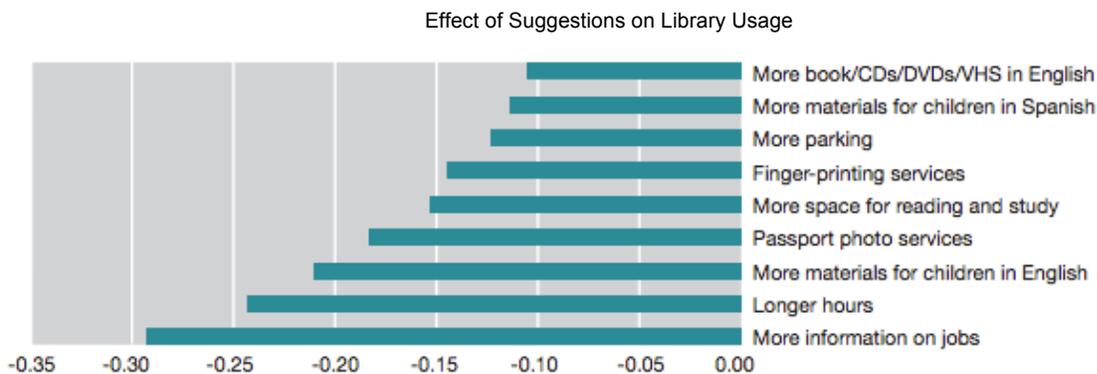
Many business and community centers require permission before organizations can post flyers or other advertising material. Therefore, EPL should work in advance to secure permission before posting flyers.

# Career Networking Program: 30 Under 30

## Background and Research

In this difficult economic environment, the community is increasingly turning to public libraries as invaluable resources in their job search:

- More than two-thirds of the 1,000-plus adults contacted in a January survey said that the library's assistance in starting a business or finding a job was important to them (American Library Association (ALA)).<sup>1</sup>
- 72% of libraries report that staff helped patrons complete online job applications.<sup>2</sup>
- The number one challenge affecting libraries' ability to help job seekers is a lack of staff to effectively help patrons. Nearly 56% of libraries strongly agreed or agreed with the statement that the library does not have enough staff to aid patrons with job-seeking needs.<sup>2</sup>
- As shown in the graph below, suggestions for information on jobs had a strong relationship with low library visits<sup>3</sup>



## Strategy

### Target Population:

The target population for this event would be young adults just entering job market and other job seekers. In Evanston, approximately 6.3% of the labor force is unemployed.

<sup>1</sup> 2012 State of America's Libraries, American Library Association Office for Research and Statistics, <http://www.ala.org/news/sites/ala.org.news/files/content/StateofAmericasLibrariesReport2012Finalwithcover.pdf>

<sup>2</sup> Job-seeking in US Public Libraries, American Library Association Office for Research and Statistics, [http://www.ala.org/research/sites/ala.org.research/files/content/initiatives/plftas/2010\\_2011/jobsbrief11.pdf](http://www.ala.org/research/sites/ala.org.research/files/content/initiatives/plftas/2010_2011/jobsbrief11.pdf)

<sup>3</sup> Flores, Edward., Pachon, Harry. *Latinos and Public Library Perceptions*, Tomás Rivera Policy Institute, <http://www.trpi.org/PDFs/Latinos & Public Library Perceptions Final.pdf>

Additionally, this program may also attract people who are looking to further develop their career or interests.

## **Approach**

### **Key principles:**

1. A strong network is essential to successfully developing a career.
2. There are many successful young adults in the Evanston/Chicago area who can share advice.
3. People will come to social programming that will also help build lasting, fruitful connections.
4. The program builds image and awareness of EPL as both a career resource center and social hub.

**Overview:** *30 Under 30* will bring successful young adults as well as job seekers together in a social setting where they can share career advice and build mutually beneficial personal and professional relationships.

### **Suggested program format:**

1. Short panel and Q&A, share experience and networking/career advice
2. Chatting and networking over light refreshments
3. Share contact information of attendees, encourage follow-up and collaboration

## **Implementation**

### **Phase 1: Needs Assessment & Leveraging Networks**

- Reach out to successful young adults in the area
- Build database of young business leaders
- Gauge willingness to help and ask for suggestions on the event format
- Conduct a needs assessment with current career services users

### **Phase 2: Planning & Marketing**

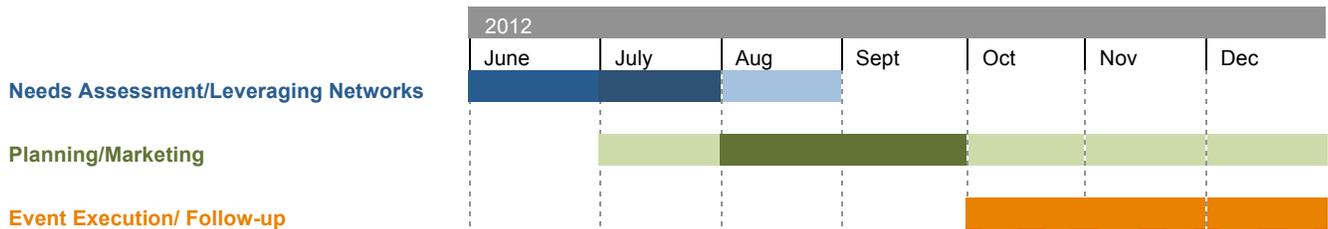
- Organize and plan event
- Market event through social media, local community centers and inside the library
- Emphasize social and career-building aspect

### **Phase 3: Event Execution & Follow-up**

- Execute event
- Gather feedback
- Build database of those willing to join; keep in touch with all previous attendees

- Encourage communication and follow-up
- Organize event regularly going forward and encourage repeat attendance

## **Implementation Timeline**



Note: The darker colors represent the more intense parts of each phase.

## **Projected Impact**

The impact of *30 Under 30* is three-fold:

1. Less dependence on staff: Building connections and allowing peers to provide advice will reduce the load on library career services staff
2. Create image of EPL as career resource center and social hub: Career services and a social space will attract more users, specifically from the target demographic
3. More effective and compelling career services: Networking is key to landing a job, and connecting with other like-minded individuals will be conducive to mutually beneficial relationships, collaboration, and knowledge exchange.

## **Metrics**

- Survey participants (via email, at event)
- Have people inform EPL if service leads to a career advancement
- Sign in with optional demographic information
- Maintain clear feedback/communication channel with users of career services

## **Concerns**

The participation of established business leaders is crucial to the success of this program. Because they are volunteering their time, EPL should emphasize that the relationships built are mutually beneficial between the people leading the workshop and program attendees

# Wildcat Welcome Initiative

## Background and Research

From the SCNO survey of Northwestern students, the team saw that 88% of respondents replied that they were unaware they only needed a wildcard to sign-up for a library card. 68% of the students surveyed who did not have a library card replied that they would be interested in making one, now that they knew they only needed their wildcard.

## Strategy

### Target Population

The target population is the incoming Northwestern freshmen, estimated at around 2,000 students. Additionally, students in other grades may also attend, although the numbers are expected to be lower. The goal of the program is to inform and attract students in the lower grades who will then become EPL users throughout their college career.

### Approach

#### *Utilize Easy Sign-up Campaign Table Hosting at Norris for New Membership*

- The *Easy Sign-up Campaign* should be utilized during Wildcat Welcome. Signs should not only be up around Evanston, but also on campus.
- There should be a table in the Norris Student Center (Norris) basement (in front of the elevators) where students who have made their wildcards can choose to make a library card. Given that the wildcard office is in Norris Underground (below the basement), it should be convenient for students to make a card once they have created their wildcard.

#### *Have a booth at the Wildcat Welcome Student Activities Fair*

- This is one of the most important parts of the action plan. The goal of the Wildcat Welcome Initiative is not only to increase the amount of students who have a library card, but also to increase student presence and usage of library material.
- By having a booth at the activities fair, EPL has a chance to be the “Welcome to Evanston” organization by having an introduction of Evanston eateries, businesses and “Staff Picks” featuring places students can check out with their friends.
- Along with the “Welcome to Evanston” introduction, EPL should introduce their programs and services that are student-friendly, such as meeting and study room reservations, digital resources and “EPL After Hours.”

- Having name recognition with students through this activity is important. Once the students know about EPL, they are more likely to utilize its resources.

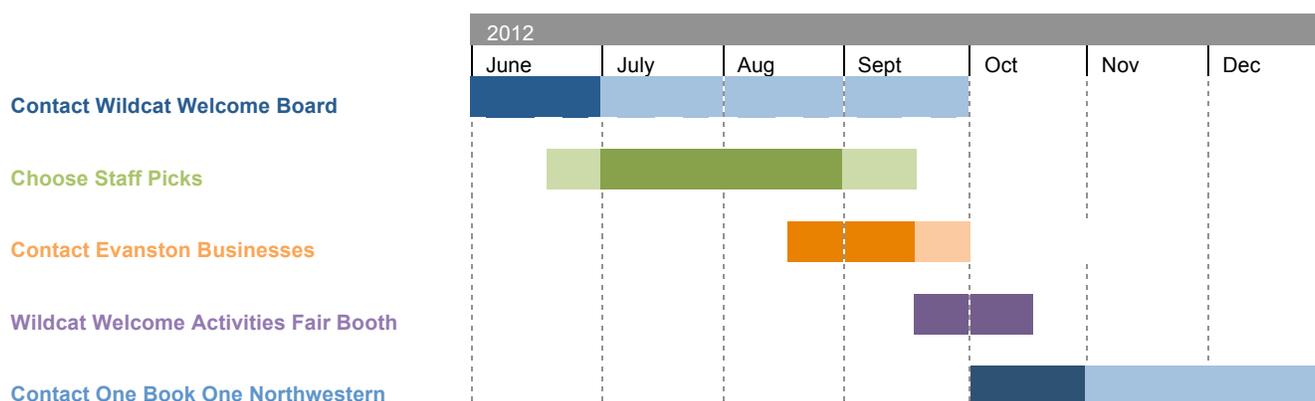
#### *Collaborate with Northwestern's "One Book One Northwestern" Initiative*

- "One Book One Northwestern" is an initiative to bring all of the incoming freshmen together through a shared reading experience. With the participation of EPL, it brings further exposure of the EPL name to students.
- This is a way to get further involved with Wildcat Welcome by utilizing the expertise of EPL. While Northwestern has a separate board that organizes "One Book One Northwestern", EPL can provide professional resources and connections that Northwestern could use while selecting the annual book and organizing events.

#### **Implementation**

- For the specific Wildcat Welcome card sign-up table in the Norris basement, the *Easy Sign-up Campaign* should be utilized.
- EPL should contact the Wildcat Welcome Board by late June to organize a booth at the Student Fair and reserve a table at Norris.
  - EPL should contact the Wildcat Welcome board at [orientation@northwestern.edu](mailto:orientation@northwestern.edu), or 847-491-8430.
  - At the booth, EPL should select certain activities and Evanston restaurants that students should check out- label them as "Staff Picks" and "What to do in Evanston."
  - If possible, a tasting of different foods sponsored by Evanston restaurants would attract more students.
  - Students love free shirts- EPL can choose to design and give out shirts to students who sign up for a library card at Norris (Example t-shirt slogan: "I signed up for an EPL library card.")
- "One Book One Northwestern" should be aimed for next year, given that there is only 1 month left until the new book is revealed. However, once in contact with the Wildcat Welcome board, EPL should talk about collaborating on the initiative as soon as possible.

## Implementation Timeline



*Note: The darker colors represent the more intense parts of each phase.*

## **Impact**

The projected impact is that approximately 2,000 new students would learn about EPL early on in their undergraduate career every year. Considering that 68% of the students expressed interest in signing up for a library card once they knew it only required their wildcard, we project that there would be a significant number of new signups. The Student Activities Fair is the most effective way of reaching out to many students at one time, as almost every new student stops by the fair.

## **Metrics**

EPL should track the number of library cards made during Wildcat Welcome week, both at the Student Activities Fair and at the table in the Norris basement. Then, EPL should measure library usage by card in a 6-month period and a 1-year period to gauge the effectiveness of collaboration with Northwestern. In addition, it would be helpful to track the materials that students check- out with their cards and the student presence at library events and programs.

## **Concerns**

At this stage in the action plan, it is not clear whether the Northwestern Wildcat Welcome board will be willing to include EPL in Wildcat Welcome, given that EPL is not affiliated with Northwestern University. However, Northwestern certainly values the incorporation of its students into the Evanston community; thus, SCNO is optimistic that the Welcome board will be willing to work with EPL.

# Mobile-friendly Campaign

## Background and Research

With the widespread use of smart phones, the use of mobile technology and Web 2.0<sup>4</sup> is becoming especially prevalent among the target population. In the U.S., 57% of males and 60% of females between the ages of 20-30 have smartphones<sup>5</sup>. Just at the Northwestern University campus in Evanston, our survey showed that about 75% of students own such phones. We recommend tapping into this market of tech-savvy young adults through a mobile-friendly campaign at local cafés and shops. We believe the best way to go about establishing a strong presence in this target population is by:

- Capturing the attention of the target population by establishing a co-marketing presence with local businesses
- Enticing the target population to learn about, participate in, and share with others the range of services provided by the library.

## Strategy

### Target Population

The target population of this strategy is the patrons of local cafés and small businesses. We estimate that about 240 people per business<sup>6</sup> can be reached per day, equivalent to about 160 customer-hours of advertising.

### Approach

The goal of this campaign is to target young people at cafés and encourage them to actively participate in EPL's online space. This population typically has a lot of disposable time when sitting at a table alone or with their friends, and of those who own smartphones, 56% use their device during this time (in comparison, just 50% do when using public transit). Moreover, co-marketing efforts (in which both EPL and the local business are advertised) such as table tents can be utilized to gain the trust of these customers. After capturing their attention, EPL can tie rewards (such as gift cards to the

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<sup>4</sup> A loosely defined group of web-based applications that allow information sharing, interoperability, and collaboration on the internet. Examples include tools such as Facebook, Twitter, MySpace, and various wikis.

<sup>5</sup> Out Mobile Planet, 2012. Research was commissioned by Google and conducted by Ipsos MediaCT in partnership with the Mobile Marketing Association and the Interactive Advertising Bureau.

<sup>6</sup> Based on our observations at local cafés, approximately 20 customers enter and stay per hour in the business until finishing their meal. The average length of the business-day in Evanston is about 12 hours, meaning that 20 customers/hour \* 12 hours = 240 customers are in the building every day. Assuming that each customer stays for 40 minutes per stay, that provides us with 240 customers \* 40 minutes = 160 customer-hours of advertising every day.

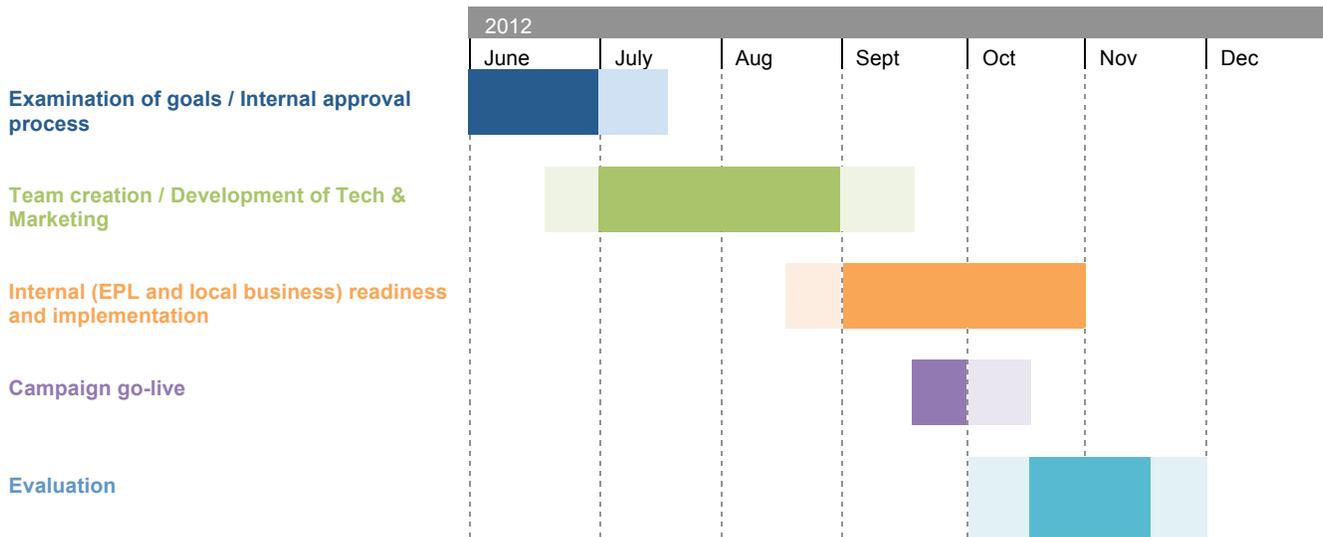
local business) to certain uses of Twitter, Facebook, and QR codes/Boopsie to encourage customer participation.

For implementation purposes, we see this campaign as taking place at local cafés and businesses during a two-week period in late September and early October, in conjunction with our Wildcat Welcome Initiative and working hand in hand with *30 Under 30* and the *Easy Sign-up Campaign*.

### **Implementation**

- Examine goals of the campaign, make modifications as needed, and go through internal approval process
- Form campaign team and allocate ownership for different sections of the project (We primarily recommend breaking down the team into Marketing and Technology sub-teams. It would be ideal to include those involved in current social media outreach.)
  - Technology Goals
    - Develop Boopsie app, complete with Twitter and Facebook integration
    - Ensure way to capture raffle entries, whether through Boopsie event registration and attendance, Twitter tags, or Facebook posts (see flowchart of Example Implementation in Appendix D)
  - Marketing Goals
    - Contact businesses to gauge feasibility constraints, and determine general extensiveness of program (see List of High-Potential Businesses in Appendix E)
    - Develop co-marketing material based on needs of businesses (e.g. table tents, flyers, Facebook or Twitter links)
- Ready EPL staff and employees of partner businesses by informing them of the basics of the campaign and encourage active online participation.
  - Train EPL employees in the use of Web 2.0 channels (We recommend getting a staff member who's actively involved in using these channels to present)
  - Allocate certain prizes for staff and employees
  - Start internal program 1 month in advance of go-live
- Go-live phase (ideally during the last week of September)
- Determine prize winners and announce them through Web 2.0 channels
- Gauge overall user-response by tracking and evaluating key metrics

## Implementation Timeline



Note: The darker colors represent the more intense parts of each phase.

## Impact

We estimate the projected impact of this strategy to be about 240 people per business per day being exposed to EPL's marketing, and of these more than 25 people within the post-high school and pre-children demographic accessing the Boopsie app, Facebook page, or Twitter account<sup>7</sup>. This translates to about 350 total visits per business for a 2-week campaign. We do not have enough information to calculate the number of app downloads, Facebook page photo uploads, and Twitter posts at this time.

## Metrics

The key metrics to track for this particular strategy can be organized by the three different tools being utilized:

### *Boopsie*

1. Number of Boopsie visits per day
  - Objective measured: Attention captured
2. Number of event registrations per day
  - Objective measured: Patron participation
3. Percent of Boopsie visits converted to event registrations
  - Objective measured: Overall success of Boopsie in advertising events

<sup>7</sup> 25 = 240 people visiting business per day (from observation) \* 64% of customers in 20-30yr age group (from observation) \* 58.5% of age group that use smart phones (Google) \* 56% that use phones in cafés (Google) \* 50% of those using smart phones visiting EPL's Boopsie app and Facebook/Twitter pages (estimated)

4. Number of clicks for each event per number of days that event was posted on app
  - Objective measured: Patron interest in types of events

### *Facebook*

1. Number of Facebook page visits per day
  - Objective measured: Attention captured
2. Number of photo posts per day
  - Objective measured: Patron participation
3. Percent of Facebook visits converted to posts
  - Objective measured: Overall success of Facebook in encouraging patron participation
4. Number of visits to EPL website (or other EPL links) through Facebook page
  - Objective measured: Overall success of Facebook in converting advertisement to EPL site visits

### *Twitter*

1. Number of new Twitter follows per day
  - Objective measured: Attention captured
2. Number of Twitter tags per day
  - Objective measured: Patron participation
3. Percent of Twitter follows converted to tags
  - Objective measured: Overall success of Twitter in encouraging patron participation
4. Number of visits to EPL website (or other EPL links) through Twitter posts
  - Objective measured: Overall success of Twitter in converting advertisement to EPL site visits

## **Concerns**

As was stated above, for each business we expect more than 25 users per day within our target demographic to visit one of the Boopsie/Facebook/Twitter pages. This number will likely increase as the campaign moves into its second or third week and then decrease as regular customers start to pay less attention to the table tents. This is one reason why we do not think the campaign should last more than 2-4 weeks. Additionally, rewards are vital to encouraging participation among young adults. We believe they will respond best to (a) gift cards of the local café or business the advertising is taking place in, or (b) easily accessible experiences (such as movie theaters). The library may have to purchase some of these rewards, but we don't

project the costs to be very high ( $\leq$  \$200)<sup>8</sup>. Finally, we consider it essential that the staff participate in the usage of Facebook and Twitter. Our research has shown that staff participation can significantly reduce marketing costs and enhance patron satisfaction<sup>9</sup>.

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<sup>8</sup> Estimating that 10 businesses participate in this campaign, with gift-card or movie-ticket rewards of up to \$20 per business

<sup>9</sup> "Twitter: On Emerging Business Case Studies & Participatory Marketing," Off the Grid PR (Blog Post) - <http://offthegrid-pr.com/socially-responsible-pr/2009/2/25/twitter-on-emerging-business-case-studies-participatory-mark.html>

"Six ways to make Web 2.0 work," McKinsey Quarterly (Business Journal) - [https://www.mckinseyquarterly.com/Business\\_Technology/Application\\_Management/Six\\_ways\\_to\\_make\\_Web\\_2\\_0\\_work\\_2294](https://www.mckinseyquarterly.com/Business_Technology/Application_Management/Six_ways_to_make_Web_2_0_work_2294)

# General Project Timeline

## Phase One: Laying the Foundation

- Determine EPL employees and teams that will be engaged in each of the marketing initiatives
- Contact cafés and Wildcat Welcome Board to determine feasibility
- Begin developing software for Mobile Friendly Campaign
- Set up processes to track proposed metrics

*Suggested Timeframe: Begins immediately and lasts one-two months*

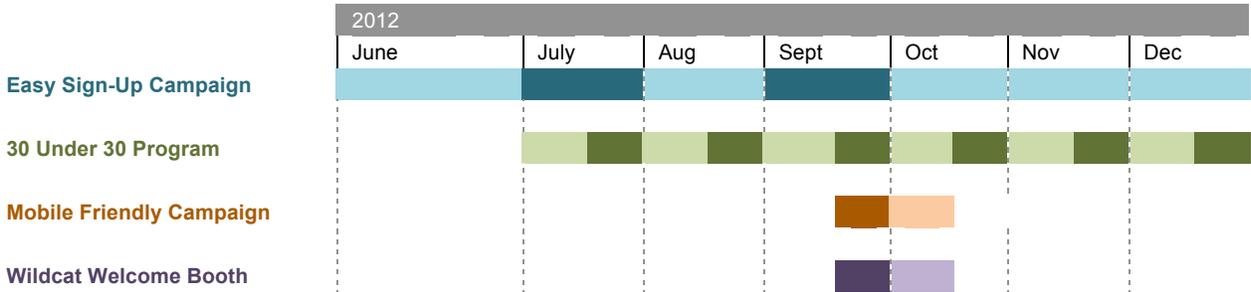
## Phase Two: Preparing for Execution

- Develop programming for marketing initiatives; this includes flyers, “Staff Picks” lists and event themes
- Finalize and reserve physical locations where initiatives will be occurring

*Suggested Timeframe: Two months*

## Phase Three: Implementation

- Implement marketing initiatives in order described below.



*Note: The darker colors represent periods of more intense marketing and programming efforts.*

# SCNO Team Information

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- Year: Class of 2013
- Career Interests: Consulting (intern at Deloitte this summer)

## Kushal Amin

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## Jichao Xu

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- Year: Class of 2013
- Career Interests: Investment Banking (Intern at Citi this summer)

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- Career Interests: Entrepreneurship/Start-ups (intern at Groupon this summer)

## Appendix A: Sample *Easy Sign-up Campaign Flyer*

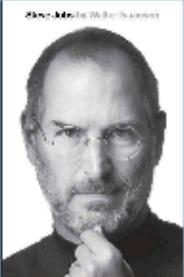
GET YOUR EPL CARD. IT'S SO EASY TO GET,  
IT'S RIDICULOUS NOT TO HAVE ONE.

PROVIDE  
ID

↓

GET  
LIBRARY  
CARD

BORROW BOOKS, DVDs, AND MORE



## Appendix B: Sample *Easy Sign-up Campaign* Flyer



EVANSTON  
PUBLIC LIBRARY  
epl.org 847.448.8600

How easy is it to get a library card?

**REALLY, REALLY EASY.**

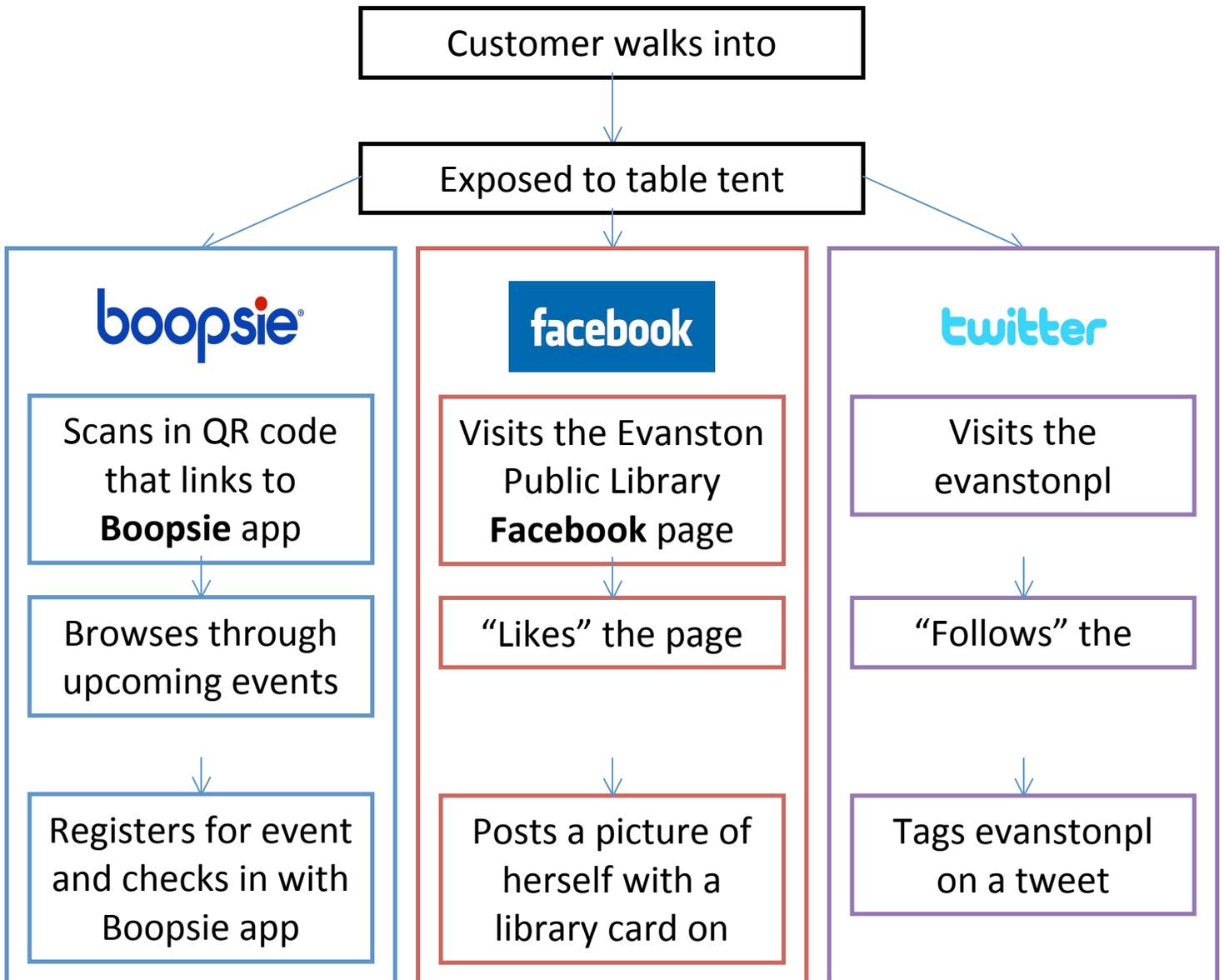
- ✓ Provide Identification
- ✓ Get Your Library Card



## Appendix C- Focus Group Questions

- Do you currently use the library?
  - Why do you use it (what do you usually use at the library)
  - Why don't you go to the library?
- What do you know about library resources?
  - What do you know about the library or what it offers?
  - Can you list things the library offers?
  - Did you know the library provides: \_
  - Are these services things you could possibly be interested in?
- What do you know about opening a card?
- What draw you to go to the library?
- What would you like to see be available at the library in the next five years?
- Do most of your friends use the library?
  - Why do you think they use it?
  - Why don't they use at the library?
- How do you see your information needs changing?
- What are your frustrations with using the library?
- Do you have any advice for Evanston Public Library?
- How can the library reach out to your community?
- What else can the library do to attract you, your friends and family?

## Appendix D: Example Implementation – Flowchart



## Appendix E: High-Potential Businesses

Business	Address	Phone	Local / Size	Wi-fi Availability	Social Responsibility	Partnership Potential
Kafein	1621 Chicago Ave	(847) 491-1621	Local	Yes	Yes	Yes
The Brothers K Coffeehouse	500 Main St	(847) 328-7940	Local	Yes	Yes	Yes
Perla Café	1813 Dempster	(847) 424-1382	Local	Yes	Yes	Yes
The Unicorn Café	1723 Sherman Ave	(847) 332-2312	Local	Yes	Yes	Yes
I Dream of Sweets	824 Noyes St	(847) 859-6317	Local	Yes	Yes	Yes
The Other Brother Coffeehouse	1549 Sherman Ave	(847) 475-5399	Local	Yes	Yes	Yes
Coffee Lab	922 Noyes St	(847) 868-8033	Local	Yes	Yes	Yes
Andy's Frozen Custard*	719 Church St	(847) 864-8009	Local	No	Yes	Yes
Café Mozart	600 Davis St	(847) 492-8056	Local	Yes	Maybe	No
Pret A Manger	1701 Sherman Ave	(847) 491-9471	Semi-local	Yes	Yes	Yes
Cosi	1740 Sherman Ave	(847) 328-2050	Chain	Yes	Yes	Yes
Argo Tea	1596 Sherman Ave	(847) 864-6909	Chain	Yes	Maybe	Yes
Peet's Coffee and Tea	1622 Chicago Ave.	(847) 864-8413	Semi-local	Yes	Yes	Yes
Potbelly Sandwich Works*	630 Davis St	(847) 328-1800	Chain	Yes	Yes	Yes
Panera Bread	1700 Sherman Ave	(847) 733-8356	Chain	Yes	Maybe	Yes
Starbucks Coffee	3330 Central St	(847) 424-0624	Chain	Yes	Maybe	Potentially
Starbucks Coffee	1724 Sherman Ave	(847) 492-0490	Chain	Yes	Maybe	Potentially
Starbucks Coffee	528 Dempster St	(847) 733-8328	Chain	Yes	Maybe	Potentially
Dream About Tea	1011 Davis St	(847) 864-7464	Local	No	Yes	No
Dunkin Donuts	2658 Green Bay Rd	(847) 869-6667	Chain	No	Maybe	No
Dunkin Donuts	1900 Dempster St	(847) 869-3600	Chain	No	Maybe	No
Dunkin Donuts	1612 Benson Ave	(847) 425-9650	Chain	No	Maybe	No

### Legend

- Local/Size – Variable to capture business' emphasis on the local community. Local implies a mom-and-pop shop or locally owned store, whereas Chain represents a nation-wide business that may present difficulties when creating partnerships.
- Wi-Fi availability – Variable to capture the general length of time that customers stay within business. Businesses with Wi-Fi capability will also be more likely to react in a friendlier manner to technology-based campaigns.
- Social responsibility – Variable that measures the likelihood that the business cares about social service and responsibility. Measured through the presence of words such as “fair-trade coffee” on the business' website, or through personal experience of visiting the café.

### Additional comments regarding specific businesses

- Café Mozart – Not recommended because of comparatively low reviews of customer service and small frequency of customers.
- Dream About Tea – The shop emphasizes tranquility and does not suit young adults browsing their phones.
- Dunkin Donuts – Most customers are in and out rapidly.

Evanston Public Library  
 FY2012 Financial Summary  
 Five Month Period ending May 31, 2012

Year to Date = 41.7%

Expenditures as a percent of YTD budget = 87.4%

Revenues as a percent of YTD budget = 189.1%

LIBRARY OPERATING BUDGET

EXPENDITURES

Division	FY2012 Budget	Budget Year to Date	Expenditures Year to Date	% Expended Year to Date
Youth Services	\$800,390	\$333,496	\$309,084	38.6%
Adult Services	\$1,579,231	\$658,013	\$565,770	35.8%
Circulation	\$589,769	\$245,737	\$231,606	39.3%
North Branch	\$203,336	\$84,723	\$73,473	36.1%
Technical Services	\$473,306	\$197,211	\$169,943	35.9%
Maintenance	\$491,375	\$204,740	\$163,621	33.3%
Administration	\$512,192	\$213,413	\$180,504	35.2%
<b>TOTALS</b>	<b>\$4,649,599</b>	<b>\$1,937,333</b>	<b>\$1,694,001</b>	<b>36.4%</b>

REVENUES

Source	FY2012 Budget	Budget Year to Date	Net Revenue Year to Date	% Revenue Year to Date
Property Tax	\$4,253,214	\$1,417,738	\$2,732,903	64.3%
Personal Property Repl Tax	\$50,200	\$16,733	\$0	0.0%
Fines and Fees	\$150,000	\$50,000	\$61,889	41.3%
State Per Capita Grant	\$75,900	\$25,300	\$76,385	100.6%
Rental Income	\$47,325	\$15,775	\$26,226	55.4%
DVD Rental	\$28,000	\$9,333	\$16,011	57.2%
Copier Revenue	\$20,000	\$6,667	\$9,018	45.1%
Material Replacement Charges	\$12,500	\$4,167	\$5,359	42.9%
Meeting Room Rentals	\$10,000	\$3,333	\$2,280	22.8%
Non-Resident Cards	\$2,460	\$820	\$615	25.0%
<b>TOTALS</b>	<b>\$4,649,599</b>	<b>\$1,549,866</b>	<b>\$2,930,686</b>	<b>63.0%</b>

**NET OPERATING SURPLUS (DEFICIT)      \$1,236,685**

ENDOWMENT FOR THE EVANSTON PUBLIC LIBRARY

Account	Balance as of 4/30/12	Net Additions/ Withdrawals	Investment Gain/(Loss)	Balance as of 5/31/12
Endowment Fund	\$3,212,812.99	\$0.00	(\$94,376.54)	\$3,118,436.45

Evanston Public Library  
Expenditure Report for the FY2012 Budget  
Five Month Period ending May 31, 2012

**Youth Services 4805**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4805.61010	Regular Pay	\$308,602	\$128,584	\$104,385	\$24,199
4805.61012	Library Substitutes	\$3,500	\$1,458	\$2,542	(\$1,084)
4805.61050	Permanent Part-Time Pay	\$224,955	\$93,731	\$92,431	\$1,301
4805.61210	Longevity	\$10,655	\$4,440	\$3,523	\$917
4805.61410	Shift Differential	\$0	\$0	\$222	(\$222)
4805.61420	Annual Sick Leave Payout	\$0	\$0	\$2,239	(\$2,239)
4805.61510	Health Insurance	\$50,067	\$20,861	\$20,861	\$0
4805.61615	Life Insurance	\$102	\$43	\$43	\$0
4805.61710	IMRF Pension	\$56,591	\$23,580	\$18,273	\$5,307
4805.61725	Social Security	\$33,378	\$13,908	\$12,510	\$1,398
4805.61730	Medicare	\$7,806	\$3,253	\$2,926	\$327
4805.62506	Work-Study Students	\$900	\$375	\$311	\$64
4805.65100	Library Supplies	\$1,000	\$417	\$318	\$98
4805.65630	Library Books	\$73,500	\$30,625	\$34,386	(\$3,761)
4805.65635	Periodicals	\$1,000	\$417	\$0	\$417
4805.65641	Audio Visual Collections	\$15,000	\$6,250	\$8,560	(\$2,310)
4805.66025	IMRF Pension - ERI Debt Service	\$13,333	\$5,555	\$5,555	\$0
		\$800,390	\$333,496	\$309,084	\$24,411

**Adult Services 4806**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4806.61010	Regular Pay	\$576,849	\$240,354	\$191,997	\$48,356
4806.61012	Library Substitutes	\$6,000	\$2,500	\$383	\$2,117
4806.61050	Permanent Part-Time Pay	\$311,497	\$129,790	\$107,002	\$22,788
4806.61210	Longevity	\$13,409	\$5,587	\$5,023	\$565
4806.61410	Shift Differential	\$0	\$0	\$156	(\$156)
4806.61420	Annual Sick Leave Payout	\$0	\$0	\$4,423	(\$4,423)
4806.61510	Health Insurance	\$91,860	\$38,275	\$38,275	(\$0)
4806.61615	Life Insurance	\$48	\$20	\$20	\$0
4806.61710	IMRF Pension	\$88,758	\$36,983	\$25,511	\$11,472
4806.61725	Social Security	\$51,704	\$21,543	\$18,841	\$2,702
4806.61730	Medicare	\$12,092	\$5,038	\$4,406	\$632
4806.62220	Binding	\$600	\$250	\$0	\$250
4806.62341	Internet Solution Providers	\$115,200	\$48,000	\$34,218	\$13,783
4806.62506	Work-Study Students	\$900	\$375	\$261	\$114
4806.65100	Library Supplies	\$1,000	\$417	\$60	\$357
4806.65630	Library Books	\$237,000	\$98,750	\$111,970	(\$13,220)
4806.65635	Periodicals	\$15,000	\$6,250	\$1,659	\$4,591
4806.65641	Audio Visual Collection	\$37,900	\$15,792	\$13,476	\$2,316
4806.66025	IMRF Pension - ERI Debt Service	\$19,414	\$8,089	\$8,089	\$0
		\$1,579,231	\$658,013	\$565,770	\$92,243

Evanston Public Library  
Expenditure Report for the FY2012 Budget  
Five Month Period ending May 31, 2012

**Circulation 4820**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4820.61010	Regular Pay	\$149,721	\$62,384	\$61,851	\$532
4820.61012	Library Substitutes	\$2,500	\$1,042	\$1,990	(\$949)
4820.61050	Permanent Part-Time Pay	\$300,742	\$125,309	\$116,279	\$9,030
4820.61210	Longevity	\$4,671	\$1,946	\$1,867	\$79
4820.61410	Shift Differential	\$0	\$0	\$231	(\$231)
4820.61415	Termination Payouts	\$0	\$0	\$0	\$0
4820.61510	Health Insurance	\$30,019	\$12,508	\$12,508	\$0
4820.61615	Life Insurance	\$38	\$16	\$16	(\$0)
4820.61710	IMRF Pension	\$48,848	\$20,353	\$16,533	\$3,820
4820.61725	Social Security	\$27,892	\$11,622	\$11,116	\$505
4820.61730	Medicare	\$6,523	\$2,718	\$2,600	\$118
4820.62506	Work-Study Students	\$2,700	\$1,125	\$1,305	(\$180)
4820.65100	Library Supplies	\$4,600	\$1,917	\$511	\$1,405
4820.66025	IMRF Pension - ERI Debt Service	\$11,516	\$4,798	\$4,798	(\$0)
		\$589,769	\$245,737	\$231,606	\$14,131

**North Branch 2825**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4825.61010	Regular Pay	\$70,409	\$29,337	\$26,352	\$2,985
4825.61012	Library Substitutes	\$0	\$0	\$1,226	(\$1,226)
4825.61050	Permanent Part-Time Pay	\$68,730	\$28,638	\$23,758	\$4,879
4825.61210	Longevity	\$4,076	\$1,698	\$1,440	\$259
4825.61415	Termination Payouts	\$0	\$0	\$1,287	(\$1,287)
4825.61420	Annual Sick Leave Payout	\$0	\$0	\$1,074	(\$1,074)
4825.61510	Health Insurance	\$17,819	\$7,425	\$7,425	(\$0)
4825.61615	Life Insurance	\$6	\$3	\$3	\$0
4825.61710	IMRF Pension	\$13,981	\$5,825	\$4,266	\$1,559
4825.61725	Social Security	\$8,712	\$3,630	\$3,302	\$328
4825.61730	Medicare	\$2,037	\$849	\$772	\$77
4825.62225	Building Maintenance Services	\$3,000	\$1,250	\$525	\$725
4825.64015	Natural Gas	\$1,000	\$417	\$373	\$43
4825.65100	Library Supplies	\$400	\$167	\$296	(\$129)
4825.65630	Library Books	\$7,880	\$3,283	\$0	\$3,283
4825.65635	Periodicals	\$1,000	\$417	\$6	\$411
4825.65641	Audio Visual Collection	\$1,000	\$417	\$0	\$417
4825.66025	IMRF Pension - ERI Debt Service	\$3,285	\$1,369	\$1,369	\$0
		\$203,336	\$84,723	\$73,473	\$11,250

Evanston Public Library  
Expenditure Report for the FY2012 Budget  
Five Month Period ending May 31, 2012

**Technical Services 4835**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4835.61010	Regular Pay	\$168,563	\$70,234	\$64,701	\$5,534
4835.61050	Permanent Part-Time Pay	\$96,923	\$40,384	\$37,669	\$2,715
4835.61210	Longevity	\$5,577	\$2,324	\$2,064	\$259
4835.61420	Annual Sick Leave Payout	\$0	\$0	\$2,001	(\$2,001)
4835.61510	Health Insurance	\$29,200	\$12,167	\$12,167	\$0
4835.61615	Life Insurance	\$91	\$38	\$38	\$0
4835.61710	IMRF Pension	\$31,714	\$13,214	\$10,758	\$2,456
4835.61725	Social Security	\$16,402	\$6,834	\$6,455	\$379
4835.61730	Medicare	\$3,836	\$1,598	\$1,510	\$89
4835.62341	Internet Solution Providers	\$103,545	\$43,144	\$26,120	\$17,023
4835.65100	Library Supplies	\$10,000	\$4,167	\$3,352	\$814
4835.66025	IMRF Pension - ERI Debt Service	\$7,456	\$3,107	\$3,107	\$0
		\$473,306	\$197,211	\$169,943	\$27,268

**Maintenance 4840**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4840.61010	Regular Pay	\$167,791	\$69,913	\$65,344	\$4,569
4840.61110	Overtime Pay	\$9,000	\$3,750	\$3,126	\$624
4840.61210	Longevity	\$2,966	\$1,236	\$1,187	\$49
4840.61420	Annual Sick Leave Payout	\$0	\$0	\$1,067	(\$1,067)
4840.61510	Health Insurance	\$38,628	\$16,095	\$16,095	\$0
4840.61615	Life Insurance	\$42	\$18	\$18	\$0
4840.61630	Shoe Allowance	\$390	\$163	\$390	(\$228)
4840.61710	IMRF Pension	\$19,979	\$8,324	\$7,179	\$1,146
4840.61725	Social Security	\$10,717	\$4,466	\$4,233	\$232
4840.61730	Medicare	\$2,506	\$1,044	\$990	\$54
4840.62225	Building Maintenance Services	\$170,480	\$71,033	\$48,136	\$22,897
4840.62235	Office Equipment Maintenance	\$5,700	\$2,375	\$1,710	\$665
4840.62245	Other Equipment Maintenance	\$900	\$375	\$1,031	(\$656)
4840.62305	Vehicle Maintenance	\$2,381	\$992	\$992	(\$0)
4840.62309	Vehicle Replacement	\$1,700	\$708	\$708	(\$0)
4840.64015	Natural Gas Chargeback	\$29,000	\$12,083	\$2,207	\$9,876
4840.65040	Janitorial Supplies	\$10,700	\$4,458	\$2,715	\$1,744
4840.65050	Building Maintenance Materials	\$13,500	\$5,625	\$4,537	\$1,088
4840.65085	Minor Tools & Equipment	\$300	\$125	\$0	\$125
4840.66025	IMRF Pension - ERI Debt Service	\$4,693	\$1,955	\$1,955	\$0
		\$491,375	\$204,739	\$163,621	\$41,119

Evanston Public Library  
Expenditure Report for the FY2012 Budget  
Five Month Period ending May 31, 2012

**Administration 4845**

Account Number	Account Name	FY2012 Approved Budget	FY2012 Budget YTD	FY2012 Actual	(over)/under spent YTD
4845.61010	Regular Pay	\$262,523	\$109,385	\$85,848	\$23,536
4845.61050	Permanent Part-Time Pay	\$74,943	\$31,226	\$32,404	(\$1,178)
4845.61210	Longevity	\$596	\$248	\$0	\$248
4845.61420	Annual Sick Leave Payout	\$0	\$0	\$1,446	(\$1,446)
4845.61510	Health Insurance	\$50,874	\$21,198	\$21,198	(\$0)
4845.61615	Life Insurance	\$125	\$52	\$52	(\$0)
4845.61625	Automobile Allowance	\$4,980	\$2,075	\$800	\$1,275
4845.61626	Cell Phone Allowance	\$0	\$0	\$200	(\$200)
4845.61710	IMRF Pension	\$39,553	\$16,481	\$9,864	\$6,617
4845.61725	Social Security	\$20,914	\$8,714	\$6,025	\$2,689
4845.61730	Medicare	\$4,891	\$2,038	\$1,409	\$629
4845.62210	Printing	\$1,200	\$500	\$355	\$145
4845.62275	Postage Chargeback	\$1,500	\$625	\$612	\$13
4845.62295	Training & Travel	\$5,000	\$2,083	\$1,306	\$777
4845.62315	Postage	\$9,100	\$3,792	\$411	\$3,380
4845.62360	Membership Dues	\$400	\$167	\$475	(\$308)
4845.62380	Copy Machine Charges	\$12,268	\$5,112	\$5,112	\$0
4845.62506	Work-Study Students	\$400	\$167	\$0	\$167
4845.64540	Telecom - Wireless	\$1,000	\$417	\$410	\$6
4845.65095	Office Supplies	\$6,000	\$2,500	\$6,208	(\$3,708)
4845.65125	Other Commodities	\$718	\$299	\$33	\$267
4845.66025	IMRF Pension - ERI Debt Service	\$9,308	\$3,878	\$3,878	(\$0)
4845.66030	Worker's Comp and Liability Insurance	\$5,898	\$2,458	\$2,458	\$0
		\$512,192	\$213,413	\$180,504	\$32,910

Evanston Public Library  
The Endowment for the Evanston Public Library  
Five Month Period ending May 31, 2012

		Asset Allocation
Vanguard S&P 500 Stock Index Fund	\$870,024.53	27.9%
Vanguard Total International Stock Index Fund	\$153,942.35	4.9%
Vanguard Emerging Stock Index Fund	\$143,823.85	4.6%
Vanguard Prime Money Market Fund	\$59,478.97	1.9%
Vanguard Federal Money Market Fund	\$97,036.94	3.1%
US Treasury Notes, inflation indexed, 2.0%, 1/15/16 maturity	\$128,899.57	4.1%
US Treasury Notes, inflation indexed, 2.375%, 1/15/17 maturity	\$132,415.62	4.2%
US Treasury Notes, inflation indexed, 1.625%, 1/15/18 maturity	\$126,189.35	4.0%
US Treasury Notes, inflation indexed, 2.125%, 1/15/19 maturity	\$129,449.38	4.2%
US Treasury Notes, inflation indexed, 2.375%, 1/15/25 maturity	\$162,414.37	5.2%
US Treasury Notes, inflation indexed, 2.0%, 1/15/26 maturity	\$149,580.35	4.8%
US Treasury Notes, inflation indexed, 2.125%, 2/15/40 maturity	\$153,605.41	4.9%
US Treasury Notes, inflation indexed, 0.75%, 2/15/42 maturity	\$108,685.86	3.5%
Vanguard Short-Term Investment Grade Bond Fund	\$204,934.02	6.6%
Goldman Sachs note 5/15/17; 4.358% YTM	\$49,021.20	1.6%
Merrill Lynch note 8/28/17; 4.36% YTM	\$47,956.05	1.5%
JPMorgan Chase note 1/15/18; 4.036% YTM	\$50,795.10	1.6%
HSBC Finance note 2/15/18; 4.383% YTM	\$44,202.10	1.4%
General Electric Capital note 4/15/18; 4.51% YTM	\$11,940.30	0.4%
PIMCO Commodity Real Return Strategy Fund	\$134,486.68	4.3%
Gabelli Gold Fund	\$104,556.05	3.4%
iShares Silver Trust	\$54,998.40	1.8%
Total Balance	\$3,118,436.45	100.0%

Balance - beginning of month	\$3,212,812.99
Net Contributions/Withdrawals	\$0.00
Change in investment value	(\$94,376.54)
Balance - end of month	\$3,118,436.45

Endowment Principal Balance	\$1,965,139.72
Accumulated Income	\$1,153,296.73
Total Endowment Balance	\$3,118,436.45

<b>Asset Diversification</b>	
Cash Equivalents	5.0%
US Treasuries - Inflation Protected	35.0%
Corporate Bonds	13.1%
Domestic Stocks	27.9%
International Stocks	9.5%
Commodities	9.4%
	100.0%

**Change in Asset Allocation**

4/11/2012 Purchased \$100,000 par value TIPS maturing 2/40  
4/10/2012 Purchased \$100,000 par value TIPS maturing 2/42  
4/10/2012 Purchased \$159,100 of Vanguard Emerging Markets Index Fund  
4/10/2012 Sold position in S&P BRIC 40 ETF

FOR YOUR INFORMATION

**Evanston Public Library  
Statistical Report  
May 2012**

	This Month	Same Month Last Yr	% Change	FYTD 2012	FYTD 2011	% Change
<b>PROGRAMMING</b>						
<b>Main Library</b>						
Children's Programs	29	20	45%	256	173	48%
Children's Attendance	796	447	78%	5762	3603	60%
Teen Programs	11	3	267%	51	40	28%
Teen Attendance	41	44	-7%	356	858	-59%
Adult Programs	78	53	47%	309	199	55%
Adult Attendance	714	427	67%	2807	1784	57%
<b>Main Total Programs</b>	<b>118</b>	<b>76</b>	<b>55%</b>	<b>616</b>	<b>412</b>	<b>50%</b>
<b>Main Total Attendance</b>	<b>1551</b>	<b>918</b>	<b>69%</b>	<b>8925</b>	<b>6245</b>	<b>43%</b>
<b>North Branch</b>						
Children's Programs	3	3	0%	63	66	-5%
Children's Attendance	10	17	-41%	611	580	5%
Adult Programs	6	5	20%	24	11	118%
Adult Attendance	34	30	13%	298	107	179%
<b>North Branch Total Programs</b>	<b>9</b>	<b>8</b>	<b>13%</b>	<b>87</b>	<b>77</b>	<b>13%</b>
<b>North Branch Total Attendance</b>	<b>44</b>	<b>47</b>	<b>-6%</b>	<b>909</b>	<b>687</b>	<b>32%</b>
<b>Outreach</b>						
Children's Programs	22	21	5%	114	91	25%
Children's Attendance	4365	3659	19%	7021	6008	17%
Adult/Teen Programs	13	6	117%	18	23	-22%
Adult/Teen Attendance	593	30	1877%	770	509	51%
<b>Outreach Total Programs</b>	<b>35</b>	<b>27</b>	<b>30%</b>	<b>132</b>	<b>114</b>	<b>16%</b>
<b>Outreach Total Attendance</b>	<b>4958</b>	<b>3689</b>	<b>34%</b>	<b>7791</b>	<b>6517</b>	<b>20%</b>
<b>CIRCULATION MATERIALS</b>						
<b>Main Library</b>						
Adult	38,246	39,476	-3%	201,056	199,493	1%
Juvenile	29,490	24,163	22%	152,270	138,313	10%
<b>Main Library Total</b>	<b>67,736</b>	<b>63,639</b>	<b>6%</b>	<b>353,326</b>	<b>337,806</b>	<b>5%</b>
<b>North Branch</b>						
Adult	2,853	3,407	-16%	16,161	15,666	3%
Juvenile	3,071	2,182	41%	14,678	13,218	11%
<b>North Branch Total</b>	<b>5,924</b>	<b>5,589</b>	<b>6%</b>	<b>30,839</b>	<b>28,884</b>	<b>7%</b>
<b>South Branch</b>						
<b>South Branch Total</b>	-	-		-	11,207	-100%
<b>eBooks Total</b>	<b>2712</b>	<b>1,065</b>	<b>155%</b>	<b>12,306</b>	<b>5,050</b>	<b>144%</b>
<b>Total Circulation</b>	<b>76,372</b>	<b>70,293</b>	<b>9%</b>	<b>396,471</b>	<b>382,947</b>	<b>4%</b>

**Evanston Public Library  
Statistical Report  
May 2012**

	This Month	Same Month Last Yr	% Change	FYTD 2012	FYTD 2011	% Change
<b>Questions Asked</b>						
<b>Main Library</b>						
Reference	9,742	10,778	-10%	58,952	58,952	0%
Directional	8,946	8,831	1%	42,016	44,301	-5%
<b>North Branch</b>						
Reference	918	991	-7%	4,489	4,985	-10%
Directional	473	317	49%	2,320	1,635	42%
<b>South Branch</b>						
Reference	-	-		-	1,321	-100%
Directional	-	-		-	936	-100%
<b>Questions Total</b>	<b>20,079</b>	<b>20,917</b>	<b>-4%</b>	<b>107,777</b>	<b>112,130</b>	<b>-4%</b>
<b>Library Visits</b>						
<b>Main</b>	<b>44,664</b>	<b>39,781</b>	<b>12%</b>	<b>185,154</b>	<b>204,857</b>	<b>-10%</b>
<b>North Branch</b>	<b>4,816</b>	<b>4,726</b>	<b>2%</b>	<b>25,694</b>	<b>23,573</b>	<b>9%</b>
<b>South Branch</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>8,010</b>	<b>-100%</b>
<b>Library Visits Total</b>	<b>4,816</b>	<b>44,507</b>	<b>-89%</b>	<b>206,384</b>	<b>236,440</b>	<b>-13%</b>
<b>Collection Statistics</b>						
<b>Total Items added to Collection</b>	<b>2,342</b>	<b>1,658</b>	<b>41%</b>	<b>8,925</b>	<b>9,496</b>	<b>-6%</b>
<b>Total Items Discarded</b>	<b>5,561</b>	<b>5,790</b>	<b>-4%</b>	<b>16,277</b>	<b>24,093</b>	<b>-32%</b>
<b>Total items in Collection</b>	<b>426,127</b>	<b>445,849</b>	<b>-4%</b>			

**From our patrons:**

From Martha Meyer:

One parent came in and said that whomever did the assemblies this year was a great marketer – her kids insisted on coming to the library to sign up for the summer reading game immediately. Many parents have commented on how effective the Summer Reading Game assemblies have been for their students. Lea Hernandez-Solis, whose daughter attends Pope John school said her daughter was happily able to repeat the whole story of *The Three Little Tamales* by Eric Kimmel based on our visit to her school. (confirmation from Jan: ...believe me, we know this to be true. We sign up kids in droves and many, many parents mention how excited the kids got because of the promotional visits.)

From Brian Wilson:

A Northwestern family said that this is the best children's department that they have ever seen, even better than the Boston Public Library.

A mother told me that our storytimes are the highlights of her family's week.

A 5th grader told me he had a 25 chapter book goal this summer and his dad said his son plans to use our new children's New Fiction section when making his reading choices.

**Patron Comments:** "Just for the record, I think this library is miraculous" (patron requesting DVD Friday May 25) – Laura Hirshfield

Helping Spanish-speaking mom and her two kids with resolving account delinquency; they were avoiding the library for more than a year especially because of the language barrier; the young son was especially emotional and felt bad about not turning in his books; when we met with Jill and took care of the account their spirits were lifted and especially after when I took them to Gigi who signed them up for the Summer Reading Program - Elvira Carizzal-Dukes

Heartwarming story (on the joys and surprises of working with children at the library)

Little Alice P., about 5 years old, stopped by North Branch with her grandma to sign up for the Summer Reading Game. Alice is a very engaging child with an unusually grown up facility for friendly conversation. We chatted as I entered her info into the system. When I searched the database to get her card number, I told her she had a small fine on her record. Grandma piped up that Alice once asked her why they call it a "fine" when it means things aren't fine. Alice then supplied her own answer: "It's because when you get one, you say, 'OK, fine, I'll return the book!'" We all cracked up at that. –Barbara Levie

4/25/12 Children's

Brian is always welcoming, friendly, and resourceful. My kids love seeing Mr. Brian!

5/3/12 Children's

I'm a 13 yr old girl. I came to type my paper and do homework with my little sister. The Library is well organized and fun for kids. My sisters age (7)

5/15/12 RA

Russell K. extremely helpful, positive good advice to solve problems at hand with genuine thoughtfulness. Great Job! Always a pleasure if ask for help at this desk. Thank you for hiring such a competent person

5/29/12 Reference

Concerning Reference (Kathleen Lannigan) Her consistently professional service and desire to be of assistance, even when left alone & responsible for both the floor and desk requests has prompted me to have to write how appreciative I am (and others have commended, also) have her to turn to on staff. She exemplifies a true librarian presence, informative and thinking anticipating the next step to complete whatever you might need. Thank you for having her on staff. She always is hard at work and take her job very seriously. Thank you for hiring Kathleen.

**May 2012 Evanston Public Library Media Monitoring Report**  
*Marianthi Thanopoulos*

**Noted Best Places for Book and Literary Events in Chicago**

*CBS Local News*

<http://chicago.cbslocal.com/top-lists/best-places-for-book-and-literary-events-in-chicago/>

**Students Imagine Peace**

*TribLocal*

<http://triblocal.com/evanston/community/stories/2012/05/engage-imagine-peace-in-evanston/>

*Evanston Patch*

[http://evanston.patch.com/blog\\_posts/engage-imagine-peace-in-evanston?logout=true](http://evanston.patch.com/blog_posts/engage-imagine-peace-in-evanston?logout=true)

**Getting Kindergartens Ready to Read and Learn**

*Evanston RoundTable*

<http://www.evanstonroundtable.com/main.asp?SectionID=16&SubSectionID=27&ArticleID=5711>

**Falcon News**

Library Names Baby Falcons Marigold, Gribley

*ABC7 News Chicago*

<http://abclocal.go.com/wls/gallery?section=news/local&id=8685284&photo=1>

Library introduces community to baby falcons: Marigold and Gribley

*Trib Local*

<http://triblocal.com/evanston/2012/05/31/epl-introduces-community-to-baby-falcons-marigold-and-gribley/>

Photo Gallery: Community gets look at library's baby peregrine falcons

*Trib Local*

<http://triblocal.com/evanston/galleries/2012/05/community-gets-look-at-librarys-baby-peregrine-falcons/>

Meet Baby Falcons Marigold and Gribley, the Library's Newest Arrivals

*Evanston Patch*

<http://evanston.patch.com/articles/meet-the-library-s-newest-patrons-baby-falcons-marigold-and-gribley?ncid=newsltuspatc00000001>

Evanston Falcons Meet Adoring Public

*Evanston Now*

<http://evanstonnow.com/story/education/bill-smith/2012-05-31/50009/evanston-falcon-chicks-meet-adoring-public>

Photo Gallery: 2 Falcon Fledglings Hatched, 2 to Go

*Evanston Patch*

<http://evanston.patch.com/articles/photo-gallery-two-falcon-fledglings-hatched-two-to-go?ncid=newsltuspatc00000001#photo-9853988>

Nona on Twitter?

*Evanston Patch*

<http://evanston.patch.com/articles/evanston-library-s-mother-falcon-takes-to-twitter>

Name and Meet the Falcons

*City of Evanston News*

<http://www.cityofevanston.org/news/2012/05/help-name-the-library-falcons-stop-by-to-meet-them-may-31/>

Falcon Naming & Branding

*Evanston Patch*

<http://evanston.patch.com/articles/library-falcons-names-to-be-revealed-soon>

### **Keepinitreal Non-Fiction Book Club**

Special Author Appearance at Monthly Discussion

*Evanston Patch*

[http://evanston.patch.com/blog\\_posts/keepinitreal-featured-author-set-to-visit-evanston-public-library](http://evanston.patch.com/blog_posts/keepinitreal-featured-author-set-to-visit-evanston-public-library)

### **Latin@ Summer Kickoff/Open House**

*Evanston Patch*

<http://patch.com/E-mrcc>

*TribLocal*

<http://triblocal.com/evanston/calendar/2012/06/09/epl-latin-presents-summer-kickoff-open-house/>

### **Lessons from the Ice**

Polar Explorer Recounts Life on an Ice Cap

*Evanston Patch*

<http://evanston.patch.com/articles/evanston-explorer-shares-story-of-life-on-an-ice-cap?ncid=newsltuspatc00000001>

*Evanston Review*

<http://evanston.suntimes.com/lifestyles/12624550-423/evanston-community-calendar-for-may-24-2012.html>

*Evanston Now*

<http://evanstonnow.com/event/education/bill-smith/2012-05-25/49876/evanston-polar-explore-to-describe-exploits>

### **Movies @ EPL**

*Chicago Reader*

<http://www.chicagoreader.com/chicago/MovieTimes?narrowByDate=2012-05-02&oid=3547078>

### **El Dia de los Ninos/El Dia de los Libros**

*Daily Northwestern*

<http://www.dailynorthwestern.com/city/children-s-book-day-reaches-evanston-s-latino-community-1.2737566#.T6Aqd8gi53Y>

### **Free Theatre Anyone?**

*Trib Local*

<http://triblocal.com/evanston/community/stories/2012/05/free-theatre-anyone/>

*Patch Blog*

[http://evanston.patch.com/blog\\_posts/free-theatre-anyone](http://evanston.patch.com/blog_posts/free-theatre-anyone)

### **Bob in 5 Acts Program**

*Trib Local*

<http://triblocal.com/evanston/calendar/2012/05/11/bob-a-life-in-5-acts/>  
<http://triblocal.com/evanston/calendar/2012/05/12/bob-a-life-in-5-acts-2/>

### **Clara Schumann Program**

*Trib Local*

<http://triblocal.com/evanston/calendar/2012/05/14/treat-mom-to-a-free-musical-performance-at-the-evanston-public-library/>

*Evanston Patch*

<http://patch.com/E-1W6K>

## **Two Public Enemies Program**

*Trib Local*

<http://triblocal.com/evanston/calendar/2012/05/12/torchlight-theatre-presents-two-public-enemies-at-the-evanston-public-library/>

*Evanston Patch*

<http://patch.com/E-1W6k>

## **Miscellaneous**

Neighbors for Peace Meet at EPL

*Evanston Review*

<http://evanston.suntimes.com/lifestyles/12167467-423/evanston-calendar-for-may-3-2012.html>

Creating traditions that stick like custard to a child's face

*Evanston Newbie Blog*

<http://evanstonnewbie.blogspot.com/2012/05/we-heart-evanston-public-library.html>