

LEAGUE of WOMEN VOTERS™ OAK PARK / RIVER FOREST



Oak Park Library Board September 21, 2011

Andrea Green, Observer

Present: Library Trustees: Matthew Fruth-- President (arrived about 8 pm), Gary Johnson—Vice President, Lane Hart—Finance Officer, Mila Tellez—Secretary, Janet Kelenson, Bruce Samuels, David Sokol.

Also present: Deirdre Brennan--Executive Director, Jim Madigan--Assistant Director for Administrative Services, Rebecca Teasdale--Assistant Director for Public Services and Programs, Rita Earle--Office Manager

Guests: Rory Parilac—Assistant Children's Manager, Children's Department
Ellsworth Rockefeller—new Manager of Adult and Teen Services

The meeting was called to order by VP Gary Johnson at 7:30 pm.

Trustee Comments; David Sokol called attention to the collaborative review of local historical materials between the library, the Frank Lloyd Wright Preservation Trust and the library board. Lane Hart explained that special tickets will be available to board members, and interested members of the public to selected events at the Humanities Festival as part of the SPARK initiative. Financial Reports: Disbursements were approved and Dee Brennan reported that the budget is in good shape. Janet Kelenson, Sokol and Jim Madigan discussed the hoped-for reduction in cost for security guards. Costs have not been lowered as much as hoped, however security is enhanced. This is due to the new concierge service at the entrance which frees up guards to circulate through the building and plaza. It is hoped that mobile librarians, free to move through the library, will also improve control of patron behavior.

Virtual Services: Rebecca Teasdale reported patrons can now download books to their Kindles for free. Web site redesign continues. Photographers are collecting pictures for the website. Rights to use these photographs will be available to patrons. A comprehensive social medium strategy will soon be ready for approval. The community will be segmented into target audience groups. Tweens will be attracted to some formats. Adults are likely to favor Twitter and Facebook. Staff responsible for social media will need guidelines on how to communicate appropriately with public. Lane Hart mentioned that the quality of these interactions should be evaluated.

The 21st Century Planning Project – SPARK: The team is meeting and engaging with staff to explain how to meet the needs of the public. Staff is invited to learn using non-traditional means of “time tinkering” and experimentation. Rory Parilak led an activity for board members using a game called Set, which is one of the tools used by staff as a mental warm-up to encourage creativity.

Jim Madigan discussed the library's plan for greater diversity which should represent Oak Park populations. The goal is to increase minority staff from 20 to 30%. In addition, efforts are made to

promote minorities to librarian positions rather than concentration in low level jobs. Outreach to the schools will include attempting to recruit a more diverse group of students into the profession of librarian, even if these students will eventually work in libraries other than Oak Parks's [Andrea Green could not stay for the remainder of the meeting. Remaining on the agenda were discussion of the draft budget and reports from the ED and Assistant directors.]

(www.opl.org/about/board.html)