

То:	Board of Library Trustees
From:	Anthony Auston, Director
Date:	Tuesday, February 20, 2024
Re:	Illinois Standards for Public Libraries Review

#### Overview

For decades, *Serving Our Public: Standards for Illinois Public Libraries* has been one of the guiding resources for benchmarking the roles and progress of our nationally-recognized quality of public library service in Illinois. In 2019, a committee of Illinois Library Association professional members and associated experts completely revised and approved the fourth edition of this guiding reference resource following months of task force work, input from public hearings, and feedback. The resulting document reflects the current to the changing needs of our contemporary libraries and users.

Statewide public library standards are designed to serve as a catalyst from which local planning can take place. The *Serving Our Public 4.0* standards are seen as a guide for librarians, library staff, and boards of trustees' discussions during budget preparation and strategic planning. The regular review of the standards helps the library evaluate its progress over several years toward becoming an ideal library for its community.

In 2020, the Wilmette Public Library Board of Trustees conducted a months-long review of the standards, discussing them chapter by chapter at regular board meetings throughout the year. In the end, it was determined that Wilmette Public Library consistently met or exceeded the standards - and we agreed that our excellence remains a moving target and our value of continuous improvement would require regular review of the standards to ensure that we build upon our successes and adapt as necessary to emerging trends.

In each subsequent year, as part of the annual Per Capita Grant application process, which includes commentary and confirmation of our progress towards meeting the standards, library leadership conducts an updated review with the goal of identifying any areas for celebration or improvement. We reference the checklists provided with the narrative goals of the standards to affirm our goals.

To assist with our grant application process later this year, and to provide necessary baseline context for our Local Government Efficiency Committee in their overall evaluation of the library, please find attached our 2024 review of the *Serving Our Public 4.0: Standards for Illinois Public Libraries* checklists.



# **Serving Our Public 4.0: Standards for Illinois Public Libraries**

- 🗵 = standard met
- Image: standard partially met but needs improvement
- = standard not met

# **Chapter 1 - Core Standards**

⊠The library provides uniformly gracious, friendly, timely, and reliable service to all users.

- ⊠ The library is established and operates in compliance with Chapter 75 of the *Illinois Compiled Statutes*.
- ⊠The library is governed by a board of trustees elected or appointed and constituted in compliance with the relevant sections of Chapter 75 of the *Illinois Compiled Statutes*.
- ⊠The library complies with all other state and federal laws that affect library operations.
- ⊠ The library adopts and adheres to the principles set forth in the American Library Association's (ALA) *Library Bill of Rights* and other ALA intellectual freedom statements and interpretations.
- ⊠The library adopts and adheres to the *Code of Ethics of the American Library Association*. The library adopts and adheres to the *Public Library Trustee Ethics Statement*, developed by United for Libraries, a division of ALA.
- ⊠ The board of trustees adopts written by laws that outline the board's purpose and operational procedures and address conflict-of-interest issues.
- ☑The board of trustees appoints a qualified librarian as library administrator and delegates active management of the library to the library administrator. (For the purposes of this document, a qualified librarian is a person holding a Master of Library Science (MLS), Master Science in LIS, Master of Library and Information Science (MLIS), or other comparable degree from an ALA-accredited program and/or actively participates in continuing education opportunities each year offered by the Illinois State Library, regional library systems, and the Illinois Library Association. Library boards and communities should strive to have a minimum of one staff member holding an ALA accredited master's degree.)
- ⊠The board of trustees meets regularly, in accordance with the Illinois Compiled Statutes, with the library administrator in attendance. All board meetings and board committee meetings shall comply with the Open Meetings Act.
- The board of trustees has exclusive control of the expenditure of all monies collected, donated, or appropriated for the library fund and all property owned by the library.



- ⊠The library has a board-approved written budget. The budget is developed annually by the library administrator and the board with input from the staff.
- ⊠The board of trustees annually determines if the library's revenues are sufficient to meet the needs of the community. If the revenues are not sufficient, the board of trustees will take action to increase the library's revenues.
- ⊠The library has a board-approved mission statement, a long-range/strategic plan, disaster prevention and recovery plan, collection management policy, personnel policy, technology plan, and other policies as appropriate to the library's operation and regularly updates and maintains them as appropriate.
- ⊠The library administrator presents written monthly reports, including statistics, on library operations to the board of trustees. In addition, monthly fiscal reports are presented by the library administrator and/or the library board treasurer.
- ⊠The board of trustees annually reviews the performance of the library administrator.
- ⊠The library is a member of an Illinois regional library system, fulfills the membership requirements of its system, is a responsible partner in the Illinois Library and Information Network (ILLINET), and participates in resource sharing through interlibrary loan and reciprocal borrowing.
- ⊠The library provides access to resource sharing databases, participates in resource sharing by entering the library's collections into a regional, statewide, or national database, and actively promotes resource sharing via interlibrary loan and reciprocal borrowing.
- ⊠The library utilizes a variety of methods to communicate with its community.
- The library is located in a facility designed or renovated for library purposes and complies with all applicable local, state, and federal codes.
- ⊠A library is open a minimum of fifteen hours per week according to the *Illinois Administrative Code* [23 III. Adm. Code 3030.110].
- ⊠As a baseline, the library appropriates money to major budget categories (personnel, benefits, library materials, other operating expenditures) using the *Illinois Public Library Annual Report* statewide percentages analysis.
- ⊠The library board and staff promote the collections and services available to its community.
- At least every five years, and more frequently, if necessary, the library conducts a review to determine if the library is providing facilities, collections and services in a quantity, at a time, and in a manner that meets the needs of the community.



#### **Chapter 2 - Governance and Administration**

⊠Library has an elected or appointed board of trustees.

⊠Library has a qualified library administrator.

- ⊠Library administrator files an *Illinois Public Library Annual Report* (IPLAR) with the Illinois State Library.
- ⊠Library administrator prepares monthly reports (including statistics) of operations and services for the board's review.
- ⊠Library administrator and/or library board treasurer prepares monthly fiscal reports for the board's review.
- ⊠Library has a mission statement and a long-range/strategic plan.
- ⊠Library maintains an understanding of the community by surveys, hearings, and other means.
- ⊠Library board reviews library policies on a regular basis.
- ⊠Library board members participate in local, state, regional, and national decision making that will benefit libraries.
- ⊠Library develops an orientation program for new board members.
- ⊠Library board members attend local, regional, state, and national conferences pertinent to libraries when fiscally possible.
- ⊠Library keeps adequate records of library operations and follows proper procedures for disposal of records.
- ⊠Library complies and keeps current with appropriate Illinois and federal laws pertaining to public libraries.
- ⊠Library has a board-approved set of written by laws that govern the conduct of the board of trustees and its relationship to the library and staff.
- ⊠Library maintains insurance covering property and liability, including volunteer liability.
- Library has a written succession plan focused on both internal and external talent development to fill anticipated needs for library leadership and other key personnel.



### **Chapter 3 - Personnel**

⊠Library has a board-approved personnel policy.

- ⊠Library has staffing levels that are sufficient to carry out the library's mission.
- ⊠Library has job descriptions and a salary schedule for all library positions. The job descriptions and salary schedule are periodically reviewed and revised as needed.
- ⊠Library's hiring practices are in compliance with EEOC guidelines and the Americans with Disabilities Act.
- ⊠Library salaries and fringe benefits account for up to 70 percent of total operations budget.
- ⊠Library gives each new employee a thorough orientation.
- ⊠Library evaluates staff annually.
- ⊠Library staff and administration attend local, regional, state, and national conferences as well as training workshops and seminars where feasible.
- ⊠Library provides staff access to library literature and other professional development materials.
- ⊠Public library trustees and administrators are aware of federal, state, and local statutes and regulations relevant to personnel administration.

⊠The library complies with state and federal laws that affect library operations.



#### **Chapter 4 - Access**

⊠ The library provides the right amount of space of the right kind to meet the provisions of its long-range/strategic plan.

The 2024 Space Needs Assessment will aim to identify our opportunities to improve appropriate allocation of space.

⊠At least once every five years, the board directs a review of the library's long-term space needs.

⊠The staff are familiar with the requirements contained in the *Americans with Disabilities Act* (ADA) and work to address deficiencies in order to provide universal access to all patrons.

⊠The library, including branches or other service points, is located at a site that is determined to be most convenient for the community.

☑ The library provides adequate, safe, well-lit, and convenient parking during all hours of service.
☑ The library has the minimum required number of parking spaces.

- ⊠The library's entrance is easily identified, clearly visible, and well lit.
- ⊠The library has an identifying sign clearly visible from the street. Additional signs guide users from arterial streets to the library.
- ⊠The library has adequate internal signage.
- ⊠The library's lighting levels comply with lighting standards.
- ⊠All signage is in compliance with applicable federal, state, and local regulations.
- ⊠The library building supports the implementation of current and future telecommunications and electronic information technologies.
- ☑ The library has sturdy and comfortable furnishings in sufficient quantity to meet user needs. The 2024 Space Needs Assessment will aim to identify our opportunities to improve furnishing needs.
- Space is allocated for child and family use with furniture and equipment designed for use by children.
- ⊠The library has enough shelving and other types of display and storage to provide patrons with easy access to all materials.

Shelving in the areas serving young children is scaled to their needs.



# **Chapter 5 – Building Infrastructure and Maintenance**

- ⊠The library maintains an inventory of all facility systems, including sufficient basic information that can be used in maintenance operations. This list should be prepared by the library administrator.
- The library's facility inventory system list should be consolidated in an easily accessible document which is made available in electronic format such that it can be accessed by key staff at all times remotely.
- ⊠An ongoing maintenance checklist of building maintenance that needs to be done on a routine or ongoing basis should be kept.
- ⊠The library's operating budget should include funds for all ongoing maintenance costs.
- The library should maintain a periodic repair checklist of repairs to the facility that may be required on a periodic basis, typically more than one-year intervals.
- ⊠The library budget should allocate funds for periodic repairs in either its operating budget or special reserve fund.
- ⊠The library should have a list of all projected building capital projects. Capital projects are those projects that involve major repairs, rehabilitation, and/or replacement of facility systems. Such projects are implemented when a facility system has reached the end of its service life, or when defects in the original construction necessitate major repairs/replacement.
- ⊠The library develops a capital reserve fund that will fund major capital projects. Annual contributions to such a fund will allow the library to have sufficient funding to take care of the needed project. In general, any item that cannot be accounted for in the library's operating budget should be accounted for in the library's capital reserve fund.
- ⊠The library should have a capital asset plan. This plan can be written by the library administrator or by an outside professional. A capital asset plan will project facility funding needs over a ten, fifteen, and twenty-year period.
- The board of trustees should review the library capital plan on annual basis to ensure all projects are addressed.
- Every three to five years, review and update the capital asset plan to be certain all costs and interest rates are current.
- ⊠All warranties, manuals, contact information, and other such documentation should be organized and consolidated for easy access.

⊠The library should strive to make its building as environmentally friendly as possible.



#### **Chapter 6 - Safety**

⊠The library provides a list of emergency call numbers at all staff phones in the library.

- ⊠The library has a floor plan that shows entrances, exits, location of emergency supplies, fire alarms, and fire extinguishers.
- ⊠The library has an emergency manual and disaster plan.
- ⊠The library provides emergency training for staff, including fire and tornado drills, use of fire extinguishers, and location of the first aid kit, NARCAN<sup>®</sup> kit, and an automated external defibrillator.
- ⊠The library provides a call list and contact information that is reviewed biannually.
- Emergency medical supplies are stored in a designated location and are accessible to staff.
- Emergency equipment such as electric, gas and water switches, fire extinguishers, and fire alarms are noted on a library floor plan and are tested biannually.
- ⊠A prioritization list shows what should be salvaged in order of importance.
- ⊠A building safety checklist includes daily, weekly, quarterly, semi-annual, and annual safety procedures.
- ⊠A procedure exists for letting staff know when it is unsafe to enter the building.
- ⊠The library has a designated tornado shelter.
- Emergency exits and evacuation routes out of the library and to the tornado shelter are clearly marked. Fire extinguishers are clearly marked.
- ⊠The library provides adequate security for staff, users, and collections.
- ⊠The library has a strong relationship with local police and community safety personnel and communicates with them on a regular basis about safety issues affecting the library.
- ⊠At least two people (one of whom may be a volunteer) shall be on duty during all open hours of operation.
- ⊠Copies of the emergency manual and disaster plan are provided to community safety personnel.

A policy for security camera usage has been adopted and signage is posted.

Draft policy is in development and will be brought to future Policy Committee meeting for review and subsequent approval.



#### **Chapter 7 - Collection Management**

- $\boxtimes$  The library board of trustees ensures that the library has a publicly funded budget to purchase materials.
- ⊠The minimum annual expenditure for materials for any size library should be a minimum of 8 to 12 percent of the operating budget. Library budgets should put priority on purchasing materials that best serve their community.
- ⊠The library has a written collection development policy approved by the board.
- ⊠Materials are cataloged according to standard library practices utilizing MARC 21, AACR2 Rules, Sears/LC subject headings, and RDA.
- ⊠Library collections are evaluated annually to measure the effectiveness of community use of the collection and weeded if deemed appropriate.
- ⊠The library considers forming a cooperative collection plan with other libraries in close proximity to one another.
- ⊠The library strives to complement its print collection by purchasing electronic materials and making them available to patrons through a variety of methods.
- ⊠The library publicizes and promotes interlibrary loan to its patrons.
- Library staff is trained in and follows policies and procedures related to the ILLINET *Interlibrary Loan Code* and the ALA *Interlibrary Loan Code*. Libraries agree to be responsible borrowers and lenders.



## **Chapter 8 – System Member Responsibilities and Resource Sharing**

- ⊠Library staff and library board members are aware of the services offered by the regional library systems and the Illinois State Library. The library promotes statewide cooperative services in addition to their own local services.
- ⊠Library resources, information, and expertise are available via interlibrary loan, reciprocal borrowing, and other formal cooperative agreements; and the library participates in system delivery.
- The library abides by the ILLINET Interlibrary Loan Code as well as other formal regional/consortial agreements.
- ⊠The library administrator, library staff, and library board members actively participate as members of boards, committees, task forces, advisory councils, etc., at various levels, including the regional library system, the Illinois State Library, and the Illinois Library Association, and bring a regional and statewide perspective that envisions all types of libraries, not just their local library and library type issues.
- ⊠The library, in cooperation with regional library systems and the Illinois State Library, promotes statewide tax-supported public library service for every Illinois resident.
- ⊠If a legally established public library currently does not meet the eligibility requirements for Illinois State Library/Illinois Office of the Secretary of State grants, the library should work in cooperation with its regional library system regarding grant eligibility and compliance.



# **Chapter 9 – Public Services: Reference and Reader's Advisory Services**

### **Reference Services**

⊠All basic services are available when the library is open.

⊠The library has a reference service policy.

- ⊠The library provides staff trained in reference service to meet the needs of patrons who have challenges with disabilities, language, and literacy.
- ⊠The library participates in interlibrary loan and resource sharing to help provide accurate and timely reference service.
- The library is aware of the importance of accuracy in reference service and relies on information sources of demonstrated currency and authority.
- ⊠ The library supports training in the use of technologies necessary to access electronic resources, including training for persons with disabilities in the use of adaptive equipment and software.
- ⊠The library provides easy access to accurate and up-to-date community information.
- The library provides current issues of at least one community or local newspaper and retains hard copy or online back issues for a minimum of six months.
- ⊠The library provides access to local ordinances or codes of all municipalities within its service boundaries.
- ⊠The library provides access to local and state maps.
- ⊠The library provides access to the minutes of local government meetings. These include but are not limited to municipal (village, township, or city) and school board meetings.
- ⊠The library provides voter information, including precinct boundaries and location of polling places.
- ⊠The library provides information about local history and events.
- ⊠The library has at least one current reference resource for each subject area.
- Staff has access to a telephone or computer to receive and respond to requests for information and materials and to contact other agencies for information.
- Staff members are encouraged to attend at least one relevant continuing education event each year.

⊠The library evaluates its reference service on an annual basis.



## **Reader's Advisory Services**

⊠All basic services are available when the library is open.

- ⊠The library has competently trained staff that has thorough knowledge of popular authors and titles.
- The library maintains a well-rounded collection of both fiction and nonfiction titles.
- ⊠The library participates in interlibrary loan and resource sharing to help provide accurate and timely reader's advisory service.
- ⊠The library maintains a basic collection of reader's advisory reference materials.
- ⊠All staff members attend at least one relevant continuing education event each year.
- Staff members who are responsible for reader's advisory service in their library join at least one community organization, club, or council.
- Staff members who are responsible for reader's advisory service in their library attend at least one workshop, reading roundtable, or continuing education event.



### **Chapter 10 - Programming**

⊠Library programs are provided free of charge, or on a cost recovery basis.

- ⊠Library programs are located in a physically accessible location.
- ⊠ Provisions are made, as needed, to enable persons with disabilities to participate in the program. The availability of these provisions is noted with other information about the program.
- ⊠The library considers community demographics, special populations, and the availability of programming from other social, cultural, and recreational organizations in the community when planning and evaluating programs.
- ⊠The library presents educational, cultural, and recreational programs that reflect community needs and interests.
- ⊠Programming is designed to address the diversity within the community, to increase the awareness and use of library resources and services, and to attract new users.
- ⊠The library provides outreach programs to specific populations who cannot visit the library.
- ⊠The library has programming that seeks to serve children and their caregivers.
- ⊠The library has programming that seeks to serve young adults.
- ⊠The library has programming that seeks to serve adults and senior citizens.
- ⊠The library provides programs on library instruction for all ages. This includes online catalog and online database training opportunities.
- ⊠The library is encouraged to partner with other organizations to offer programs.



## **Chapter 11 - Youth/Young Adult Services**

⊠All basic youth services are available when the library is open.

- ⊠The library provides staff trained in serving youth.
- The library has policies towards serving youth which it reviews at least every two years, and youth staff have input in these policy revisions and creations.
- The library actively promotes respect for diversity and creates an inclusive, welcoming, and respectful library atmosphere for all patrons.
- ⊠The library provides staff trained in assisting youth with disabilities, language, and literacy barriers.
- The library provides staff trained to assist youth with adaptive equipment and software as needed for accessibility of resources.
- ⊠The library strives to eliminate barriers of service for youth, including regularly reviewing any content restrictions, library card requirements, and Internet policies.
- ⊠The library regularly, and at least annually, evaluates its services for youth with regard to popularity, effectiveness, accuracy, timeliness, and patron ease. The library seeks input from staff serving youth—as well as the community—regarding these services.
- The library provides programming for youth which is developmentally appropriate and meets the needs of the community.
- ⊠The library's programming is designed to reflect the needs and interests of youth in the community.
- ⊠Library programs are provided free of charge or on a cost-recovery basis.
- The library makes provisions that enable persons with disabilities to attend programming and lists these provisions with other programming information.
- ⊠The library considers community demographics, special populations, and the availability of resources from social, cultural, and recreational organizations in the community when planning and evaluating library services for youth.
- ⊠The library strives to partner with youth-facing organizations in the community.
- ⊠The library provides youth with research and information literacy instruction through tours, training sessions, and one-on-one interactions.
- ⊠The library has staff who have knowledge of popular authors, titles, and resources to provide these services.



- ⊠Youth staff have access to a telephone and computer to receive and respond to requests for information and to contact other agencies.
- ⊠Youth staff responsible for collection management have access to review journals and tools specifically targeting youth materials.
- The library includes at least one current resource created and intended for youth for each subject area. Electronic resources also fulfill this requirement.
- ⊠The library provides computer access for all youth and provides guidance on digital literacy and technology use to youth.
- The library provides outreach services towards youth to increase awareness of services, attract new users, and reach underserved populations.
- ⊠The library strives to partner with and support local schools, including private schools and homeschoolers.
- Staff members are encouraged to attend as many continuing education workshops and events as possible to stay current on trends and best practices for serving youth.
- ⊠The library provides a space specifically for use by children and families.
- ⊠The shelving used for housing children's materials is appropriately sized to allow for easier access.
- ⊠The library provides early literacy programming, including regular story time, for children and families.
- ⊠The library provides programming which facilitates play and fun for children and families.
- The library provides toys and interactive materials for use in the library, during programs, and/or at home that facilitate play, fun, and imagination.
- ⊠The library provides a summer reading opportunity to encourage reading and learning during the summer.
- ⊠The library provides a welcoming environment for young adults both individually and in groups.
- The library provides developmentally appropriate programming for young adults that encourage selfidentity and positive interactions while providing opportunities to socialize and have fun.
- The library provides materials both physical and digital for young adults that are intended for them.
- ⊠The library partners with young adults in the community to provide opportunities for leadership such as a young adult (or teen) advisory board, volunteer group, or other formal or informal opportunities.



# **Chapter 12 - Technology**

Based on local technology planning, the library ensures adequate technological access and maintains appropriate hardware/software that effectively accommodates both library operations and patron need.

⊠The library has:

- ⊠a telephone, with a listing in the phone book;
- ⊠a telephone voice mail and/or answering machine;
- $\boxtimes$  a fax and/or scanner;
- $\boxtimes$ a photocopier;
- Seffective Internet access with sufficient capacity to meet the needs of both the staff and the public;
- ⊠library and/or departmental email accounts for patron communication with the library (the library email account is reviewed and responded to during library hours);
- ⊠an *Americans with Disabilities Act* (ADA) compliant library website that is updated at least monthly;
- ⊠up-to-date computers for staff and public access with sufficient capacity to meet needs;
- Sup-to-date printers for staff and public access with sufficient capacity to meet needs;
- $\label{eq:computer} \boxtimes up\mbox{-}to\mbox{-}date\mbox{-}antivirus\mbox{-}and\mbox{-}Internet\mbox{-}security\mbox{-}software\mbox{-}protection\mbox{-}installed\mbox{-}on\mbox{-}every\mbox{-}library\mbox{-}computer;$
- ⊠up-to-date Internet browsers, web applications, and plug-ins;
- 🗵 a valid email address, accessible via the library's website, for the library administrator; and
- ⊠a website that includes basic library information such as hours, location, contact, official name of library, and content required by the *Open Meetings Act*.
- The library provides a sufficient number of patron-accessible workstations/devices on a per capita basis.
- ⊠The wait time for patron workstations does not exceed 15 to 30 minutes.
- ⊠The library annually evaluates and, if necessary, updates its Internet connectivity options for service impact and cost-effectiveness.
- ⊠The library provides 24/7 remote access to library services and resources through:

⊠web-accessible library catalog;



⊠an Americans with Disabilities Act (ADA) compliant library website that is updated at least monthly;

⊠appropriate regional, state, national, and international bibliographic databases;

⊠other authenticated electronic resources that are available for direct patron use;

⊠virtual reference service, and/or text messaging services, and/or a library email account.

⊠The library staff must be:

⊠computer literate;

⊠trained to use and assist patrons in the use of electronic resources and materials; and

⊠accessible via email and/or through messaging services.

⊠The library provides or partners with other community agencies to offer its patrons instruction (workshops, classes) in the use of computers, email, productivity software, and the Internet.

⊠The library provides web links and access to regional and/or statewide initiatives including:

⊠regional library system consortial web-based catalogs;

⊠the CARLI academic library catalog (I-Share)

Illinois State Library-sponsored databases/e-resources; other electronic collections as available; and

⊠virtual reference service.

⊠As an equal partner in resource sharing, the library inputs and makes its collection holdings accessible for resource sharing within a regional, statewide, national, and/or international database.

⊠The library has an Internet acceptable use policy.

⊠The Internet acceptable use policy is reviewed annually.

- ⊠The library budgets for ongoing technology needs including but not limited to: hardware and software purchases, upgrades, ongoing maintenance, services, and connectivity.
- ⊠The library maintains, troubleshoots, repairs, and replaces computer hardware and software. This ongoing maintenance is handled by trained library staff and/or via a contractual service agreement with an appropriate service provider.
- ⊠The library develops and updates, at regular intervals, a long-range/strategic plan for its future technology needs. The plan is based on community needs and priorities.



- ⊠The library continuously strives to improve its technological services, resources, and access. An ongoing planning cycle includes a needs assessment that examines current and emerging technologies and service enhancements including but not limited to:
  - ⊠wireless access (Wi-Fi);
  - ⊠Internet connectivity upgrades sufficient for patron and staff use;
  - ⊠networking (local area vs. wide area);
  - ⊠library Intranet;
  - ⊠an Americans with Disabilities Act (ADA) compliant library website that is updated at least monthly, highlights library services and programs, includes hyperlinks, is mobile compatible, and is interactive;
  - ⊠patron self-checkout functionality;
  - Image in the service of the servi
  - Scurrent and functional meeting room technology;
  - ⊠adaptive technologies that accommodate service needs for persons with disabilities and special populations, including but not limited to: accessible computer hardware, deaf interpreters, language translators, open captioning; and
  - ⊠ongoing staff continuing education/training related to all aspects of technological services.
- ⊠The library protects the integrity, safety, and security of its technological environment.
- ⊠The library's automated catalog and its components comply with current state, national, and international standards.
- ☑ The library is aware of E-rate discounts (telecommunications/connectivity services and/or Internet access) as available through the Schools and Libraries Program of the Universal Service Fund, administered by the Universal Service Administrative Company (USAC) under the direction of the Federal Communications Commission (FCC).



# Chapter 13- Marketing, Promotion, and Collaboration

☑ The library has a communications plan that supports the library's long-range/strategic plan. Staff are currently in the process of reviewing and updating the communications plan.

The library staff and trustees participate in two or more cooperative activities with other community organizations.

⊠The library's services and programs are promoted in the community. Check the applicable publicity methods.

⊠flyers

⊠brochures

⊠website

⊠newsletter

⊠posters

⊠banners

⊠displays

Dpodcasting No plans to pursue podcasts at this time.

⊠presentations and/or speeches

## Billboards/other No plans to pursue Billboard advertising at this time.

⊠The library maintains at least one social media account.

⊠The library invites local, state, and federal officials to visit the library.

⊠The library's website is updated at least monthly.

⊠The board, administration, and staff conduct an annual library walk-through.

⊠The board, administration, and appropriate staff visit other libraries.

⊠The budget includes funds for public relations and marketing activities.

⊠The library's promotional methods and services are ADA compliant.

⊠A designated staff member coordinates the library's marketing efforts.

⊠The library's staff receives customer service and marketing training.

- The library's orientation for staff and trustees includes the library's public relations, customer service philosophy, library history, funding sources, and long-range/strategic plan.
- ⊠The library surveys patrons and the community to judge awareness of the library's programs and services.