

STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

CPLA ADVOCATOR!

California Public Library Advocates

AUGUST-SEPTEMBER 2016

Nominate your own library hero so they can be recognized for their outstanding contribution to the success of YOUR library or library organization.

CPLA Awards 2016

Once again, CPLA is swinging into action to honor outstanding library advocates and supporters at its 2016 Awards Dinner at the CLA Conference in Sacramento on Friday, November 4 at 7 PM.

We encourage you to think about your colleagues who have worked diligently on behalf of libraries and nominate them for an award. We will be looking for candidates for the following awards: a Trustee, Commissioner or System Advisory Board Member; a Friends or Foundation Board Member; a Librarian for outstanding work with a Board of Trustees, Commission, Friends or Foundation; a Newspaper, Radio Station or Television Channel; a Business, Community Organization, or Individual; an Elected Local, State or Federal Official from California and Individuals/Volunteers for their outstanding services, media coverage or special services, significant financial or in-kind contribution and special support or promotion for action to benefit libraries and/or library services.

Application Deadline: Monday, August 22.

For more information and application please go to our website: CPLAdvocates.org

The 2016 CPLA Awards Dinner

This year we are organizing a dinner once again as we had such a great time last year! The Awards Dinner will begin at 7 pm at the Sacramento Convention Center. This sit-down dinner is a wonderful way to meet and hear from fellow library advocates representing the best in our state. More information and to purchase your ticket can be found at: cla-net.org

You do not need to register for conference to attend but be sure to look on the registration page for: EXHIBIT HALL PASS AND/OR TICKETED EVENTS ONLY: Exhibit Hall Passes, Pre-conferences, Special Events, Thursday on the Town Events, and Sunday Funday Events.



Nomination deadline is Monday, August 22!

Information and applications can be downloaded from our website. CPLAdvocates.org

Trustee Leadership in Libraries

Regina Moore, CPLA Past President

Libraries need Trustees – it’s that simple. It will interest everyone to know that across America many libraries came into existence through the brave efforts of not only community members, but Trustees who understand the importance and need for Libraries in their communities, because they are aware of the fact that Libraries continue to need community support to survive. Trustees play an integral part in advocating and raising funds for libraries.

The real challenge is for Trustees to be the spokespeople who will be the cheerleaders for libraries across the nation so that the community will not lose sight of the importance of using the available print and online resources in their libraries: i.e. tools in preparing resumes, research using different online databases and guided social networking through social media. In short, our Libraries are here to stay and Trustees are showing Leadership in that regard.

It is more fulfilling and rewarding, but not easy to do. However, being patient and making a good action plan to achieve these goals are essential to being successful in this regard. It is having the courage to go against the grain by showing leadership in not just saying nice things, but making their voices heard when they show enthusiasm for pushing the project along.

Trustees make suggestions, and advise the rank and file on issues pertaining to libraries, but they should learn to trust the confidence exhibited by the experts who have the final say in a project.

(continued page 3)

Meet The Board: Vikki Cervantes

Fran Wielin, Board Secretary

Vikki grew up in Porterville, and in the Porterville Public Library, and lived next door to the story time lady. As a young child, Vikki participated in the library for summer reading and activities. Vikki began her career in 1995 and enjoyed serving the diverse ages of the Porterville community.



Vikki accepted a full-time position in 2000 and fell in love with the many aspects of public library service.

Vikki obtained a library degree at San Jose State, worked at Tulare Public Library, and in 2007 became the City Librarian of Porterville. She serves on the CLA Leadership Development committee and the Board of Directors of the Porterville Family Crisis-Center.

She joined the board of CPLA to strengthen California library advocacy and to support her desire to build better library advocates among the Library Commissioners, staff and patrons through a statewide organization. Porterville is the gateway to Sequoia National Forest, and Vikki is working to make the Public Library an essential gateway for the community. However, Vikki’s most important work is raising her five-year-old daughter Kimoriana!

From The President

Robin Hoklotubbe



I want to encourage you as a CPLA member to nominate a library hero. I have met so many great people like yourselves who advocate/fundraise/volunteer

for your library and one way to say thank you is to nominate them for a 2016 CPLA Award. The reality is we need to know about your library heroes as it inspires us all and sustains a culture of library support. As a society, we enjoy reading about those who share their time and talent in an effort to make the world better. We as library advocates particularly enjoy reading about those that direct those efforts toward libraries. The CPLA Awards are one way on a state level to show your gratitude and admiration of someone that has made a significant difference in support of your library. Personally, I recall attending the ALA mid-winter conference held in Dallas in 2012. I met a retired gentleman who lived in the Dallas area and who was in his late 70’s. He attended a pre-conference workshop for library advocates that I attended as well. He spoke about “sitting around as a senior citizen” for a while but then decided to get involved with his local library and became a Friend of the Library board member and a dedicated and active library advocate. He spoke about “if we could all just do a little and together it would really amount to something.” I remember witnessing his fist-pumping at the end of his remarks that “he would advocate for libraries the rest of his life!” I thanked him afterwards for his inspiring words and he replied everything he said is true and that he wished he would have started earlier in his life advocating for libraries. I wish I could give him a CPLA award. I hope you will consider honoring your fist-pumping library hero(es) today!

...NOMINATE A LIBRARY HERO BY AUGUST 22 AND JOIN US AT OUR AWARDS DINNER ON NOVEMBER 4 IN SACRAMENTO!...

BOARD OF DIRECTORS
PRESIDENT, ROBIN HOKLOTUBBE
VICE-PRESIDENT/PRESIDENT - ELECT
APRIL BUTCHER
PAST PRESIDENT, REGINA MOORE
SECRETARY, FRAN WIELIN
TREASURER, APRIL BUTCHER
BOARD-MEMBERS AT LARGE
VIKKI CERVANTES
DEBORAH DOYLE
ALLEN RAVINE
MARIA CRISCIONE STEL
RICHARD WAYMAN
NEWSLETTER GRAPHICS: DANELLE BELL

**ABC's of Board Business by Reschke
from page 4 (continued)...**

3. Because I said so. I cringed the first time I said these words as a parent. And while I disagree with one voice being prominent in the boardroom, often times this is the case. Especially if there's a founder in the room, if there are strong personalities in the room, if there are board members with a personal connection to the mission, or if there's a strong chief executive in place. Trust me: I've been all of those.

What does your organization's board/staff partnership look like? Who are the "parents" in your boardroom? Are they working together or against one another?

4. Mind your meetings. My children often ask me and their father how many meetings we've had that day. My son actually finds it a bragging point to tell us that he's had one thousand meetings in a day! It's laughable and cute...until you realize that this might be the way you actually feel about your own board and committee meetings.

What is your frequency of board meetings and when was the last time you examined it? Are your meetings empowering your board to meet its mission OR burning out board members? How are you making sure your board meetings are intentional and productive?

5. Move your Elf on the Shelf. I am one of those parents who do not like — OK, hate — the Elf on the Shelf phenomenon. Outside of the overall visual creepiness (in my opinion) of the little dolls, they have led to a lot of parents putting in a lot of effort to find new and creative ways to one-up their friends on social media — er, I mean promote good behavior with their children during the holiday season. And yet there's value to be learned from our little creepy friends. There are a lot of stakeholders in the nonprofit sector, and there is incredible opportunity to make your efforts visual, competitive and creative through technology. As ambassadors of your agency, board members have the opportunity to lead this charge.

How is your board sharing ideas and mission successes through social media? Who are your agency's elves (i.e., who's paying attention to the great work you do)? How are you engaging them, helping promote creativity and a healthy bit of competition by moving them to action?

Advocacy-Swinging into Action with CPLA, 2016

Deborah Doyle

Advocacy continues to be front and center for California libraries this year. Librarians and library supporters spent time this spring with their state legislators at home during annual Day-in-the-District meetings and met with congressional staff for National Library Legislative Day in Washington, D.C. in May. CPLA was delighted to host very lively conversations about advocacy at its three spring workshops, from local to regional to state and national efforts.

National News

The library community welcomes Dr. Carla Hayden, longtime chief executive of the Enoch Pratt Free Library system in Baltimore and former president of the American Library Association, who was confirmed as the 14th Librarian of Congress on July 13.

State Funding

Spring is traditionally the time to lobby for state funding — this year was no exception! CLA and its lobbyists Mike Dillon and Christina diCaro, worked diligently with the legislators and the governor's finance staff to increase library funding this year. The governor approved a state budget that included \$1.8 million in "new, ongoing funding" for the California Library Services Act that will be added to the current \$1.8 million in baseline funding for a total of \$3.6 million. The budget also includes \$3 million in "one time funding" for CLSA to encourage innovative "digital delivery" projects among the eight regional library systems. Governor Brown's Department of Finance hopes that the California Library Services Board, who will administer the funds, will award the funding to the Systems for creative projects, including e-Resource sharing, digitization, and others. Disappointingly, there is no new funding for broadband grants.

Local Ballot Measures

The June ballot resulted in good news and bad regarding library measures in California.

Kern County PL — A proposed 1/8-cent sales tax was defeated soundly. This 24-branch system currently receives \$7.9 million annually to operate the library; that equates to \$8 per capita, less than one-third the state average of \$25.

Oakley PL — Voters rejected a parcel tax that would have provided \$12 million for the design, construction, furnishing as well as operation of the library.

Sacramento PL — Voters approved a 10-year extension of 2004's Measure X, an annual parcel tax funding libraries.

San Rafael PL — Voters approved a measure to increase the Special Library Services Parcel Tax to \$59 per year.

Santa Cruz County — Santa Cruz County voters approved a bond issue and parcel tax measure to modernize, upgrade and repair local libraries in Santa Cruz, Aptos, Live Oaks, Scotts Valley, Boulder Creek, Capitola, Felton and La Selva Beach.

Voters are certain to see measures affecting libraries on the November 2016 ballot; several measures are pending as of this writing and will keep advocates busy throughout the state.

CPLA believes that library supporters can do even more. We want to send clear messages to our government officials and legislators that well-funded libraries are essential to healthy communities and an informed democracy. **We hope you will join us.**

...CPLA MEMBERS
CAN SWING INTO
ACTION TODAY!...

Trustee Leadership in Libraries (continued)...

It is not uncommon for Trustees to define the reality and ensure that projects can take a different turn when the required funding is not forthcoming. In that case, they should understand that an adjustment has to be made.

In the process of helping to see the building of new libraries, Trustees should give credit to everyone who worked on the committees and work with disputes as they occur within their different Boards. Trustees' caring attitude and passionate drive bring great teams together, leading to innovative solutions in the accomplishment of libraries objectives and goals.

It is difficult to be a leader, but it is fulfilling and rewarding once a result is delivered. Continuing unselfish leadership, kindness, dedication, forgiveness, patience and trust are all attributes of Trustees being leaders.

Are You Ready to Build an Endowment for your Library?

April Butcher, Executive Director of the Sacramento Public Library Foundation

Recently, the Friends, the Foundation and the Sacramento Public Library formed a strategic legacy committee and agreed to work toward a single legacy effort in support of our Library. According to Bank of America advisors “We are currently witnessing the ‘Great (\$12 trillion) Transfer’ of wealth from the Greatest Generation to the baby boomers,” and we are at the beginning of “a second and even larger transfer of wealth (\$30 trillion) from Boomers to their heirs” projected to continue for the next few decades.

Our first step was to figure out an appropriate structure for our Legacy program which meant surveying our peers (as measured by similarities in library community makeup, who are two independent nonprofits organizations – Friends and Foundation – both working toward the same goal. We talked to two dozen or so Library systems and here are a few initial findings:

- More than half of our peers did not have a coordinated Legacy Program. They want to and they are talking about it but right now, they are at square one.
- Of those who did respond, 75% looked to their Foundation (paid staff working at their foundations’) to manage legacy efforts on behalf of the library.
- The most successful Legacy efforts were deliberate and sought support from Friends members, Foundation donors and Library patrons alike.

It’s time we improved and or developed our legacy infrastructure so that we position our libraries to reap the benefits of these current wealth transfers and make sure that tomorrow’s libraries are secured today. If endowments interest you, come to CPLA’s workshop at the CLA conference in Sacramento on Saturday, November 05, 2016: 8:00 am – 8:45am entitled, “Are You Ready to Build an Endowment for your Library?”

The ABC’s of Board Buisness

The 2016 CPLA Awards Dinner:

By Liz Wooten Reschke, Reprinted by permission from BoardSource at www.BoardSource.org



As both a mom and a consultant in the nonprofit sector, I often wonder what my world looks like to my two young children, who currently understand very little about what “mommy does.” What, for example, might they conclude about board culture if they were to venture with me into a nonprofit boardroom, where much of my work in board engagement and develop takes place?

So, I mentally stepped into their tiny shoes to think about it — the boardroom experience from a child’s eye — and identify some of the parental lessons I try to impart that might relate. Below are some of those lessons, intertwined with thoughtful questions, that you can use with your board to start the conversation about your own board culture and how it affects your ability to achieve your mission:

1. Respect each other’s personal viewpoints and space. If you have a sibling or a close friend, or anyone who’s been in your life a significant amount of time, you know that there’s going to be times in your relationship when you disagree. Whether it’s a sibling spat or a boardroom brawl, the type of conversations and relationships you’re allowing to occur between you guides future interactions.

Are you able to disagree with a fellow board member on an issue and not hold a grudge? Are you making sure you’re putting the family — i.e., your nonprofit — first in your interactions? Are you allowing fellow board members to have differing opinions so that inquisitive discussion is taking place in your boardroom?

2. Treat each other with kindness and caring, even when we’re upset. I have had a few occasions to participate in board meetings where people got loud — that type of loud where everyone starts talking over each other to make sure their point is getting across. We all as board members can (and should!) have strong opinions about the missions and agencies we support. It is absolutely a good thing to be passionate about your volunteer time and efforts but it is important to ask:

How are you handling getting your individual point across during heated discussion? After a boardroom disagreement, can you find a way to celebrate the lively discussion instead of use it for fodder at a later date?

(continued page 3)

New P.O. Box and zip code:

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Sacramento, CA 95816-1536

Formerly CALTACTICS

Strengthening California Libraries through Advocacy and Education

CPLA

California Public Library Advocates

ADVOCATOR!