

VOL XVIX, ISSUE 67 ISSN: 1323-0190

FOLA NEWS UPDATE

ARE YOU CONNECTED?

PORTLAND (Maine) PUBLIC LIBRARY

www.facebook.com/portlandpubliclibrary



Friends need to understand the role Facebook and Advocacy can play in better connecting with their communities. See pages 10 & 11.

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Daniel Ferguson Executive Director FOLA

Successful Friends do not just happen



hey take years of nurturing and cultivating, tendering are caring. In fact, it's hard work. However, the results make for better libraries and better communities. Three Friends groups are celebrating special birthdays – 80 years at the State Library of South Australia (our oldest group), in fact, one of the oldest continuous Friends groups in the world. Great Lakes (NSW) celebrate 15 years and Shepparton (Vic), 10 years. These groups, along with many others have been cultivated and nurtured.

FOLA Keys to Success located at – http://www.fola.org.au/resources/ factsheets.htm, indicates how success can be achieved. Also, our latest FOLA Keys to Success located in this *NewsUpdate*, provides

2 new keys — When Friends Aren't Friendly and Creating a Memorandum of Understanding.

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A Memorandum of Understanding points to the fact that success is a joint effort. The Library and Friends both make a commitment - it's a partnership. This could not be more evident than in the 80 years of the Friends of the State Library of South Australia and in our FOLA Award Winning – Friends of Port Macquarie Library. Our feature article on the Friends of Portland Public Library in the USA, also delivers the same message – partnership brings success. Finally, FOLA wants to help you achieve your goals. To help us to help you, we need your support in completing our FOLA survey. This is available from the FOLA web site at – <u>http://www.fola.org.au/index.html</u> then go to FOLA Survey 2012 and click on – 'Fill in survey'.

FOLM SETTING -

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"Finally, FOLA wants to help you achieve your goals. To help us to help you, we need your support in completing our FOLA survey."

A paper copy will be distributed with our AGM information.

15 short questions will assist us to help you achieve your goals. Better libraries and better communities.

18th Annual General Meeting of FOLA

will be held on Thursday 6 September 2012 at 1.30 pm at Barossa Council Public Library, Nurioopta, South Australia.

A FOLA Workshop will be held prior to the AGM between 10.30–12.30 am followed by lunch provided by the Friends of Barossa Library. Further details will follow.

FOLA award winners **2011**

Friends of Port Macquarie Library (NSW)

- Colin Watson Award for Library Advocacy

The Friends group used the 2011 NSW state election as the rationale for inviting local candidates to make the community aware of their views about libraries and literacy. The session was well publicised and attended. The group continued with their advocacy program by thoroughly briefing the successful candidate in relation to the revision of the Library Amendment Bill.

Rockhampton Regional Library (Qld) -

Eric Flynn Award for Library Services for Older Adults

"The program aims and outcomes for the children and the library are well documented in the entry in both quantitative and qualitative terms. The families are now participating in other programs offered by the library."



Dr Alan Bundy AM presenting award to Rockhampton Regional Library

The three 'tea' programs described in this entry built on an idea formulated by the State Library of Queensland for the public libraries in that state. The program successfully brought older people in the community into the library. It also facilitated links between the older people and women from the local Bangladeshi community who shared tea making ceremonies. Young people mingled with the older people and listened to tea stories they shared. Sponsorship was provided by a local tea growing company. The result was a lively collection of tea stories which were lodged in the local and state oral history collections. Adelaide Hills Library Service Coventry Library Stirling (SA) – Peter McInnes Award for Library Services and Programs for the New Generation

Storytelling programs at Stirling were in part stimulated by the library staff's identification of the lack of literacy programs in the district. The innovative Library Lions program arose from staff observation and parents' comments that the exisiting storytelling sessions were not accessible for children with special needs, such as autism and visual and hearing impairments. Involvement of local agencies with specific expertise in working with these children was sought. The program aims and outcomes for the children and the library are well documented in the entry in both quantitative and qualitative terms. The families are now participating in other programs offered by the library.

Advocacy – A FOLA winner

Meet the Candidates' was held on Wednesday 16 March 2011 at 6.30 pm at Port Macquarie Library. The purpose of the evening was to provide members of the public with access to candidates standing for the seat of Port Macquarie in the New South Wales State elections held on 26 March 2011, and in particular to hear candidates views on libraries of all types and their funding both in terms of staffing and literacy programs.

All five candidates indicated they would attend. Four candidates showed up for the evening and answered questions from the audience. The moderator was the local ABC radio presenter, Cameron Marshall. His involvement ensured the evening was promoted on ABC local radio. The Friends issued media releases to local media, and placed the event on Port Macquarie Hastings Council web site and local publication — *What's On.* Post event publicity was also reported in local newspapers. *Continued overleaf.*

FOLA Keys to Success



WHEN FRIENDS AREN'T FRIEND

Most Friends groups are indispensable to the libraries they serve. Sadly, though, some Friends groups get out of sync with their library, their mission, and their roles. When this happens, trust and goodwill evaporates and relationships break down. Some groups have disbanded over disputes that should never have happened in the first place, and there are library managers who hear about these stories and vow never to have a group of their own. The sad fact is, when the understanding of roles breaks down, the library suffers.

We normally hear stories of wonderful groups and their successes. However, occasionally we hear of a disgruntled group, individual, or library manager, who are in conflict about what the Friends role is or should be. Typically, problems arise because of the following issues:

- Friends are secretive and unwilling to share their organisational and financial information with the library.
- Friends don't invite the library's administration to their meetings.
- Friends believe that because they raise the money, they should decide how it is spent.
- Friends are opposing library policy and/ or direction.

- Friends are giving their money to organisations or initiatives outside the library.
- Friends have become "club-ish' and follow their own agenda.
- Friends' officers don't turn over, and they begin to think of the money raised as their own.

The typical mission of a good Friends group is to "support the library through fundraising and advocacy." This is a tacit agreement to also support the decisions of the library management. If this is not the case, then the Friends are not behaving as Friends.

In terms of spending decisions, the ideal model is one in which the library manager presents the Friends with a wishlist from time to time in priority order, and the Friends provide funding for that wishlist. Remember, people in the community join and give money to the Friends because they believe that money is going to support the library, as determined in consultation with library management.

Libraries need Friends – now more than ever. They need Friends who are positive about the library and its direction, who understand their important role for fundraising and advocacy, and who stick to their mission to support the library.

FOLA Award Winners for 2011 (continued from p3)

One of the enduring outcomes of the evening was that it brought the local library and the role of the Friends to the attention of the elected member of the NSW parliament, Leslie Williams. Mrs Williams went on to speak about the library service and the Friends of Port Macquarie Library during a debate of the Library Amendment Bill 2011 on 30 May 2011 in the NSW Parliament. Her speech is fully recorded in Hansard. The news was very exciting to the Friends and it demonstrates that advocacy can take many forms.

The Friends of Port Macquarie Library 'Meet the Candidates' evening brought the importance and role of the library service, literacy programs and the Friends to the attention of not only members of the community but to the candidates themselves. The candidates researched and prepared for the evening and this lead to a later mention and advocacy for the Friends in the NSW parliament by their local member. "The candidates researched and prepared for the evening and this lead to a later mention and advocacy for the Friends in the NSW parliament by their local member."

FOLA Keys to Success



CREATING A MEMORANDUM OF UNDERSTANDING

The following will constitute an operating agreement between the Friends of the (Name) Library and the (Name) Library (or Library authority). It will stand until and unless modified by mutual agreement between the Friends group and the Library authority.

"The Library agrees to provide Friends with a "wishlist" each year that indicates the anticipated needs for Friends support."

"The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the Library." **The Library** agrees to include the Friends in the long-term planning process to ensure that the Friends are aware of the goals and direction of the Library.

The Library agrees to share with the Friends the library's strategic initiatives at the beginning of each fiscal year and discuss with Friends how their resources and support might help forward these initiatives.

The Library agrees to supply the Friends with staff support to assist them with the development of the newsletter, mass mailings, meeting coordination, and Friends promotional materials.

The Library agrees to provide Friends with a "wishlist" each year that indicates the anticipated needs for Friends support.

The Library agrees to provide public space for Friends membership brochures and promotional materials.

The Library agrees to provide the Friends with space in the Library for book storage and sorting, book sales, and office needs.

The Friends agree to publicly support the Library and its policies.

The Friends agree to include a member from the library administration as a nonvoting presence at Friends' meetings and to allow room on the agenda for a library report.

The Friends agree that any and all monies raised will be spent exclusively for library programs, services, and other Library defined needs unless otherwise agreed to by both the Friends and the Library.

The Friends agree that the library administration has the final say in accepting or declining any and all gifts made to the library.

The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the Library.

2012 Friends Forum in South Australia

he annual forum for Friends of Library groups was held on 18 May and hosted by the Friends of Unley Libraries, and their president – Euan Miller (a former State Librarian of SA).

The guest speaker was Jan Mackay, Project Officer, Council for the Ageing SA, speaking about the challenges and issues of volunteering. She highlighted four principles which she said maximised the benefits of volunteers: Respect, Recognition, Reward and Reimburse.

A number of groups present reported on activities:

Unley: Continuous book sales of deleted and donated stock generate around \$7000 a year. Other fund raisers include overdue fines for the Hot Speed Reads and special library events, especially for children, where a fee is charged to attend. The Friends also emphasized their political role with a letter to the Local Government Association of SA, expressing their concern at the terms of the new five year agreement for state funding negotiated by the LGA. This was strongly supported by the Mayor in submissions to the LGA Executive. The Friends also asked for an increase in local government and public library representation on the Libraries Board given the rising imbalance between local government and state government funding of public libraries. The Friends have also written the Libraries Board asking for the proposed funding cuts not to apply to materials for public libraries. Unley also reported that as a result of strategic planning by the Council, a Library Advisory Committee to Council was to be established in July. The President of the Friends will be a member.

Salisbury: Discussed their *One book one Salisbury* to encourage reading of Australian writers, the Salisbury Writers Festival, the annual Literary Lunch and their *Right Royal afternoon tea* to celebrate the Queens Jubilee. The Friends major purchases included *Play Aways* (talking books) and e-book readers. **Kangaroo Island:** The Friends spoke of their concerns at the loss of their qualified librarian as a savings measure by Council. The Friends had had a revival in 2003 and was now quite strong. The position has been replaced by a school librarian two days a week. They hold a Literary Lunch and a Book sale each year. The question was asked, are members volunteers or friends?

Prospect: Reported on their annual book sale and raffle as the major fund-raisers. They also reported on their involvement in the strategic plan for the library service. Family history and local history are sub-sets of the Friends. They have one author event a year, a children's writing competition and produce four newsletters.

Holdfast Bay: Friends reported on a host of activities. They have a treasure hunt with their main road traders, a book sale, evaluation of antiques, authors, radio personalities, publishers and *their Mary McGrath evening*. They also fund Express Books and Transparent Language on-line.

Barossa: The Friends reported on a Year 9 local history competition, a storybook picnic at Seppelsfield Winery with food and craft stalls and entertainment. The Friends purchased an A3 scanner for historical records.

State Library: The Friends of the State Library have monthly *Wednesdays at One* book talks. The members have also toured the Botanic Gardens library and the Archives as well as day tours to country libraries. It was reported the State Library could no longer afford to fund the executive officer of the Friends. Publication of out of print books is a major money earner for the Friends.

President of FOLA, Dr Alan Bundy AM, reported on developments across Australia. He reminded Friends of the annual national awards. He asked Friends to follow Unley's example and get involved in political advocacy for their libraries. Unley will provide copies of its letters to the other Friends groups.

Prospect

"Family history and local history are sub-sets of the Friends. They have one author event a year, a children's writing competition and produce four newsletters."



NLA (ACT)

Each year the Friends of the National Library of Australia offer two significant awards for those working or supporting the Library.

The first award is the Friends Medal. The medal is awarded to a Friends member, a volunteer, or a Library staff member for significant contribution to the Library. The second award is the Friends Travelling Fellowship. The aim of this \$12,000 fellowship is to provide a Library staff member with a significant professional development opportunity.

The recipient of the 2012 Travelling Fellowship is Anne Xu, from the Library's Document Supply Service. Anne will travel to the United States to investigate e-book lending models adopted by US libraries and to attend the American Library Association conference.

Wagga Wagga (NSW)

The Friends are in the process of reviewing the Constitution, in line with recommendations from the Office of Fair Trading. Fair Trading have simplified many of the requirements it previously had for small organisations, and have devised a model Constitution for groups such as Friends of Libraries. The task has been to compare the current constitution with the Model one, and the AGM later in the year will be when any change will be voted upon.

Balmain (NSW)

The latest installation at Balmain Library is a beautiful new timber bookcase which has been installed to hold the collection of Nobel Prize winning books which is soon to be purchased, and donated to Balmain Library, from funds raised by FOBL.

Titles will be added gradually to form as complete a set as possible (acknowledging that some authors' works will be out of print and thus unavailable).

All titles will appear in the library's catalogue and available for loan.



Following from the successful FOBL School Writing Competition, now in its third year, the Friends have embarked on a project to celebrate the National Year of Reading and will hold a writing competition and involve Balmain Secondary College. Within the subject of pastoral Care, all students will read a book of their choice and write a review, or create a poster including a maximum of 150 words, with the aim of persuading people to read the book in question. Teachers at the school will evaluate the students' work, which will then be evaluated by FOBL judges for final prizes.



Port Macquarie (NSW)

Friends president, Karen Brown and secretary, Judith Hansen recently attended the Friends of the Great Lakes 15th birthday celebrations at Forster Library.

The May newsletter reported on their winning entry in the FOLA Colin Watson Advocacy Awards for 2011 for their entry in 'Meet the Candidate'.

"The latest installation at Balmain Library is a beautiful new timber bookcase which has been installed to hold the collection of Nobel Prize winning books which is soon to be purchased, and donated to Balmain Library, from funds raised by FOBL."



(continued from p7)

NGV (Vic)

Friends of the Gallery Library at the National Gallery of Victoria had Dr Janine Burke, Monash Research Fellow, School of English Communications and Performance Studies, talk in March on 'All I learned about was sex and ping-pong': Sidney Nolan, Joy Hester and the Gallery School in the 1930s.

Doveton (Vic)

Late last year, the Friends of Doveton Library presented prizes to the winners of the 14th annual Children's Writing Competition for short stories and poetry in two age groups, 8-11 and 12-15. All winners were encourage to read out their entry to an audience of parents, siblings and grandparents. Ever since the competition was instigated in 1997, the judges Maria Harding (short stories) and Jellie Wyckelsma (poetry) confirm that it is still attracting many young budding poets and writers, and the standard of writing remains high. This years' winner of the senior poetry was also awarded the senior short story prize. Such encouragement for a young writer!



Winners of the Friends of Doveton Library Children's Writing Competition



Inverloch Library, Victoria

Inverloch (Vic)

During March, the Friends welcomed the author Barry Heard, writer of some eight books, including: *Well done those men, The view from Connor's Hill and Tag.* Barry Heard's powerful memoir Well Done Those Men was selected by popular vote to represent Victoria at the National Year of reading lunched in Canberra and at the State Library of Victoria on 14 February.

Shepparton (Vic)

The group celebrated its 10th anniversary on 29 April. Another group within the same library service – Goulburn Valley Regional Library, at Euroa, will celebrate 20 years next year.

Altona (Vic)

In May the Friends held 2 'Big Morning Teas', one at Altona Library and the other at Altona North Library. Proceeds go towards cancer research.

Recent working bees and culling of books, have allowed more space for new books in the Bookshop.



"A community volunteer reads one-on-one with a child each week to help them develop an interest in reading and a connection with the school and the local public library."



(continued from p8)



Len Beadell Library, South Australia

Salisbury (SA)

In April, Dr Mario Stefano from the Chiropractors Association of Australia gave a talk titled *Healthy spine, healthy body*. And the May speaker was Robert Jenkins, president of the local Astronomical Society. The Friends also held an event for the Queens 60th anniversary in June – "Afternoon tea with the queen".

The sidewalk booksale was held on Saturday 26 May outside the Len Beadell Library.

Willunga & Aldinga (SA)

In support of the National Year of Reading, the Friends events in May are talks by authors:

Alistair Sarre, author of *Prohibited zone* and Liz Harfull, author of Women on the land. The events are supported by Shakespeare's Bookshop in Port Noarlunga.



National Year of Reading 2 great ideas for Friends of Library groups



Schools and libraries get together

Ashmont Public School in Wagga Wagga, NSW is celebrating the National Year of Reading with a program called Little Readers. A community volunteer reads one-on-one with a child each week to help them develop an interest in reading and a connection with the school and the local public library.

"Little Readers sessions are held in the school library with volunteers and student making wonderful use of the cosy chairs and cushions on offer," says young project officer Laurinda Motion. Also this month, Port Augusta Library, SA, has enjoyed a visit by pupils from Wilmington Primary School.

10 Aussie Books to Read Before You Die

ABC1's First Tuesday Book Club is looking for the 10 Aussie Books to Read Before You Die – the ultimate Australian reading



list – voted for by readers from all over the country. Titles will be announced on 4 December.

"Little Readers sessions are held in the school library with volunteers and student making wonderful use of the cosy chairs and cushions on offer."

Friends of Portland Public Library, PORTLAND, MAINE, USA



Friends on Facebook - Are you connected?

How are your Friends targeting a younger market. One way is to link into the medium of younger people — *Facebook*. The Friends of Portland (USA) clearly understand the potential for growing Friends rests with a younger age group. When most Friends groups world-wide have a membership in the 'older' category, attracting a younger membership is a challenge. Portland may just have a few answers.

Spotlight on the Library's budget – Advocacy in action

On March 22 and 26, the Friends sponsored two forums on the library's budget and how it relates to the city's budget and budgeting process. Library Executive Director Steve Podgajny led off by giving an overview of how the library serves a city of about 63,000 people, the surrounding community and more.

The library used to have 6 locations. That was more per 10,000 people than any Northeast or Middle Atlantic community and an expensive structure to maintain especially given staff reductions (approximately 15%) over the last few years due to budget stresses). Starting July 1, 2010 the system eliminated 2 locations, Munjoy Hill and Reiche because of economic pressure. The library has conceived a Portable Library as one way to compensate for the loss and continue to have a presence in the East and West Ends and develop one in other Portland neighborhoods.







Events and activities at Portland Public Library

"How are your Friends targeting a younger market. One way is to link into the medium of younger people — Facebook. "

"The library has conceived a Portable Library as one way to compensate for the loss and continue to have a presence in the East and West Ends and develop one in other Portland neighborhoods."

Friends of Portland Public Library, PORTLAND, MAINE, USA

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"It's a perfect opportunity for the Friends to fulfil two of its stated missions: support the library with volunteer effort and advocate for the library before the city council." While the library has decreased its locations and staff, it has increased its efficiency. The library system is open 6400 hours a year, and receives about as many visits as it ever has, 614,325. It is lending more items than ever before, and is projecting a 25% increase this year despite being open 25% percent fewer hours. Much of this increase in efficiency is attributable to technology.

The library is funded by a combination of government appropriations and library generated income. For fiscal year 2011-12, the library hopes that the City of Portland will contribute approximately \$3,299,737 or about 83% of its budget. The state will contribute \$184,000 (if finances remain stable for the State Library) and Cumberland County \$9,000 for a total government support of \$3,492,737. This represents about a 3.14% increase in government funding over fiscal year 2010-11.

The library expects to generate about \$215,500 from investments, \$130,000 from operations such as user fees, and \$146,500 from donations, for a total of \$492,000 or about 17% of its budget.

"Nathan Smith said that emphasizing the important role that the library plays in the life of the community is critical"



On the expense side, the library expects to spend \$2,694,400 or about 68% of its \$3,984,737 budget on personnel, \$415,799 or about 10% maintaining its collections, \$341,062 or 8.5% on operations, and \$311,820 or 8% on its facilities.

Former councilman, mayor, and current President of the Library Trustees Nathan Smith described the city's budget situation as difficult. He observed that essential functions like police, fire and education were all facing cuts, and that it is may not be realistic for the library to expect a 3.2% increase in funding from the city under the circumstances.

Smith described the city's budgeting process. Representatives of various agencies and departments such as the library meet with the Council's finance committee, City finance director and city manager to discuss their financial needs.

The manager and the committee each produce a proposed city budget. Those proposals go to the Council for an initial public hearing. They return to the committee along with input received at the hearing. They come back to the council for a second hearing. A final budget is adopted at a third hearing at some point in May.

Smith said that emphasizing the important role that the library plays in the life of the community is critical. The budget request will also highlight the demonstration of increased commitment from the community including the Riverton Community Association's offer to supply volunteers and the increase in Annual Fund donations and support by the Friends of PPL.

It's a perfect opportunity for the Friends to fulfil two of its stated missions: support the library with volunteer effort and advocate for the library before the city council.

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Daniel Ferguson

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FOLA NEWS UPDATE

Published four times a year by Friends of Libraries Australia Inc Locked Bag 1315 Tullamarine Victoria 3043 Australia Phone + 61 3 9338 0666 Fax + 61 3 9335 1903 www.fola.org.au Editor: Daniel Ferguson dferguson@fairfieldcity.nsw. gov.au Production/Design: Chameleon Print Design Printing: Aberdeen Press

FOLA COMMITTEE MEETINGS 2012

6 September – Barossa 5 December – Melbourne

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Vice President Kristina Barnett (SA)

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Executive Director Daniel Ferguson

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