

# WARREN COUNTY LIBRARY

Warren County Library Commission  
2 Shotwell Drive, Belvidere NJ 07823  
P: 908-475-6320 | www.warrenlib.org

## Regular Session – May 26, 2016

The Warren County Library Commission met in regular session at 5:35 p.m. on May 26, 2016 in the Library Headquarters at 2 Shotwell Drive, Belvidere, New Jersey.

The meeting was called to order by Chairperson Patricia Rokosz and upon roll call, the following members were present:

Present: Marilynn A. Barone Patricia A. Rokosz  
Alice A. Mollitor  
Henry A. Newbold (5:45 arrival)

Absent: Virginia R. Rutledge

Administration: Maureen Baker Wilkinson, Library Director  
Jill Butcher, Assistant Director  
Jaci Stemler, Administrative Secretary

Chairperson Patricia Rokosz stated that notice of the meeting had been properly advertised in the *Star-Ledger* and the *Daily Record*, and a notice had been sent to the Warren County Clerk's Office.

### Minutes

On motion by Ms. Barone, seconded by Ms. Mollitor, the Minutes of the April 28, 2016 regular meeting were unanimously approved.

Communications – Letter with donation in memory of former Library employee Margaret Vinson.

Public Comment - None.

Old Business – None.

Director's Report - Report is attached.

#### New Business

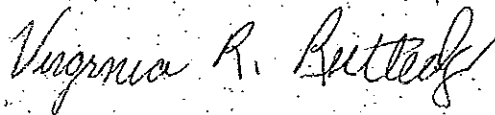
Ms. Baker Wilkinson advised that a uniform closing time of 9:00pm for the library system would facilitate weeknight programming and accommodate working patrons; she also noted that our abbreviated Saturday hours present scheduling difficulties for full-time (35 hour/week) staff.

#### Adjournment

There being no further business, on motion of Ms. Barone, seconded by Mr. Newbold, the meeting adjourned at 6:15 p.m.; motion carried unanimously.

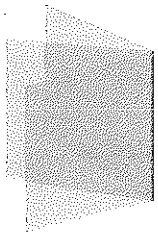
The next regular meeting is scheduled for Thursday, June 23, 2016 at 5:30 p.m.

Attested to:



Virginia R. Rutledge, Recording Secretary

VRR/jes



# WARREN COUNTY LIBRARY

## May 2016 Director's Report

On May 17, Sheri Monaco (Franklin Branch) and I attended the NJLA conference in Atlantic City. We attended the NJLA Award Ceremony and accepted the library's award in the Marketing "Surprise Us!" category for the publicity campaign for our 85<sup>th</sup> anniversary. The plaque that we received is currently on display on the circulation desk at our HQ branch, but will be moved to all facilities for display prior to being installed at the Headquarters Branch. This is the fourth award our library has received in the 7 years I have worked for Warren County.

While attending the conference, we attended several talks by John Chrastka and Patrick Sweeney from Everylibrary.org (<http://action.everylibrary.org>). Everylibrary is a 501c4 organization\* that provides pro bono assistance to libraries facing major budget cuts, trying to pass a bond etc. Their assistance consists of providing a campaign crafted upon the precise information needed to persuade the 37% of the public who are "undecided" in terms of their support for libraries. They approach each issue as a political campaign and draw on statistical information from studies on public attitude towards libraries (such as OCLC's *From Awareness to Funding*). They stress that libraries should always operate as if they were in an active political campaign since "every budget is a referendum about your library." As public libraries, we can expect to have approximately 37% of the public support (demographics such as political party, whether someone is a library member, etc. do not determine who is in this 37%). This is because we are "incumbents" ... we have a history and perceived value in our communities. They suggest that in order to sway the undecided 37%, libraries should market their staff in addition to their services. Since this undecided group may or may not be library users, we need to do outreach in our community to get our message out. They discussed using staff, Commission members, and Friends as potential connections with groups and specific individuals (networking).

We also attended a workshop "Better Photography Means Better Storytelling," which was led by the marketing team at the Somerset County Library. In addition to giving tips for taking better pictures, they talked about how they use photos of staff to promote library services and programs. They photographed willing staff and use their images with press releases, on promotional materials, etc. (marketing library staff and what they do). They shared a publication that promoted business resources which also highlighted the team that provided the service and they found that the public started recognizing the staff on the flyer as accessible expert resources. They also held an open house

for the press (and fed them) to give them information about the library and to find out what was needed in terms of press releases and photos to increase the likelihood of library items being published. They learned that sending press-ready content to papers is better than relying on them to cover a story and also that sending content about events that have already taken place still promotes awareness about what we offer and may encourage people to check out our calendar of events for upcoming programs. The Somerset staff offered to visit one library to take promotional pictures and held a random drawing to select the library. While we didn't win this contest, Sheri and I spoke to the presenters at the end of the session and during the course of our discussions they offered to come to our library even though we didn't "win." We will be following up with them on this offer.

We also saw a photo booth that staff at Somerset Library built. They offered to give us information on how it was built, and Mark Stutzman, our IT person, is planning to build one. We hope to have it ready to take to the Farmers Fair this year, it should be a great way to encourage people to stop by our table and have some fun.

The new branch manager at our Catherine Dickson Hofman branch will start next week. We have held off on the announcement until we worked out the details with Civil Service. I will go to the branch to give them the news tomorrow (May 27) and send out a general notice after speaking to CDH staff. On June 2 I have a staff meeting scheduled at the branch which will be a chance for staff to interact with the new manager and ask questions. The first full day of work for the manager will be June 3.

We have a new Principal Accounts Clerk, Susan Mowery, who previously worked at Warren Haven and the County Administration Purchasing/Payable Department. She has already found several ways that we can save money on supplies and streamline processes. Susan will attend our next Team Leader meeting to discuss potential changes and any pet peeves the managers may have in an attempt to reduce costs and simplify the work flow for managers and staff.

Summer reading begins next month. The theme this year is "On your mark, get set....READ!" This year we have standardized key components of the summer reading program (ie., how we count items read: in hours, by pages or per physical item) and for the very first time people will be able to log their reading at any branch of our library system vs. only at the location where they registered for summer reading.



Maureen Baker Wilkinson  
Library Director

\* One fundamental difference between 501(c)(3) and 501(c)(4) organizations is in their ability to freely conduct political or lobbying efforts. These activities include attempts to help pass or repeal legislation, as well as outreach to gain public support or opposition to legislation.

<http://info.legalzoom.com/difference-between-501c3-501c4-26450.html>

Under Internal Revenue Service rules, a **501(c)3 is a non-profit for religious, charitable or educational purposes**. These types of non-profits typically conduct research and can only engage in a limited amount of lobbying, advocacy or political activity. Donations to 501(c)3 groups are tax-deductible.

A **501(c)4 is a social welfare group** and can engage in more advocacy and lobbying. A U.S. Supreme Court ruling allows businesses and unions to donate unlimited money to 501(c)4 groups, and **they can be tied to so-called "super PACs"** which raised and spent millions on political advocacy during the 2012 election. Donations to 501(c)4 groups are not tax-deductible, **and donors are often not disclosed**.

<https://stateimpact.npr.org/florida/2013/04/05/explaining-the-differences-between-501c3-and-501c4-non-profits/>