



Library Trustees

Other Income

- Kansas State Grants-in-Aid – these funds can supplement but not replace funds.
 - These funds can be used for anything except: constructions; repair; or debt reduction.
- Criteria:
 - File the annual statistical report to the State Library by the specified date; and
 - The governing body must show “maintenance effort” (funding the library at or above the level of the previous year).

Other Income

- Library Services and Technology Act (LSTA) Grants
- Regional System Grants – with the Southwest System your library has to be accredited with the Southwest Kansas Library System to be eligible for grant funds.
- **Grants do not replace established line items when you budget.**
- Grants that you don't see funds for but each library receives services for are the Summer Reading workshop & manual and Courier Costs.
- Investment Funds – if you receive a big donation and the library won't be using it right away, the library board can invest it in a bank that is within the same county pursuant to K.S.A. 12-1675.

Other Income – Community Fundraising

- Planning – library needs to document need, formulate strategies, complete tasks, and organize acknowledgements.
- Do fundraising research or schedule a board workshop on the topic.
- Patience – support doesn't happen overnight. With some it takes multiple times visiting with them.
- Perseverance – ties into patience. Don't give up. If one project fails take note of how and why it failed and avoid those missteps in future fundraising events.

Other Income – Community Fundraising

- Healthy fundraising can help with collections, programs and/or services.
- This is not a substitute for tax support it should be to help supplement the tax support and it can make a library visibly better.
- People give to what they care about, but also when they are asked. If library doesn't ask some other entity will.
- People make repeat gifts when they believe their gift has been valued and appreciated.
- People will stop giving if they don't get the proper appreciation.

Other Income – Community Fundraising

- Individuals fundraising must be able to tell the potential donor what the funds will be used for and how the community will benefit by what the library will be doing with funds.
- Fundraising is not for general operations, can be used for:
 - Collection development;
 - Programming for the community; and
 - Building project.

Other Income – Community Fundraising

- Possible fundraising:
 - Direct Mail – this will take time, get better response if it is a personal letter/not a form letter, weed out the ones that do not donate after a couple of years;
 - Capital Fund Drives – People tend to give more to a one-time request for a specific purpose. Library needs to be already successful and popular when the drive is implemented;
 - Memorials – People look to preserve the memory of a loved one and invest in the future of the community. It is a bit morbid, but this is a long range outlook;

Other Income – Community Fundraising

- Possible Fundraising:
 - Book sales – have them once or at most twice a year. If you have them more than that you garner the attention of state agencies;
 - Novelties – auctions, raffles, wishing trees, or etc. Net is smaller, but they can be fun events and get word out about the library's needs to the community; and
 - Individual Appointments – Set an appointment up with an individual or company to visit about the library and it's needs. Have your presentation ready and be prepared to answer questions. Have a flyer that you can leave with them along with your contact information.

Other Income – Community Fundraising

- Good prospects:
 - Corporations & businesses that are known to be civic-minded;
 - Organizations & clubs that support the community;
 - Wealthy individuals who have friends among library supporters;
- Those who have already given gifts to the library;
- Members of the library's friends organization;
- Heavy library users; and
- Community leaders and members of local government.

Other Income – Community Fundraising

- Saying thank you –
- No matter the size of the gift acknowledge it.
- Acknowledge gift through a thank you letter. If you make it personal the better.
- If you have some donors that give significant amounts an annual dinner to thank the donors is usually done.
 - Make it a gala affair with plaques, flowers and such to make them feel appreciated.
- A donor of a large gift needs to be thanked multiple times in different ways.

Library Building

- The board, along with the director, needs to monitor the library building.
- The building should be comfortable, safe, be durable, welcoming and efficient.
- Buildings should not look ugly, shabby, outdated, poorly maintained, overcrowded, or inefficient.
- Consider American with Disabilities Act concerning your building. Can things be improved to help meet standards. Sometimes your building will be grandfathered in, but if a library goes through a remodel ADA compliance will need to be met.

Technology in the Library

- The library should have an evolving plan for technology.
- Factors for technology will be determined by the library's size and financial resources.
- How many workstations can the library maintain?
- Are software up-to-date (Office/VERSO) and backups being made for better library operations?

Technology in the Library

- Does the library have internet access for staff and patrons (Wifi)?
- Are funds available for upkeep of technology (software & hardware)?
- The System has technology staff members to assist member libraries.
- Librarians utilize not just collections, but any source to help a patron.
- Collection size is nice, but it has shifted to the patron's satisfaction during a transaction.

Long-range Plan

- Review the strengths of the library.
 - What assets does the library have that can be built upon (Nice facility, friendly staff, strong friends group)?
 - What strengths does the library need to build upon (inadequate space, small video collection, poor public relations)?

Long-range Plan

- Community analysis and needs assessment.
 - Know your community and address it's needs.
 - Should be familiar with your demographic and economic data.
 - Know the community's cultural, recreational, educational, and information resources.
 - Board needs to understand what the community has and what it lacks before defining or redefining the library's role.

Long-range Plan

- Statement of the library's mission, goals, and objectives.
 - Once defined specific goals with measurable objectives can be set.
- Make planning an ongoing project.
 - Unless something sudden happens that requires immediate changing of the plan, the plan should be reviewed annually.

Long-range Plan

- For long-range or any planning remember you can utilize the System and other professionals as consultants. That is why we are here. You don't have to do it alone.
- For a long-range goal be sure you have funds ready for maintenance of the goal. You don't want to establish something only to not be able to retain it whether it be a collection or program.

Marketing/Public Relations

- Make sure people know about you. If you don't talk about the library who will?
- Keep in touch with local organizations.
- Provide activities/programs for the community for all ages and invite all ages to your activities/programs.

Marketing/Public Relations

- Have the board members and/or director join organizations/clubs.
- Interact with your Senior Center and Retirement Village (provide programs and/or readers).
- Have the director and when possible board members help with community events (car show, summer daze event, homecoming, etc.).
- If there is community development being discussed within community by a committee become part of that committee (board member and/or director).

Marketing/Public Relations

- If you are visible out in the community they will become your supporters because they see that you care. Community leaders will also see that you care. (Go to schools/pre-schools on Read to Pre-Schoolers not in the library)
- Car show I help set up the day before and directed traffic and other needs that day. That was my work station for those two days. It will take some sacrifice, but if they see you sacrificing then that person might do in kind for the library. Don't depend on it though. Just be visible in the community and be glad to be part of the festivities.

Marketing/Public Relations

- Be part of regional and state organizations/committees/county fairs.
- Word does get back to your leaders that you are participating on these levels and it shows your interest in your community and brings recognition to your community.
- Find out what business leaders need, not just what they need in the library this could limit their thoughts by not knowing what a library could help with.

Marketing/Public Relations

- Talk with your local newspaper about including a section for “Library News”. It would basically be an article that the director or a directed staff member could keep up.
- Make flyers that can be distributed through the community. Table tents for upcoming events at library in local restaurants or team up with an organization for the table tents (Chamber of Commerce).

Marketing/Public Relations

- Make a list of lesser known services that the library has (DVD's, Free WiFi, test proctoring, presentations in community).
- Let everyone know about the library's Facebook Page.
- Keep in touch with schools and museums to interact with them for activities. (If you have space allow the museum to put together a small display and have plates saying that the display came from the museum. This will show them you want to build a relationship with them.

Library Advocacy

- Trustees need to be knowledgeable about political process and advocacy.
- Trustees need to build relationships with local, state, and national officials and work with them to increase library support.
- Trustees along with Friends are citizen advocates. It isn't surprising that librarians support libraries, but a trustee makes the governing body see that there is local support for the library.

Library Advocacy

- Include your government leaders. Invite them to events with a formal invite.
- See what they would like to get from the library.
- Make sure the ex officio is welcome to meetings and events.
- Having the ex officio at the budget meeting could help get the budget through the funding entity easier, because he/she has already seen the numbers and knows the reasoning for them.
- Read your government officials some want more attention and communication than others and adjust. If unsure ask what they would like from the library.

Library Advocacy/Intellectual Freedom

- First Amendment – “Congress shall make no law abridging the freedom of speech or of the press...”
- Derivative of First Amendment, Intellectual Freedom means citizens have the right to believe what they want on any subject and to express their opinions as they deem appropriate.
- Second part of Intellectual Freedom – total and complete freedom of access to all information and ideas.
- Federal Courts have declared access and use of public libraries is a First Amendment Right.

Library Advocacy/Intellectual Freedom

- Libraries can be sued for denying access to library use or use of meeting rooms.
- Liberty of expression cannot be denied to one and saved for others, neither can it be denied by many and saved for a few.
- The dedication to liberty is the willingness to allow the expression of ideas one hates, to allow the publications with which one disagrees, and to allow untruth to circulate as well as truth.
- Only through a trustees commitment to intellectual freedom for all can the role of the library remain truly viable.

Kansas Legislature

- Senate Map
 - https://www.ksbar.org/page/ks_senate_map
 - Senate Districts – 33, 38, and 39
- House of Representatives Map
 - https://www.ksbar.org/page/ks_house_map
 - House Districts – 115, 117, 118, 122, 124, and 125
- From the Kansas Legislature website: <http://kslegislature.org> you can find your legislator by their name or by address. If you use the address feature it sends you to: <https://openstates.org/>



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National Legislature

- Find Senator or Representative at
- <https://www.govtrack.us/congress/members/map>
- Southwest is within the First and Fourth U.S. Congressional District



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