



President's Message



I have just returned from the Trustee/Friends Institute in Grantville and am pleased to report it was a great success. As you might suspect, there was considerable discussion regarding the proposed Commonwealth funding of libraries for the coming year. I recently came

across an article appearing in a brochure entitled "State Aid for Pennsylvania Public Libraries" published by the Office of Commonwealth Libraries in 2002, which I feel provides a good general discussion of the subject, so I decided to share it with you.

"The State Aid to Public Libraries program is designed to stimulate local financial support of public libraries and to provide a reliable level of quality public library service across the Commonwealth. Local communities are responsible for funding basic library services. Since public libraries are a local initiative in Pennsylvania, the program is based on providing incentives for local financial support of library service. In return, the Commonwealth enters into a funding partnership with the library, augmenting the basic services a library provides through local support. Participation in the State Aid program requires a commitment in local funds of \$5.00 per capita of the library's service area population. While those local funds may come from fundraising or from local government, the funding formula emphasizes the importance of local government contributions by leveraging them to maximize the return in state dollars.

Pennsylvania's public libraries have a history of strong local fundraising. In addition, Pennsylvania ranks 3rd highest of the 50 states in state support for libraries. However, it is in local government support that Pennsylvania ranks in the *bottom* 10 (43rd) of the 50 states. The state aid formula is specifically designed to provide an incentive to local governments to increase their financial support to local libraries."

Phil Albright, PCBL President

21ST ANNUAL INSTITUTE FOR TRUSTEES AND FRIENDS

The Trustees and Friends who attended the day and a half Institutes in Mars and Grantville represented 4,381 Trustees and 54,975 Friends in Pennsylvania. Concurrent sessions featured topics for both Trustees and Friends including "How to Rejuvenate Your Friends Group," "Trends Among Friends," "Fundraising Ideas for Small Libraries," "Library Buildings for the Future," "Stable Funding for PA Libraries: Pipe Dream or Reality?," "The Importance of Strategic Thinking," and the PCBL sponsored programs, "That's What Friends Are For: A Panel of Success Stories," and a "Networking Session."

The Institute, sponsored by Commonwealth Libraries in partnership with PCBL and PaLA, gave Trustees and Friends unique opportunities to learn about issues of current interest and to network with other library supporters from all parts of the state. Ideas explored in sessions continued through meals and in informal meetings.

Important facts presented at the Institutes that need to be shared with all PCBL members include the following:

- There are more public libraries in Pennsylvania than there are McDonalds.
- Fifty-two percent of the *voting* age population in Pennsylvania visited a public library last year.
- Total collection expenditures of Pennsylvania public libraries in 2004 was \$36,112,534 (2004 PA Library statistics – Office of Commonwealth Libraries)
- Pennsylvania is 38th (of the 50 states) in total public library operating income per capita.
- For every \$10 spent for Pennsylvania's public libraries there is a \$55 Return-on-Investment (ROI).

Karen Hyman, Executive Director of the South Jersey Regional Library Cooperative, addressed the total group with a Twelve Step Program for a Customer-Centered Library. With humor, insight, wisdom and visual aids, Ms. Hyman suggested that public libraries need to change their focus and look at the needs of the customer (formerly called the patron). Libraries need to rethink their approaches to customer service to transform the library experience.



STEADY STREAM OF FUNDING

RPA Library Consulting Services was awarded a contract on March 27, 2007 to gather data and prepare and deliver a report on ways the operating costs of public library services are supported by government funds on both the state and local levels in each of the 50 states. The principal investigators are Patricia L. Owens and Mary L. Sieminski.

A draft report will be ready for distribution to members of the Pennsylvania Citizens for Better Libraries Board and the Pennsylvania Library Association's Legislative Committee by May 31, 2007.

The PCBL Board will discuss the draft report at length during our meeting at the new Guthrie Memorial Library (Hanover's Public Library) on June 14, 2007. Members of PaLA's Legislative Committee will also discuss the draft report in mid-June.

The draft report will include information gleaned from a 2007 survey of state library agencies; data from the Public Library Association Finance Survey (2005); and data recently gathered from other sources.

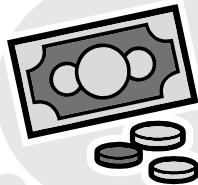
The data will be used as part of a blueprint for improving and stabilizing funding for Pennsylvania's public libraries and for improving the quality of services delivered to Pennsylvania's 12 million residents.

We are excited that the "steady stream of funding" data-gathering project is underway. We will keep the PCBL membership updated through subsequent issues of the PCBL Connection newsletter.

*Denny Leeper, Chair,
PCBL Steady Stream of Funding Task Force.*

The PCBL Connection newsletter connects our readers across the state.

Do you have an idea or event that worked well for your group? Why not share it so others can benefit from your great ideas. Do you have a success story to share? Announce it to all your Friends in PCBL.



BONDING THE CORPORATE WORLD WITH THE LIBRARY WORLD

There is a powerful bond between the corporate world and the library world. Library advocacy supports the well being of libraries and helps to ensure their continued budget strength. In turn, corporations benefit from on-going business flow and support from the industry. As strong supplier/customer (corporation/ library) relationships are developed, many employees in corporations that serve the library industry also benefit from healthy library budgets.

There is also a natural desire for local businesses to contribute to a vibrant community and to quality education. During the past year, 41% of households in Pennsylvania used a public library *. Advocating library usage helps to promote the intellectual growth of the community and generates activity for surrounding businesses, including day care centers, retailers, and banks.

You can help ensure the continued strength of public libraries and your corporate endeavors by contributing to Pennsylvania Citizens for Better Libraries. As PCBL is a nonprofit organization, the contributions of its corporate members play a critical role in helping to stimulate both public and governmental awareness of libraries as essential community services. Your support also helps to bring about improved funding and legislation that benefit the public library, the community, and you.

PCBL has recently revamped its Corporate Membership rate structure to offer you multiple levels: \$150 for Bronze, \$250 for Gold, and \$500 for Platinum level. Further details about the various levels of contribution will be available soon.

Every corporate member is listed as an annual supporter on our web site (www.pcbllpa.org), and each additional level offers a corresponding tier of recognition.

PCBL members are committed to supporting organizations that believe in library advocacy, and we need your corporate support. Please add your voice to help promote public interest and support for library funding, free usage and legislative advocacy. Return the enclosed form (back page) with your corporate membership today. If you have any questions, please contact Franck Chenet, PCBL Board member and corporate member liaison at 570-769-3265 (ext 7-4600).

* Pennsylvania Libraries, Usage, Connectivity, & Funding statistics from U.S. Census Bureau, 2006

Please Visit Our Friend's Group!

Name: _____

Library: _____

Phone: _____

Email: _____

Date & Time of Meeting _____

Send to: **PCBL, PO Box 752, Camp Hill, PA 17001**
or email us at pcb12002@yahoo.com

HAPPENINGS ACROSS THE STATE

Philadelphia Book Festival

Philadelphia launched its first wonderful Book Festival April 21 – 22 in and around the Central Library on the Parkway in Philadelphia. The Festival featured readings, discussions, workshops, authors' appearances, and musical offerings.

Bucks County Free Library Award

Congratulations to Bucks County Free Library on their recent nomination by Patrick Murphy, U.S. House of Representatives, for the National Award for Museum and Library Services.

Heart of the Community

A new book just released, *Heart of the Community: The Libraries We Love* (Berkshire Publishing Group, 2007), includes three Pennsylvania "Treasured Libraries"* and an additional fourteen Pennsylvania "Libraries of Distinction."** The project received more than 300 entries. The selection was made by a panel of library leaders that included among others, American Library Association President, Leslie Burger, Executive Director of Friends of Libraries U.S.A. Sally Reed, and Bernard Vavrek, Director, The Center for Rural Librarianship at Clarion University.

Additional information can be found at www.librarieswelove.org. Congratulations to all the named honorees.

* The three featured "Treasured Libraries" are Carnegie Library of Pittsburgh – Main, Warren Public Library, and Darby Free Library.

** The fourteen featured "Libraries of Distinction" are Bridgeville Public Library, Avalon Public Library, Foxburg Free Library, Ellwood City Area Public Library, Blue Ridge Summit Free Library, Shippensburg Public Library, Lititz Public Library, Riegelsville Public Library, Osterhout Free Library (Wilkes-Barre), Free Library of New Hope and Solebury, Union Library of Hatboro, Easttown Library & Information Center, West Chester Public Library, and Bethel-Tulpehocken Public Library.

New PCBL Board Member Alicia Stine, Assistant Treasurer



Alicia D. Stine was elected PCBL Assistant Treasurer during the March 15, 2007 PCBL Board of Directors meeting.

Alicia is currently serving as the Treasurer of the Board of Trustees of the Cleve J. Fredricksen Library in Camp Hill. She has previously served as the Treasurer of East Pennsboro Township.

Keystone Book Festival

The Keystone Book Festival, Pennsylvania's first state literary festival, will take place in downtown Harrisburg, Friday through Sunday, October 10-12, 2008. It will join 35 other state book festivals currently held around the country.

The festival will feature readings, panel discussions and writing workshops with numerous fiction and non-fiction authors; tips and advice from top editors, agents and publicists; and ticketed events for some of today's most popular authors. A highlight of the weekend will be the first "Keystone Book Awards" which will recognize some of Pennsylvania's best literary achievements. Children's programs, a poetry series, an illustrator exhibit and a rare book display also are planned. The vast majority of the programs will be free and open to the public. There will be a few ticketed events to help to raise money for future festivals.

If anyone is interested in volunteering to assist with the Festival, please email info@keystonebookfestival.org. You may visit the Festival's website at www.keystonebookfestival.org.

Pennsylvania One Book – Every Young Child

One Book, Every Young Child is Pennsylvania's second annual collaborative project using the vehicle of a "One Book, One State" program to highlight the importance of early literacy development in preschoolers.

Because it is important for children to be prepared for school, One Book, Every Young Child will provide opportunities for adults to read aloud, share books and stories and related activities with preschoolers. These activities have been shown to be crucial to early learning.

Information and program ideas have been developed by libraries and museum educators from across Pennsylvania to promote the value and benefits of reading early and often to preschoolers and to encourage family bonding through books and learning.

For more information, please visit www.paonebook.org.



Top Right: Marcy Abrams, PCBL Coordinator for the Grantville Institute for Trustees and Friends “That’s What Friends are For” panel, Elaine Klawans, Upper Moreland Township Public Library, Margaret Harting, Adamstown Area Library, and PCBL Board member, and Karen Cochran, Joseph Simpson Public Library, Mechanicsburg



Right: Phil Albright, PCBL President explaining the "umbrella" services that PCBL provides its members



Above: Claudia Koenig, Commonwealth Libraries Staff, and Bonnie Young, Commonwealth Libraries Coordinator of the 21st Annual Institute for Trustees and Friends

Right: Michael Kumer, Executive Director, Non-profit Leadership Institute, Duquesne University, who presented several programs including “The Importance of Strategic Thinking”



Lower Right: Carolyn Pfeifer, Friends of Cleve J. Fredricksen Library in Camp Hill and PCBL Executive Secretary; Barbara Cole, Director, Bureau of Library Development, Commonwealth Libraries; and Nan Cavanaugh, PCBL Coordinator for the Mars Institute for Trustees and Friends



Right: Herb Landau, Library Director, Milanof-Schock Library who presented the program “How to Succeed and Even Thrive on Limited Funds”, talking with David Irving, Board President, Middletown Free Library (Delaware County). The Milanof-Schock Library, located in Mount Joy in Lancaster County, Pennsylvania, was named in 2006 as the “Best Small Library in America” by Library Journal and the Bill & Melinda Gates Foundation



Below: Karen Hyman, Executive Director, South Jersey Regional Library Cooperative who gave the keynote address “Reinventing the Customer Centered Library”



Above: The “Success Stories” panel comprised of Lisa Gerhard, Friends of Chartiers-Houston Community Library, Darlene Chamberlin, Mengle Memorial Library, Brockway, Pennsylvania, and Robert Gallivan, President, Friends of Erie County Library, presented at Mars, Pennsylvania, Institute for Trustees and Friends

Trustees & Friends

Right: Barbara W. Cole, Director, Bureau of Library Development, Commonwealth Libraries, and M. Clare Zales, Deputy Secretary of Education and Commissioner for Libraries



Below: Dennis Leeper, PCBL Vice President, and Carolyn Pfeifer, PCBL Executive Secretary, staffing the PCBL information table



Thank you to the photographers who were so gracious about taking pictures during both Trustees and Friends Institutes and sending them to us for inclusion in this issue of the PCBL Connection: David Irving, Diana Megdad, and Michelle Montgomery.

CALL FOR ANNUAL AWARDS NOMINATIONS

Dear Friends and Colleagues:

It is time again for taking nominations for the Nine 2007 Awards to be presented at the Annual Awards Luncheon during the Pennsylvania Library Association Conference, October 14-17, 2007 at the Penn Stater Conference Center Hotel, State College. Nominations will be accepted for the following awards:

Citizen of the Year: a Citizen who has contributed the most to the improvement of Pennsylvania libraries.

Corporate Citizen of the Year: a business or company that has been supportive of a local library as well as the entire Pennsylvania Library Community.

Friends Group of the Year: a Friends group that has provided the greatest assistance to its library. The Friends Group *must* be a member of PCBL.

Friends Newsletter of the Year: the best Friends group newsletter. The Friends Group *must* be a PCBL member.

Elected State Official of the Year: an official who has been a leader in promoting and supporting Pennsylvania's libraries

Library Public Relations Award: a library that has conducted an effective public relations campaign for a specific program or event that has resulted in significant community support.

Lifetime Achievement Award: a citizen or group who has shown exceptional meritorious service to libraries.

Local Public Official Award: a local public official who has been supportive of his/her local library

Media Award: the best newspaper, radio or TV editorial, article or video in support of libraries.

Please submit a letter of recommendation along with supportive documentation as soon as possible but no later than August 1, 2007 to:

Lois K. Albrecht, PCBL Awards Chair,
4953 Cline Hollow Road, Apartment #147
Murrysville, PA 15668.
Telephone: (724) 327-9410 or foresit502@aol.com.



ELLIOT SHELKROT RESIGNATION



The above photograph was taken on September 26, 2004, just after Elliot delivered the keynote address entitled "Twenty-five Years of Library Stories" during PCBL's 25th Anniversary Luncheon. The people in the photograph are Sara Oates, former PCBL President; Elliot Shelkrot (who is holding a watercolor print of himself as "Super Librarian"), and Dennis Leeper, PCBL Vice President and 25th Anniversary Chairperson.

Elliot L. Shelkrot has resigned as President and Director of the Free Library of Philadelphia, one of the 10 largest library systems in the United States, after 20 years of distinguished service. Elliot has agreed to stay on until the end of the year.

The *Philadelphia Inquirer* published a lengthy front page article about Elliot's resignation on April 23, 2007.

Shelkrot, 63, served as Pennsylvania State Librarian between 1980 and 1987. He has been a great Friend of Pennsylvania Citizens for Better Libraries. Elliot received PCBL's Citizen of the Year Award in 1987, and in 2001 was presented PCBL's Lifetime Achievement Award. He was the keynote speaker for PCBL's 25th Anniversary Awards Luncheon in 2004.

PCBL wishes to congratulate and thank Elliot Shelkrot for more than 40 years of outstanding service as a "library champion". Thank you Super Librarian!

MEETINGS

The next PCBL ANNUAL MEETING is set for October 14th, 2007 to be held at the Penn Stater Conference Center Hotel in State College.

PCBL Board meeting dates for 2007 are
June 14 at the new Guthrie Memorial Library
(Hanover's Public Library),
August 23 (Mechanicsburg), and
October 14 (State College).

PCBL Committees

- **Awards** (Lois Albrecht, Chair);
- **Finance** (TBA);
- **Legislative** (Kay Dowhower, Chair, State; and Sara Jane Cate, Chair, Federal);
- **Membership** (Marilyn Moody, Chair);
- **Newsletter Editorial Board** (Dottie Shoemaker, Editor);
- **Nominating** (Dennis Leeper, Chair);
- **Public Relations/Archives** (TBA);
- **Institute for Trustees and Friends** (Marcy Abrams and Nan Cavanaugh, Co-Chairs);
- **Executive Committee** comprised of Officers, Chairs and the Executive Secretary.
- **Task Force on Funding Stabilization** headed by Chair Dennis Leeper.

With appropriate permission, we will publish the "HOW LIBRARIES TRANSFORM COMMUNITIES" Essay Contest winner and additional details in a forthcoming PCBL Newsletter. This award was given to Linda Baer and sponsored by FOLUSA and the Lana and Michael Porter Foundation.

PCBL Board of Directors

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PCBL New Groups

Coudersport Public Library Friends
German Masontown Library Friends
Joseph T. Simpson Public Library
Friends (Mechanicsburg)
Meadville Public Library Inc.
Squirrel Hill Library Friends

PCBL New Members

John W. McDermott
Jan Schultz
Northampton Area Public Library, Inc.

PCBL Legislative Directory 2007 – 2008 On Sale Now

Should you wish to order additional copies of the Legislative Directory at \$3.50 (including postage) each you may do so by sending your check, payable to PCBL, to our State Legislative Chair,

Kay S. Dowhower
1113 Gregor Court
Mechanicsburg, PA
17055



Requirements To Enjoy The Benefits Of A 501(c)(3) Designation Through PCBL

- Available to any Pennsylvania public library Friends group
 - Complete application form affiliating your group with PCBL
 - Submit an annual financial statement to PCBL
 - Send in your application with the \$70 fee
 - PCBL submits a consolidated return to the IRS
- For more information, see the Tax Exemption page at www.pcbllpa.org

Do you want to revisit an article that appeared in a prior issue of the PCBL Connection Newsletter?
Visit PCBL's website
www.pcbllpa.org
and click on Newsletter.

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Newsletter articles in Microsoft Word Format may be sent to:

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PCBL NEWSLETTER

Heidi C. Sproat, System Administrator
Easttown Library & Information Center
720 First Avenue
Berwyn, PA 19312

OR

EMAIL TO:

dottieshoemaker@aol.com
marcy_abrams@juno.com
hsproat@ccls.org

Questions: Call Dottie 610-644-6402

See Page 7 to Learn How You Can Enjoy The Benefits Of A 501(c)(3) Designation Through PCBL

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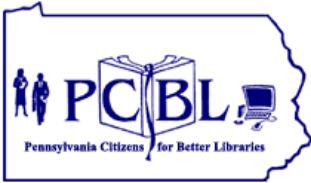
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* All memberships are based on a calendar year.

** One of the benefits of membership is access to the PCBL Listserve available to PCBL Members by submitting your email address on this form.

*** Application required. Applications available online at www.pcbpa.org/Membership.htm or by phone at 1-800-870-3858.



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