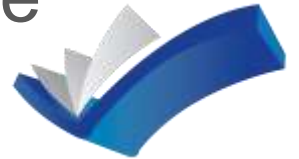


Wyoming Library Trustees Training Cohort 2021

Session A - Relationships

John Chrastka, EveryLibrary Institute
January 12, 2021



About this Series

Webinar Learning Series - Six Modules and several Coaching Clusters

Library boards need to be equipped with relevant, actionable, and accurate information, tools, and resources in order to make informed decisions about the financial and policy future of their libraries.



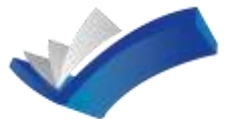
Learning Objectives

Participants will understand best practices for library boards including agenda development, committee work, and communications;

Participants will be able to evaluate their current intra-board relationships and roles, and their relationships to the director and staff;

Participants will learn about Wyoming statutes and practices concerning library funding and financing, the law and regulations relevant to governance, and ways to navigate intergovernmental relationships;

Participants will be able to evaluate policies, understand trends, support ongoing board recruitment, and support a more effective board.



Format / Timeline

Six pre-recorded on-demand workshop sessions starting on the 2nd Tuesday of each month.

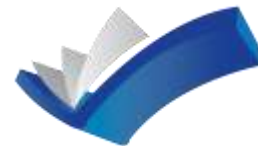
Live “coaching clusters” will be available on the morning of the 3rd Tuesday, the afternoon of the 3rd Thursday, and the evening of the 4th Wednesday of each month.

Session A coaching calls: join on either Tues, January 19 at 10am MT; or Thurs, Jan 21 at 3pm MT; or Weds, Jan 27 at 7pm MT.

Email john.chrastka@everylibrary.org to join a group call.



About Your Host - EveryLibrary Institute



The EveryLibrary Institute is a non-profit organization dedicated to ensuring that libraries have the funding they need to serve their communities or campuses.

We work every day to make sure that librarians are there to help children and students, families, and people of all backgrounds find what they want to read, watch, and enjoy.

At the EveryLibrary Institute, we believe that public and school libraries are anchors of education, economic development, and growth.

EveryLibraryInstitute.org | [@everylibrary](https://twitter.com/everylibrary)



EveryLibrary | 501(c)4 Political Action Committee

- Sponsorships, Government Relations and CSR Funding
- Spend money on “issues” and direct lobbying



EveryLibrary Institute - 501(c)3 Research and Policy Think Tank

- Grants, Philanthropy, Federal and State Programs, Charitable Funding
- Spend on education and outreach

About Your Presenter - John Chrastka

John Chrastka - A long-time library trustee, supporter and advocate, John Chrastka is executive director of the EveryLibrary Institute and EveryLibrary. He is a former president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – 2015) and is a former president of the Reaching Across Illinois Libraries System (RAILS), a multi-type library system, and was a board member of the Metropolitan Library System which preceded RAILS. Prior to his work on EveryLibrary, he was a partner in AssociaDirect, a consultancy focused on supporting associations in governance activities, and was Director for Membership Development at the American Library Association (ALA).



Approach for First Three Sessions

- Session A: Relationships - Inside and Out (January)
- Session B: Policy and Funding (February)
- Session C: Effective Boards (March)

Second Half is on “Marketing and Outreach to Build Support” with Patrick “PC” Sweeney



Today's Format - Session A - Relationships

Four Units (with breaks in between)

- Relationships with our Funding Partners
- Relationships around our Library Team
- Relationships with and around our Community
- Homework and Next Steps (including Coaching Call info)

To understand how a relationship should be functioning, it's important to identify and understand what the roles are.



Roles are "Form Follows Function"

Legal Basis for Wyoming Library Boards

Library Law: <https://library.wyo.gov/services/ldo/library-laws/>

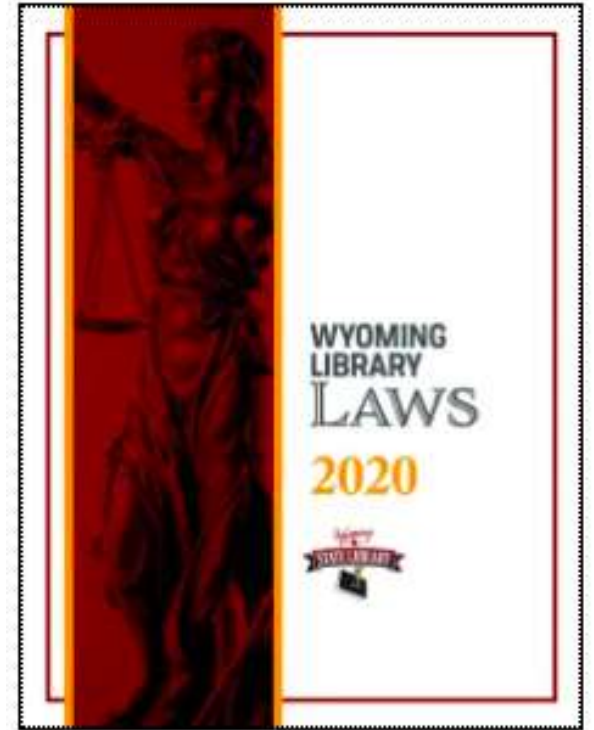
Appointed

Fiduciary

Policy

Buildings

In state statute, the role of the library is
"informational, educational, cultural and recreational".

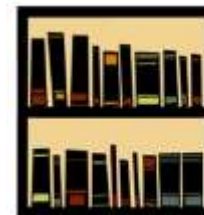


Handbook for WY Trustees and for Directors

From the Wyoming State Library

Trustees Handbook

<https://library.wyo.gov/services/ldo/boards/>



**Wyoming
Public Library
Board Members'
Handbook**

Directors' Handbook

<https://library.wyo.gov/services/ldo/directors/>



**WYOMING
PUBLIC LIBRARY
DIRECTORS'
HANDBOOK**

Relationships with Funding Partners



Who are our Funding Partners?

Local Government

Donors to Foundation and Friends

Grantmakers and Philanthropy

Voters Themselves



Local Government

- Elected Officials and Staff
 - Why did they run? Why do they serve?
- Priorities for the County, City, Town
- Your role in relation to local government
 - Caretaker?
 - Enactor?



Is the Library Aligned with Their Priorities?

Counties, Cities, and Towns are responsible for:

- Interesting
- Thriving
- Prosperous

In state statute, the role of the library is “informational, educational, cultural and recreational”.

Donors to Foundation and Friends

- Ongoing relationships with donors / endowment funders.
- Who is asking vs. who is leading?
- Are donors capable of giving?
 - Worried that their money will be wasted.
 - Want to give to a good cause.
 - Uncertain about the path.
 - Want to create maximum impact.



Donors, Grantmakers and Philanthropy

Your library is a legacy anchor institution. It is able quickly to operationalize new programs and services that are aligned with the educational, economic development, social-cohesion, health, and equity needs of the community for recovery.

Donors, philanthropy, and grant makers want their money to go to work in smart, fast, effective, and measurable ways. Money can flow to mission-aligned programs and services - as well as to proven institutions and organizations - for rapid-response projects.





Voter (Neighbors)

The economic impacts of the Coronavirus shutdown and energy-sector slowdowns will most hurt the people that libraries serve every day.

Library budgets may be cut. Other services (both governmental and nonprofit/charitable) will be cut.

Users are different than supporters. The value-proposition for supporters isn't about what they get. It's about what the library does.

Pause, then:

The Library Team



Who is on the Library Team?

Board Members

Library Director

Library Staff

Volunteers

Liaisons and Endorsers



Roles for the Board in Statute

In state statute, the role of the library is “informational, educational, cultural and recreational”. The Board is responsible for Money, People, and Buildings:

- “Control, use and disposition of the county library fund,” budgeting and expending it “for the maintenance, operation and promotion of the county library and county library system in order to carry out the informational, educational, cultural and recreational role of the county library.” (18-7-103)
- “Receive and be responsible for real estate, money or other property to aid the establishment, maintenance or operation of the county library system.” (18-7-104) “Appoint a competent librarian who with the approval of the board of directors shall appoint a library staff. The duties and compensation of the staff shall be determined by the board.” (18-7-104)
- “Prescribe rules and regulations for the establishment, organization, operation and use of the county library and library system.” (18-7-105)



Board Members

- Why are you serving?
 - Personal Mission, Vision and Values
- Emotional Life of the Board
- Strengths and Vulnerabilities
- "In Touch" with the county and your towns/cities?



COVID Era Board Tune-up

Talk with Each Other

Focus on People and Partners

Understand and Address Continuity Issues

Understand the Organization's Needs

Re-Engage the Library's Mission, Vision, and Values

Review Your Charter and Bylaws

Review Your Policies

Library Director

Roles and Responsibilities

in Statute

in Practice

Chain of Command / Responsibility

Board → Director → Staff



The Form the Relationship Takes

<i>Responsibility</i>	<i>Board</i>	<i>Director</i>
<i>General</i>	Governance	Administration
<i>Policy</i>	Adopts	Suggests/Implements
<i>Meetings</i>	Discussion and Decisions	Resource and Expertise
<i>Budget/Finance</i>	Adopts and Monitors	Prepares, Administers, Monitors
<i>Staff</i>	Hires/Fires Director	Interviews, Hires, Evaluates, Promotes, Trains
<i>Operations</i>	Adopts Policies	Implements/Recommends
<i>Community</i>	Communicates/Collaborates	Communicates/Collaborates



Advice for the Library Director

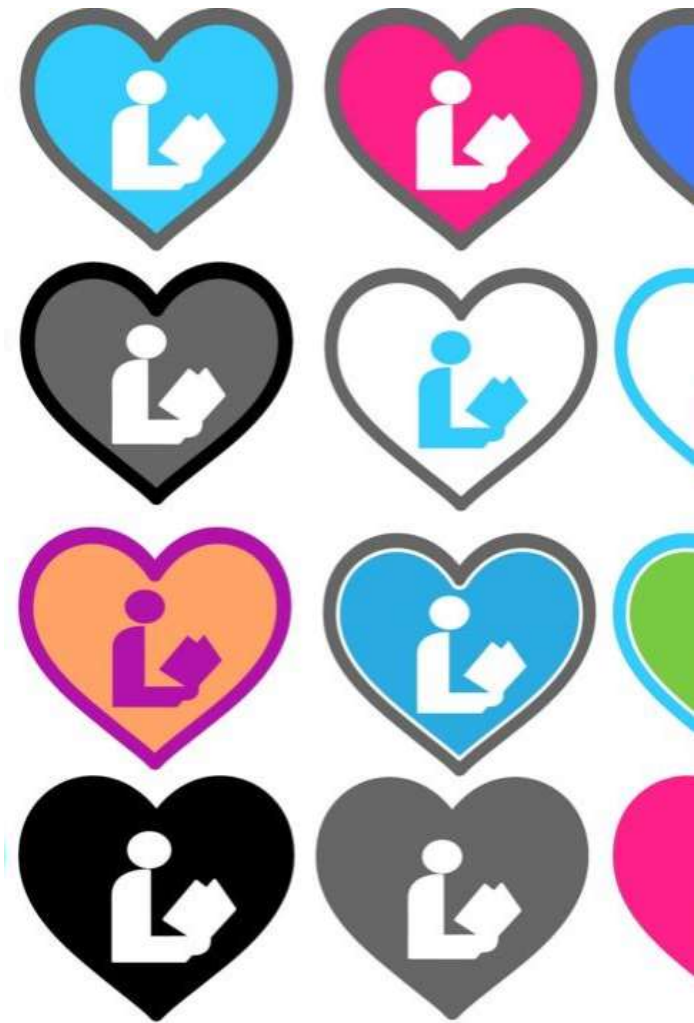
If your library is projecting a revenue shortfall your role is significantly different than if the library is projecting near-term financial stability.

- Listen to leadership and staff
- Identify the Library's urgent needs
- Partner with Board and Staff on the plan
- Talk about the long-term now



Library Staff

- Roles and Reporting
- Whistleblowing
- Lived Experience
- Professional Acumen



Volunteers, Liaisons, and Endorsers

Volunteers - especially during COVID

- They may not have signed up for this now
- Ask for their involvement and commitment
- Understand their limitations
- Leverage their networks

Connectors, Networkers, and Liaisons



Pause, then:

Around (and with) the Community



Who Are We “In Community” With?

Education and School Libraries

Chambers and Economic Development

Social Services and Civic Organizations

Immigration and Diversity

Public Safety

COVID-related and Wellbeing



What is a Coalition Based On?

- Who Else Cares?
 - About people
 - About place
 - About the crisis

Programmatic Partnerships are done via the Director and Staff

Funding-Focused Alignments must include the Board



Education Stakeholders

Pre-K readiness and families at risk

K-3 and grade level reading

Middle school with STEM focus

Highschool with career and college

Career readiness / Adult retooling

College readiness / First gen families

Lifelong learning and remedial skills





Chambers and EDC

Tourism

Mainstreet

Rural Homecoming

Nonprofits

Gig Work and Side Hustles

Artisans and Crafts

Consultants and Remote

COVID-Related and Wellbeing

Health

Education

Community Cohesion

Workforce

Mainstreet

Social Services



How to Reach Out Now

1. Reach out in the way they want to be contacted. Be personal and not just personalized.
2. Always say: “May I share with you what is happening at our library right now?”
3. Open with the story of “why we are doing what we’re doing”. Not a laundry list of activities. Partners want to know what's going on and they want to know how they can participate.
4. “Our work continues but it has changed for the short term. Over the long-term it will return, and we will need everyone’s help then too.”

Difficult Relationships



What Opposition Is Not



- Why do we need libraries anyways? Everything is on the internet....
- Do people still use libraries?
- What do they do all day... Read?

Where Does Trouble Come From?

- Can be Internal or External
 - Lack of Knowledge
 - Emotional Intelligence
 - World View(s)
 - Political Vocabularies
 - Power Shifts



Building Relationships



Building Relationships

- Orientate and Educate
- Listening Tour
- Bright Spots, Hot Spots, What-if's
- Truth-Telling
- Surveys and Polls
- “Values-Based” Purchasing and Partnering



Session A - Wrap Up



Homework

Wyoming Library Law:

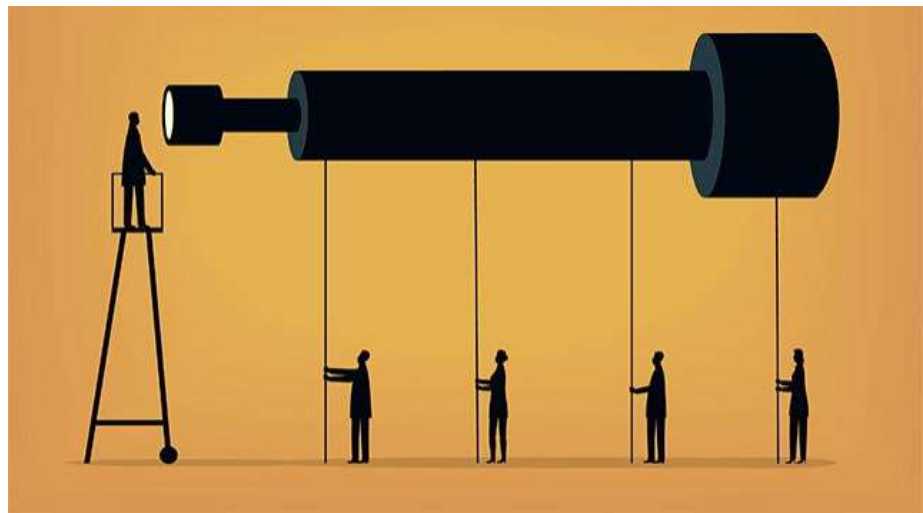
<https://library.wyo.gov/services/ldo/library-laws/>

Trustees Handbook

<https://library.wyo.gov/services/ldo/boards/>

Consider a Doing a Listening Tour

Join a coaching call



Coaching Calls - Session A

Please schedule yourself for ONE of the Session A coaching calls during January:

On either Tuesday, January 19 at 10am MT

or Thursday, January 21 at 3pm MT

or Wednesday, January 27 at 7pm MT

To schedule: Email john.chrastka@everylibrary.org with your preferred and second-choice times. He will send you an invitation to confirm. Participation is capped at 15 people per session to allow for interactions, Q&A and sharing. Bring your thoughts, questions, comments and concerns.

John is available to meet with your library board for more one-on-one support and consultations beginning in February. Please visit his calendar at <https://calendly.com/john-chrastka-everylibrary> to arrange a confidential discussion.

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