# FARMINGTON COMMUNITY LIBRARY

Farmington Community Library
Board of Trustees Meeting
Thursday, February 10, 2022
6:00 p.m.


**Contact Trustees**

http://www.farmlib.org/contact-the-library-board/

# Farmington Community Library Board of Trustees
## Regular Meeting – 6:00 p.m.
### February 10, 2022

I.      **Call to Order (6:05)**

II.      **Approval of Agenda**

III.      **Minutes**

- Approval of Minutes - Regular Board Meeting - January 13, 2021

IV.      **Treasurers Report (6:15-6:30)**

- **Operating Bills**
  - Approval of January 2022 Bills

V.      **Friends Report (6:30-6:40)**

VI.      **Interim Director's Report (6:40-7:00)**

- Facilities Report
- Introduction of a staff member

VII.      **Sub-Committee Updates (7:00-7:20)**

- **Strategic Planning Committee**
- **Personnel Committee**

VIII.      **Unfinished Business (7:20-7:30)**

- Liberty St. Door
- Space utilization study
- Covid pay

IX.      **New Business (7:30-7:40)**

X.      **Board Trustee Comments and Announcements**

XI.      **Correspondence**

XII.      **Public Comment (3 minutes per person)**

XIII.      **Adjournment**

**Farmington Community Library Board of Trustees**
**Board Meeting - 6:00 p.m. – January 13, 2022**
**Draft**

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Board Members Present:      Stryd, White, McClellan, Brown, Hahn, Murphy

Board Members Absent:      Duron-Willner, Kelly

Staff Members Present:      Siegrist, Peterson, Wrench, Showich-Gallup

Staff Members Absent:      None

## CALL TO ORDER
The Board Meeting was called to order at 6:02 p.m. by Board Vice President McClellan.

## APPROVAL OF AGENDA
**MOTION** by White to approve the Agenda for the January 13, 2022 Board meeting, was supported by Stryd.
**Vote:**   **Aye: All in favor (6-0)**
         **Opposed: None**
**Motion passed.**

## APPROVAL OF MINUTES
**MOTION** by White to approve the Minutes of the Regular Board Meeting on December 9, 2021, was supported by Stryd.
**Vote:**   **Aye:** Stryd, White, McClellan, Brown
         **Opposed: None**
         **Abstain:** Hahn, Murphy
**Motion passed.**

## OPERATING BILLS
**MOTION** by Brown that the Board of Trustees approve expenditures totaling $445,428.72 was supported by Stryd.
**Vote:**   **Aye: All in favor**
         **Opposed: None**
**Motion passed.**

## FINANCIAL REPORT
**MOTION** by Brown to receive and file the Monthly Budget for December, 2021, was supported by White.
**Vote:**   **Aye: All in favor**

**Opposed: None**
**Motion passed.**
**FRIENDS' REPORT** (Stacey Charlesbois)
- Solicitation letter went out to current Friends. Thank you to FCL staff who helped. Another solicitation letter will be going out to all residents of Farmington and Farmington Hills in April.
- The Oscar Shorts event will not be held in 2022. Friends are seeking a suitable venue. Civic Theater cannot be used now that it shows first-run movies.
- Gala will be held in person in June. It will be inside at Twelve Mile or it may be outside in tents.


## LIBRARY DIRECTOR'S REPORT
- Register for MLK Day activities: march in morning, remote events in afternoon, evening.
- Judy Donlin in Heritage Room assisted *Oakland Press* with photographs of the Farmington State Bank Building; article cited FCL as a source.
- Sarah Zitter Masindi, the new Marketing and Community Relations Coordinator, begins January 17, 2022.
- Foster Swift (attorneys) hourly rates will increase to $225 per hour.
- FH storytimes will require masks, while F will strongly recommend masks.
- Increasing circulation is a goal for all staff as everyone can do something to contribute to it.
- Teen volunteers are helping put security tags on DVDs.
- Spotlight on a staff member. This month: Maria Showich-Gallup.

## FACILITIES REPORT (Donald Wrench)
- Search for an alternative to the large manual fire door at Twelve Mile is still ongoing. FHFD is working with DW. Manual door is locked now.
- Elevators are back up and running. They run by computer now.
- DW is investigating installing light switches at Twelve Mile; currently lights for the newer (south) side of the building are controlled by circuit breakers.
- DW is investigating replacing exterior doors (both parking lot and Liberty Street sides) at Liberty. Doors are worn out. Could cost about $34,000 to replace both sets.
- New LED lights have been ordered for outside both buildings.
- The air handler unit was replaced at Twelve Mile.

## COMMITTEE REPORTS

### Personnel Committee (Ernie McClellan)
Working Conditions and Benefits Committee (WCBC) communicated with Personnel. Issues brought up include:
- Pay - when board raises starting pay and existing pay, it means many staff members stay close to entry level wage. Top of salary ranges at FCL are competitive with other area libraries but lower end of ranges are not.
- Pay on Sundays - allow full time staff to be paid beyond 40 hours in order to work Sundays.
- Staff dress code - please remove "dress" as a possible reason for disciplinary action, as there is no dress code spelled out.

Personnel Committee will be studying salary structure, Sundays, clarification of dress code.

### UNFINISHED BUSINESS
Space Utilization Study - Both firms who submitted bids will be invited to present at February meeting.

## NEW BUSINESS

Covid Pay - Should staff get extra days beyond normal sick days to cover absence if they test positive for Covid 19?

Question is referred to Personnel Committee.

## BOARD TRUSTEE COMMENTS AND ANNOUNCEMENTS

Ernie McClellan - don't forget MLK Day celebration events.

## CORRESPONDENCE

There were two messages sent to the Board Trustees from the public Board Comments form.

1.  Request that public comment be taken during meeting from people attending remotely. This was anonymous.
2.  Concern that staff were not enforcing mask policy. This was answered by Secretary White, who explained that FCL recommends that patrons wear masks, but does not try to require it.

## PUBLIC COMMENT

There was no public comment.

## ADJOURNMENT

**MOTION** by Stryd to adjourn the Board Meeting, was supported by Murphy.

**Vote:    Aye:  All in favor**

**Opposed:  None**

**Motion passed.**

The Board meeting was adjourned at 7:59 pm by Vice President McClellan.  The next meeting of the Library Board is scheduled for Thursday, February 10, 2022, at 6:00 pm.

Respectfully Submitted,

Jim White, Secretary
Library Board of Trustees

**plante
moran**

**To:**       **Kelley Siegrist, Interim Library Director**

**From:**    **Plante Moran, Accounting and Financial Consultants**

**Date:**    **2/2/2022**

**Re:**       **Independent review of manual journal entries**

Management is responsible for establishing effective internal controls to safeguard the Farmington Community Library's assets, and to prevent or detect misstatements in the financial statements. Journal entries, while an essential part of any accounting system, represent an opportunity to enter information into Farmington Community Library's records in a way that bypasses normal internal controls.

Attached are copies of the manual journal entries posted by Plante Moran for the time period stated below. Accordingly, please review and approve the journal entry report. Documentation is available for each entry upon request. As evidence of your review and approval, please sign and return this memo to our office. There is also a space included for any comments that you may have.

Time Period:    1/01/2022    to    1/31/2022

Journal Entry #    232    -    249
Range:

**To be completed by reviewer:**

I have reviewed the journal entries detailed above.

| Signature | Date | Printed Name |
| --- | --- | --- |

Comments:

*Praxity*
MEMBER
GLOBAL ALLIANCE OF
INDEPENDENT FIRMS

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 01/14/2022 | 234 | *St John Fisher College Interlibrary AR #334* | | | | | | |
| | | St John Fisher College Interli-brary AR #334 | 000043 | Accounts Receiv-able - Interlibrary Loan | | 101 | 25.89 | 0.00 |
| | | St John Fisher College Interli-brary AR #334 | 000671 | Other Misc Rev-enue | | 101 | 0.00 | 25.89 |
| *Total for Transaction 234* | | | | | | | *25.89* | *25.89* |
| 01/24/2022 | 235 | *Hartland Cromaine Library Interlibrary AR #335* | | | | | | |
| | | Hartland Cro-maine Library In-terlibrary AR #335 | 000043 | Accounts Receiv-able - Interlibrary Loan | | 101 | 16.24 | 0.00 |
| | | Hartland Cro-maine Library In-terlibrary AR #335 | 000671 | Other Misc Rev-enue | | 101 | 0.00 | 16.24 |
| *Total for Transaction 235* | | | | | | | *16.24* | *16.24* |
| 01/26/2022 | 236 | *Capital Area District Library Interlibrary AR #336* | | | | | | |
| | | Capital Area Dis-trict Library Interli-brary AR #336 | 000043 | Accounts Receiv-able - Interlibrary Loan | | 101 | 17.99 | 0.00 |
| | | Capital Area Dis-trict Library Interli-brary AR #336 | 000671 | Other Misc Rev-enue | | 101 | 0.00 | 17.99 |
| *Total for Transaction 236* | | | | | | | *17.99* | *17.99* |
| 01/31/2022 | 247 | *Allocate January 2022 Interest* | | | | | | |
| | | Allocate January 2022 Interest | 000011 | Capital Reserve Money Market - Comerica | | 101 | 283.40 | 0.00 |
| | | Allocate January 2022 Interest | 000011 | Capital Reserve Money Market - Comerica | | 401 | 115.75 | 0.00 |
| | | Allocate January 2022 Interest | 000665 | Interest | | 101 | 0.00 | 283.40 |
| | | Allocate January 2022 Interest | 000665 | Interest | | 401 | 0.00 | 115.75 |
| *Total for Transaction 247* | | | | | | | *399.15* | *399.15* |
| 01/05/2022 | 248 | *Record revenue from FY21 from Friends of the Library* | | | | | | |
| | | Record revenue | 000042 | Accounts Receiv- | | 101 | 0.80 | 0.00 |

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|---|---|---|---|---|---|---|---|---|
| | | from FY21 from Friends of the Library | | able - Friends | | | | |
| | | Record revenue from FY21 from Friends of the Library | 000339 | Unearned Revenues | | 101 | 25,857.78 | 0.00 |
| | | Record revenue from FY21 from Friends of the Library | 000339 | Unearned Revenues | | 101 | 0.00 | 0.80 |
| | | Record revenue from FY21 from Friends of the Library | 000674 | Gifts From Friends of Library | | 101 | 0.00 | 25,857.78 |
| *Total for Transaction 248* | | | | | | | *25,858.58* | *25,858.58* |
| 01/31/2022 | 249 | *Close out Metro Net Expenses into AR* | | | | | | |
| | | Close out Metro Net Expenses into AR | 000040 | Accounts Receivable - Metro Net | | 101 | 8,625.00 | 0.00 |
| | | Close out Metro Net Expenses into AR | 000903 | Metro Net Shared Expenses | | 101 | 0.00 | 8,625.00 |
| *Total for Transaction 249* | | | | | | | *8,625.00* | *8,625.00* |
| **Total for Journal General Journal** | | | | | | | **34,942.85** | **34,942.85** |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 12/31/2021 | 232 | *Adjust FCL account* | | | | | | |
| | | Adjust FCL account | 000001 | General Checking - Comerica | | FCL | 0.00 | 283.40 |
| | | Adjust FCL account | 000671 | Other Misc Revenue | | FCL | 283.40 | 0.00 |
| | | Adjust FCL account | 000001 | General Checking - Comerica | | 101 | 283.40 | 0.00 |
| | | Adjust FCL account | 000671 | Other Misc Revenue | | 101 | 0.00 | 283.40 |
| *Total for Transaction 232* | | | | | | | *566.80* | *566.80* |

# Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 07/21/2021 | 233 | *Move face masks to Covid line item* | | | | | | |
| | | Move face masks to Covid line item | 000752 | Operating Supplies | | 101 | 0.00 | 0.00 |
| | | Move face masks to Covid line item | 000752 | Operating Supplies | | 101 | 0.00 | 0.00 |
| | | Move face masks to Covid line item | 000957 | COVID-19 | | 101 | 0.00 | 0.00 |
| | | Move face masks to Covid line item | 000957 | COVID-19 | | 101 | 0.00 | 0.00 |
| *Total for Transaction 233* | | | | | | | *0.00* | *0.00* |

# Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 09/22/2021 | 237 | *Move Network Services Co invoice #6727372-01 to correct line item* | | | | | | |
| | | Move Network Services Co invoice #6727372-01 to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 99.36 |
| | | Move Network Services Co invoice #6727372-01 to correct line item | 000931 | Repairs &amp; Maintenance Supplies | | 101 | 99.36 | 0.00 |
| *Total for Transaction 237* | | | | | | | *99.36* | *99.36* |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 09/17/2021 | 238 | *Move Network Services Co invoice #6727372-00 to correct line item* | | | | | | |
| | | Move Network Services Co invoice #6727372-00 to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 614.91 |
| | | Move Network Services Co invoice #6727372-00 to correct line item | 000931 | Repairs &amp; Maintenance Supplies | | 101 | 614.91 | 0.00 |
| *Total for Transaction 238* | | | | | | | *614.91* | *614.91* |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 09/28/2021 | 239 | *Move Amazon Invoice #686457558833XRH to correct line item* | | | | | | |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000984 | Software | | 101 | 0.00 | 1,698.00 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 556.23 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000986 | Computers | | 101 | 272.43 | 0.00 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000985 | Equipment | | 101 | 1,698.00 | 0.00 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000752 | Operating Sup-plies | | 101 | 94.95 | 0.00 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000985 | Equipment | | 101 | 149.00 | 0.00 |
| | | Move Amazon In-voice #686457558833X RH to correct line item | 000752 | Operating Sup-plies | | 101 | 39.85 | 0.00 |
| *Total for Transaction 239* | | | | | | | 2,254.23 | 2,254.23 |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 09/16/2021 | 240 | *Move Toshiba Invoice #3006436 to correct line item* | | | | | | |
| | | Move Toshiba In-voice #3006436 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 719.84 |
| | | Move Toshiba In-voice #3006436 to correct line item | 000750 | Office Supplies | | 101 | 719.84 | 0.00 |
| *Total for Transaction 240* | | | | | | | *719.84* | *719.84* |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 08/26/2021 | 241 | Move Amazon Invoice #587966588446 FLJL to correct line item | | | | | | |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 186.97 |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000985 | Equipment | | 101 | 65.58 | 0.00 |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000750 | Office Supplies | | 101 | 19.98 | 0.00 |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000988 | Audio Visual | | 101 | 18.97 | 0.00 |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000750 | Office Supplies | | 101 | 51.45 | 0.00 |
| | | Move Amazon In-voice #587966588446 FLJL to correct line item | 000986 | Computers | | 101 | 30.99 | 0.00 |
| Total for Transaction 241 | | | | | | | 186.97 | 186.97 |

# Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 08/10/2021 | 242 | *Move Amazon Invoice #08102021 to correct line item* | | | | | | |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 19.48 |
| | | Move Amazon In-voice #08102021 to correct line item | 000986 | Computers | | 101 | 19.48 | 0.00 |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 296.25 |
| | | Move Amazon In-voice #08102021 to correct line item | 000985 | Equipment | | 101 | 296.25 | 0.00 |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 104.97 |
| | | Move Amazon In-voice #08102021 to correct line item | 000986 | Computers | | 101 | 104.97 | 0.00 |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 79.99 |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 164.97 |
| | | Move Amazon In-voice #08102021 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 99.02 |
| | | Move Amazon In-voice #08102021 to correct line item | 000986 | Computers | | 101 | 79.99 | 0.00 |
| | | Move Amazon In-voice #08102021 to correct line item | 000986 | Computers | | 101 | 164.97 | 0.00 |
| | | Move Amazon In-voice #08102021 to correct line item | 000986 | Computers | | 101 | 99.02 | 0.00 |
| *Total for Transaction 242* | | | | | | | *764.68* | *764.68* |

# Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|------------|--------------|---------------|---------|-------|--------|
| 11/06/2021 | 243 | *Move Amazon Invoice #565339865738 RN4 to correct line item* | | | | | | |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 772.18 |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000985 | Equipment | | 101 | 399.00 | 0.00 |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000752 | Operating Sup-plies | | 101 | 71.20 | 0.00 |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000985 | Equipment | | 101 | 82.99 | 0.00 |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000986 | Computers | | 101 | 11.99 | 0.00 |
| | | Move Amazon In-voice #565339865738 RN4 to correct line item | 000985 | Equipment | | 101 | 207.00 | 0.00 |
| *Total for Transaction 243* | | | | | | | *772.18* | *772.18* |

## Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 11/11/2021 | 244 | *Move Amazon Invoice #955478776687 DP7 to correct line item* | | | | | | |
| | | Move Amazon Invoice #955478776687 DP7 to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 54.04 |
| | | Move Amazon Invoice #955478776687 DP7 to correct line item | 000986 | Computers | | 101 | 19.05 | 0.00 |
| | | Move Amazon Invoice #955478776687 DP7 to correct line item | 000750 | Office Supplies | | 101 | 34.99 | 0.00 |
| *Total for Transaction 244* | | | | | | | *54.04* | *54.04* |

## Farmington Community Library
### General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 11/05/2021 | 245 | *Move Network Services Co Invoice #6734464-00 to correct line item* | | | | | | |
| | | Move Network Services Co Invoice #6734464-00 to correct line item | 000752 | Operating Supplies | | 101 | 0.00 | 896.83 |
| | | Move Network Services Co Invoice #6734464-00 to correct line item | 000931 | Repairs &amp; Maintenance Supplies | | 101 | 265.98 | 0.00 |
| | | Move Network Services Co Invoice #6734464-00 to correct line item | 000752 | Operating Supplies | | 101 | 146.03 | 0.00 |
| | | Move Network Services Co Invoice #6734464-00 to correct line item | 000931 | Repairs &amp; Maintenance Supplies | | 101 | 484.82 | 0.00 |
| *Total for Transaction 245* | | | | | | | *896.83* | *896.83* |

# Farmington Community Library
## General Journal

| Date | Document | Memo | Account no | Account Desc | Department ID | Fund ID | Debit | Credit |
|------|----------|------|-----------|--------------|---------------|---------|-------|--------|
| 10/06/2021 | 246 | *Move Amazon Invoice #758755998787 to correct line item* | | | | | | |
| | | Move Amazon In-voice #758755998787 to correct line item | 000752 | Operating Sup-plies | | 101 | 0.00 | 422.71 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000900 | Processing | | 101 | 69.76 | 0.00 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000900 | Processing | | 101 | 14.98 | 0.00 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000750 | Office Supplies | | 101 | 37.98 | 0.00 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000931 | Repairs &amp; Maintenance Sup-plies | | 101 | 31.99 | 0.00 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000900 | Processing | | 101 | 36.06 | 0.00 |
| | | Move Amazon In-voice #758755998787 to correct line item | 000931 | Repairs &amp; Maintenance Sup-plies | | 101 | 231.94 | 0.00 |
| *Total for Transaction 246* | | | | | | | *422.71* | *422.71* |

## Taken from Actual Budget Spreadsheets

**Staff & Retiree - Salaries/Benefits/Life & Health Insurance**

Salary and Wage Expenses
Employers FICA Expenses
OPEB-Retiree MERS RHFV
Retiree Health Insurance
Dental, Optical & Hearing
Group Life Insurance - Mutual of Omaha
Retirement Fund - Employers
Unemployment Compensation

**FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Lanscaping**

Water & Sewer
Electricity
Heating
Building Improvements
Maintenance Contracts
Maintenance Supplies
Landscaping
Furniture

**Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines**

Magazines & Newspapers
OCLC - Cataloging
Books
AV
Media
Information Resources
Processing Supplies

**Computer & Automation Systems - Investment/Upgrades/Operations**

Computers
Integrated Library System and and other Automation Systems
Upgrades
Software

**Attorneys/Consultants - Technology/Marketing/Operations**

Professional Services

Staff & Retiree - Salaries/Benefits/Life & Health Insurance                                    $4,202,564.00

FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape                                 $713,417.00

Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines                            $625,881.00

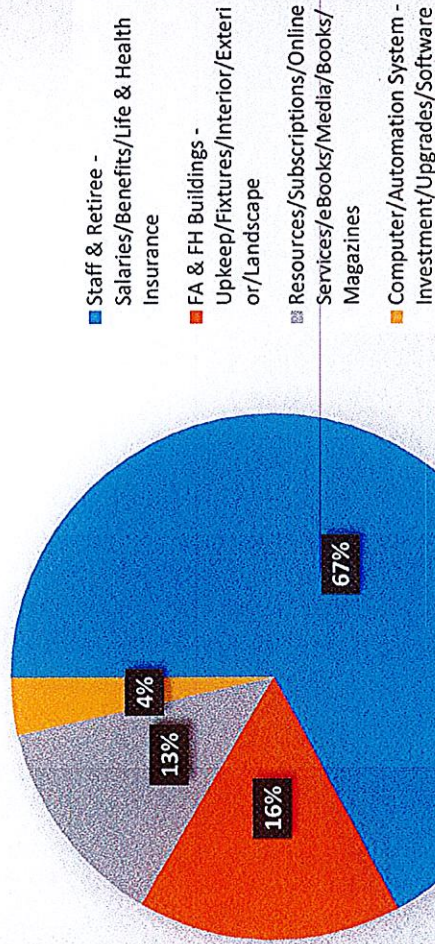Computer/Automation Systems Investment/Upgrades/Software                                        $182,689.00

Attorneys/Consultants-Technology/Marketing/Operations

Dykema Gossett - Law Firm                                                                            $680.00

Foster, Swift & Collins - Law Firm                                                                 $2,300.00

## 2018-2019 Attorneys
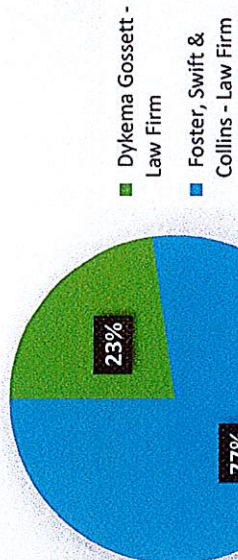


- Dykema Gossett - Law Firm
- Foster, Swift & Collins - Law Firm

## 2018-2019 Expenditures



- Staff & Retiree - Salaries/Benefits/Life & Health Insurance
- FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape
- Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines
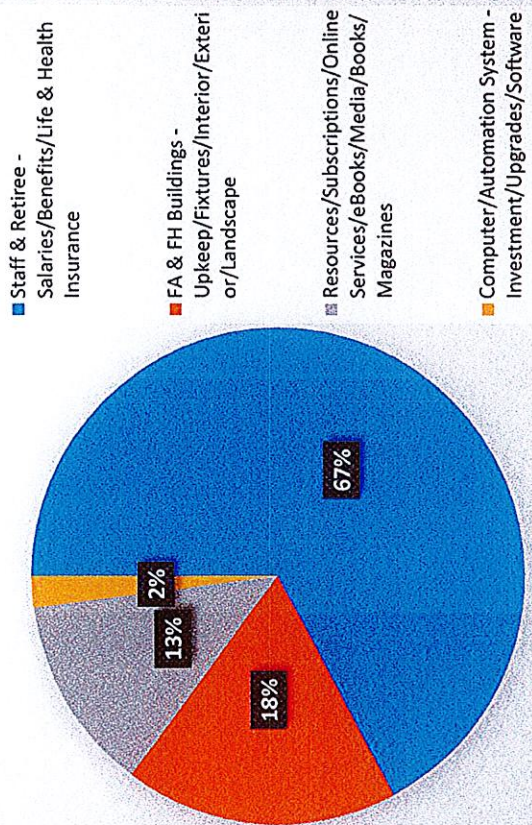- Computer/Automation Systems Investment/Upgrades/Software

Staff & Retiree - Salaries/Benefits/Life & Health Insurance                                      $2,600,186.00

FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape                                     $633,704.00

Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines                               $503,475.00

Computer/Automation System - Investment/Upgrades/Software                                          $137,521.00


Attorneys/Consultants-Technology/Marketing/Operations

Dykema Gossett Law Firm                                                                                  $850.00

Foster, Swift & Collins - Law Firm                                                                    $10,475.00

Willams, Williams, Rattner - Law Firm                                                                  $2,216.00

## 2019-2020 Attorneys



- Dykema Gossett Law Firm
- Foster, Swift & Collins - Law Firm
- Williams, Williams, Rattner - Law Firm

## 2019-2020 Expenditures



- Staff & Retiree - Salaries/Benefits/Life & Health Insurance
- FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape
- Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines
- Computer/Automation System - Investment/Upgrades/Software

Staff & Retiree - Salaries/Benefits/Life & Health Insurance — $2,972,325.00
FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape — $795,776.00
Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines — $562,738.00
Computer/Automation System - Investment/Upgrades/Software — $90,055.00

**Attorneys/Consultants-Technology/Marketing/Operations**
Barnes & Thornburg Law Firm — $66,820.00
Dykema Gossett - Law Firm — $900.00
Foster Swift & Collins - Law Firm — $58,758.00
MBM - Network Security — $92,310.00
Mort Crimm Communications (MCCI) - Marketing — $72,225.00
Pepper Consulting Group - Management/Operation — $22,000.00



## 2020-2021 Expenditures

- Staff & Retiree - Salaries/Benefits/Life & Health Insurance
- FA & FH Buildings - Upkeep/Fixtures/Interior/Exterior/Landscape
- Resources/Subscriptions/Online Services/eBooks/Media/Books/Magazines
- Computer/Automation System - Investment/Upgrades/Software

(Pie chart segments: 67%, 18%, 13%, 2%)



## 2020-2021 Attorneys, Consultants - Technology, Marketing, Operations

- Barnes & Thornburg Law Firm
- Dykema Gossett - Law Firm
- Foster Swift & Collins - Law Firm
- MBM - Network Security
- Mort Crimm Communications (MCCI) - Marketing
- Pepper Consulting Group - Management/Operation

(Pie chart segments: 21%, 0%, 19%, 30%, 23%, 7%)
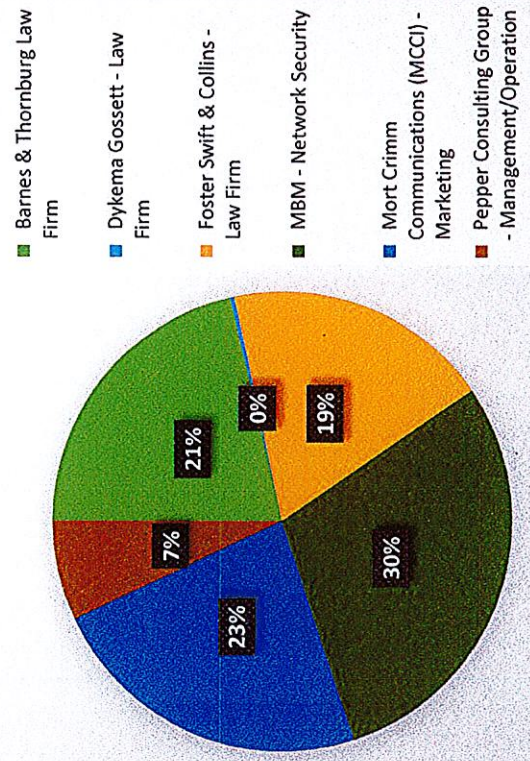
# Farmington Community Library Output Statistics - January 2022

| Circulation Services | Jan 2022 | Jan 2021 | Change | This YTD | Last YTD | Change |
|---|---|---|---|---|---|---|
| Liberty Street | 20,417 | 11,590 | 8,827 | 127,070 | 78,989 | 48,081 |
| 12 Mile | 42,322 | 18,004 | 24,318 | 259,754 | 139,125 | 120,629 |
| eBooks | 10,532 | 8,212 | 2,320 | 63,947 | 56,587 | 7,360 |
| **Total Circulation** | **73,271** | **37,806** | **35,465** | **450,771** | **274,701** | **176,070** |
| **Self-Service Components of Total Library Circulation:** | | | | | | |
| Circulation via Website | 962 | 552 | 410 | 6,369 | 3,564 | 2,805 |
| Circulation via Self Check | 18,233 | 71 | 18,162 | 111,381 | 30,189 | 81,192 |
| **Self-Service % of Total Circs** | **26.20%** | **1.65%** | **24.55%** | **26.12%** | **12.29%** | **13.83%** |

| Door Counters | Jan 2022 | Jan 2021 | Change | This YTD | Last YTD | Change |
|---|---|---|---|---|---|---|
| Liberty Street | 13,418 | 0 | 13,418 | 56,864 | 9,820 | 47,044 |
| 12 Mile | 14,609 | 0 | 14,609 | 97,762 | 11,534 | 86,228 |
| **Total Library Visitors** | **28,027** | **0** | **28,027** | **154,626** | **21,354** | **133,272** |

| Information Services | Jan 2022 | Jan 2021 | Change | This YTD | Last YTD | Change |
|---|---|---|---|---|---|---|
| Online Chat | 54 | 6 | 48 | 405 | 26 | 379 |
| eMail | 458 | 266 | 192 | 2,449 | 2,972 | (523) |
| Liberty Street Phone | 821 | 890 | (69) | 3,964 | 3,849 | 115 |
| Liberty Street In-Person | 4,348 | 28 | 4,320 | 18,730 | 2,368 | 16,362 |
| **Liberty Street Total** | **5,169** | **918** | **4,251** | **22,694** | **6,217** | **16,477** |
| 12 Mile Phone | 1,351 | 1,701 | (350) | 5,831 | 8,854 | (3,023) |
| 12 Mile In-Person | 3,882 | 31 | 3,851 | 21,031 | 2,711 | 18,320 |
| **12 Mile Total** | **5,233** | **1,732** | **3,501** | **26,862** | **11,565** | **15,297** |
| **Total Library Use** | **10,914** | **2,922** | **7,992** | **52,410** | **20,780** | **31,630** |

| Electronic Services | Jan 2022 | Jan 2021 | Change | This YTD | Last YTD | Change |
|---|---|---|---|---|---|---|
| **PC and Wireless Logins:** | | | | | | |
| Liberty Street Public Computers | 1,098 | 0 | 1,098 | 7,840 | 363 | 7,477 |
| 12 Mile Public Computers | 1,403 | 0 | 1,403 | 9,139 | 378 | 8,761 |
| **Public Computer Total** | **2,501** | **0** | **2,501** | **16,979** | **741** | **16,238** |
| Liberty Street Wireless | 3,794 | 4,246 | (452) | 52,759 | 8,044 | 44,715 |
| 12 Mile Wireless | 26,792 | 5,610 | 21,182 | 128,229 | 11,044 | 117,185 |
| **Wireless Total** | **30,586** | **9,856** | **20,730** | **180,988** | **19,088** | **161,900** |
| **Total Computer Use** | **33,087** | **9,856** | **23,231** | **197,967** | **19,829** | **178,138** |
| **Web Pages Viewed:** | | | | | | |
| Adult, Teen & Children's Pages | 80,538 | 27,415 | 53,123 | 584,029 | 521,030 | 62,999 |
| Catalog Searches | 69,835 | 56,518 | 13,317 | 357,950 | 516,822 | (158,872) |
| **Total Web Pages Viewed** | **150,373** | **83,933** | **66,440** | **941,979** | **1,037,852** | **(95,873)** |

| Programs | Jan 2022 | Jan 2021 | Change | This YTD | Last YTD | Change |
|---|---|---|---|---|---|---|
| Programs | 77 | 69 | 8 | 420 | 406 | 14 |
| Attendance | 1,528 | 1,392 | 136 | 12,307 | 7,097 | 5,210 |

**Dr. Martin Luther King Jr. Day Celebration**
We had a great turnout for our MLK Jr Day celebration. A survey was sent out to participants after the day of celebration.

**TLN DEI Workshop**
On January 26, we started the first in a series of 3 workshops called "Creating Cultures of Belonging." All supervisors were asked to attend to start us thinking about DEI initiatives in our own organization. This first session was about understanding DEI terms so that we can start with a shared understanding of those terms and also about belonging. Understanding experiences where you felt you really belonged. Next workshop is on February 23.

**Patron Comments**
Included in your Board packet.

**Skate Parties**
FCL is hosting two Skate Parties at the Farmington Ice Rink. The first one is Saturday, February 12. This is the Star Wars Skate with character photo op. And again, on Monday, February 21. This is the Superhero Skate also with photo op. Both take place from 2-4 PM.

**Smart Goals/Staff Training and Development**
Beginning in January, we have added Smart Goals to our evaluation process. And a staff training and development program. Working with their supervisor for input, staff are required to submit 2-3 goals that they would like to work on for the next 6 months. For the training and development program, staff are required to take 2 webinars or training programs by the end of May. One is a DEI course required for all staff, one is required by their supervisor. For Information Desk Staff the MeL Maven Badge is required. Going forward in the next FY, 4 webinars or training sessions will be required, 3 of the organizations/supervisor's topic of choice, one of the employee's choice. The goal is to add a measurable component to our evaluation process.

**On Boarding Process**
After Staff Day in November, we sent out an email to all staff asking what our next steps should be in the healing process. What should we work on? We did not get many responses. However, with the responses we did get and with the comments that were made during the safe conversation portion of the trauma training portion, we decided to work on our onboarding process. We hope to have an onboarding process that is streamlined, has training components, and one that is welcoming and inclusive that allows new staff to interact with co-workers in formal and informal settings.

**Monthly Birthday Celebrations**
We used to celebrate staff birthdays in various ways over the years. We have put this back in place to show appreciation to staff. And who doesn't love cake? On the fourth Wednesday of the month, we will have cake at both buildings to celebrate those staff birthdays that fall in that month. January birthdays included Donald Wrench, Maggie Weddell, Nikhil Desai, Judy Bencich-Wloch, and Stacy Tadajewski. Sanders Bumpy Cake was the cake of choice for January.

## Open Meetings Act/Remote Meetings

Open Meetings Act changes were introduced in the Michigan House on January 26. The change is to allow library boards to meet remotely if they choose. Part of the reason for this is that there is more engagement and attendance of the public if meetings are held remotely. The bill has been referred to the Local Government and Municipal Finance Committee. Stay tuned.

## Farmer's Market Little Sprouts Corner

We were contacted by Walt Gajweski, Director of the Farmington Farmer's Market, wondering if we would be interested in participating in the Little Sprouts Corner as we had pre-COVID. We said of course we would. We are waiting to hear final details.

## Barbershop Window

The barbershop window on the corner of Grand River and Farmington is a coveted space for organizations to market their services/programs. Maria has developed a relationship with them over the years to be the one they call when they have an opening for a week or two. In February the library will have the display case from February 5 through the 19th.

## Innovation

At the last supervisor's meeting we discussed innovation and how it was time to start getting the creative thinking process started again. We agree that we are at a place where we can start to make this happen as we examine our services and brainstorm new services and programs to better serve our patrons.

## Overtime/Bereavement Cost Update

**Overtime Hours/Cost since August 29, 2021 =**
44 Hours Book Chute = $1228.93
10 Hours Maintenance = $495.70
24.75 Hours Info Desk Staff = $834.22
**Total Overtime Cost = $2558.85**

## Bereavement Hours since Nov. 3, 2021

Total number of hours taken = 46.25 by 8 staff members (FT and PT)

## EveryLibrary.org

Pro-Bono Campaign Consulting. Kristel Sexton could speak to you about how Ypsilanti used them for their library millage when she was employed there.

## IFLA Trend Report Update 2021

International Federation of Library Associations and Institutions. Five future trends to watch for so that libraries can evolve to remain relevant.

Submitted by
Kelley Siegrist
Interim Director

Name _____

Date _____

Address _____

City _____

Zip _____

Phone _____

Email _____

### What made your Library visit special?

Fire Place in the teen area
it would be comfy
and homey

Name _____

Date JAN 15, 2022

Address _____

City _____

Zip _____

Phone _____

Email _____

### What made your Library visit special?

We need paper copies for
library activities – not emails or
thru computer

Name: ▓▓▓▓▓▓▓▓▓▓▓    Date: 1-21-20

Address: ▓▓▓▓▓▓▓▓▓▓▓ City: ▓▓▓▓▓▓▓ Zip: ▓▓▓▓

Phone: ▓▓▓▓▓▓▓▓▓ Email: ▓▓▓▓▓▓▓▓▓▓▓

## What made your Library visit special?

THE STAFF, THE SERVICES, THE VIBE!

I LOVE THIS LIBRARY. IT'S A GEM!

## Turn over to leave a suggestion for Library staff.

## Suggestion:

KEEP DOING WHAT YOU'RE DOING. IT'S GREATLY
APPRECIATED!

**Thank you for taking the time to fill out this form. Please place it in the Suggestion Box.
Our Service Improvement Team reads and reviews all suggestions!**

# FARMINGTON COMMUNITY LIBRARY
www.farmlib.org

## How are we doing?

Name ~~[illegible]~~ ~~[illegible]~~  Date 1\2\2022

Address _____ City _____ Zip _____

Phone _____ Email _____

**What made your Library visit special?**

_____

_____

_____

_____

_____

_____

**Turn over to leave a suggestion for Library staff.**

# Riding the Waves or Caught in the Tide?

## Navigating the Evolving Information Environment
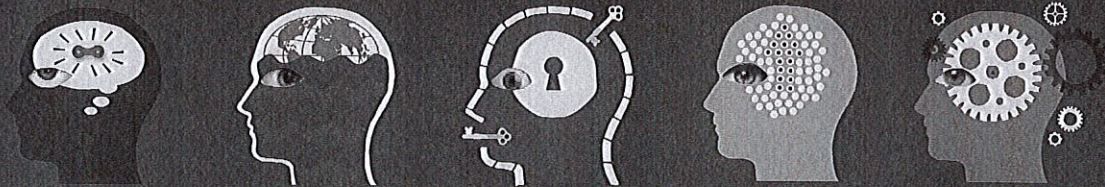
INSIGHTS FROM THE

**IFLA** TREND
REPORT

# ABOUT IFLA

## IFLA is the global voice of the library and information profession.

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. IFLA is an independent, non-governmental, not-for-profit organization with over 1400 members in nearly 150 countries.

We work to improve access to information and cultural heritage resources for the global community in this rapidly changing digital and print environment. Our key initiatives include access to digital content, international leadership, outreach, cultural heritage, and multilingualism.

In our professional programmes we build the capacity of our members, and set the professional agenda through development of guidelines, standards, publications and events around the world.

IFLA's status as the global organisation for library and information services ensures that our voice is represented through formal relations with the UN and other organisations.

## CONTRIBUTORS
### IFLA wishes to thank the following contributors to the Trend Report:

Olivier Crepin-Leblond, Chairman Internet Corporation for Assigned Names and Numbers (ICANN) At-large Advisory Committee (ALAC)
Anriette Esterhuysen, CEO, Association for Progressive Communications (APC)
Divina Frau-Meigs, Professor, Université Sorbonne Nouvelle
Melissa Gregg, Principal Investigator, Intel Center for Social Computing
John Houghton, Professorial Fellow, Centre for Strategic Economic Studies, Victoria University
Deborah Jacobs, Director, Global Libraries, Bill & Melinda Gates Foundation
Mariéme Jamme, CEO, Spot One Global Solutions
Janis Karklins, Assistant Director General for Communication and Information, UNESCO
Alejandro Pisanty, Professor, National Autonomous University of Mexico
Lee Rainie, Director, Internet & American Life Project, Pew Research Center*
Kate Russell, Presenter, BBC Click Online
Andreas Schleicher, Deputy Director, Directorate for Education, OECD

Suneet Singh Tuli, Founder and CEO, DataWind Ltd
Fred Stielow, VP/Dean of Libraries, American Public University System
Fred von Lohmann, Legal Director, Copyright, Google Inc.*
Louis Zacharilla, Co-founder, Global Intelligent Community Forum


Preparation of the IFLA Trend Report was assisted by Civic Agenda. With thanks to **Dan Mount, Frédéric Blin, Inga Lundén, Christine Mackenzie, Hanna Nikkanen**

For press enquiries and further information please contact: stuart.hamilton@ifla.org

*Commenting in a personal capacity

# INTRODUCTION

## In the global information environment, time moves quickly.

In 2010, the quantity of information transmitted globally exceeded 1 zettabyte for the first time, and is expected to double every two years[1]. The amount of new digital content created in 2011 amounts to several million times that contained in all books ever written[2]. OECD figures show that Internet traffic has risen by 13,000% in the last decade, with more digital information created in 2008-2011 than in all of previous recorded history[3].

By the end of September 2013, the National Security Agency's (NSA) new data centre in Utah in the United States will be open and capable of storing up to 12 exabytes (12,000 petabytes) of information. To put that in perspective, just 400 terabytes would be needed to store all the books ever written in any language – and with 1,000 terabytes in 1 petabyte, that's less than 1% of NSA's new Utah centre's storage capacity (0.0033%).

## What is the IFLA Trend Report?

The sheer volume of information and the speed at which it is being created online is one of the focal points of the IFLA Trend Report. The IFLA Trend Report is the result of twelve months' consultation with experts and stakeholders from a range of disciplines to explore and discuss emerging trends in our new information environment. It is not a static report, but a dynamic and evolving set of online resources for library and information professionals to contribute to at trends.ifla.org. There's a great depth of data already on the online platform for libraries to use, share and build on, including a bibliography and literature review of existing trend reports, expert papers and discussion summaries.

The IFLA Trend Report identifies five high level trends in the global information environment, spanning access to information, education, privacy, civic engagement and technological transformation. While it sets out existing and likely future trends which characterise the new digital paradigm, it doesn't forecast the future of libraries.

That is where you come in. How libraries evolve to remain relevant in the new information landscape is perhaps the most urgent question facing the profession today.

## How you can get involved in the IFLA Trend Report

The launch of the IFLA Trend Report and web platform is just the beginning of the discussion. Up to now, IFLA has consulted with experts outside the library sphere to get their views on trends in the information environment - now it is your turn.

Over the next twelve months, we will be engaging with IFLA members around the world to promote and build on the Trend Report. We will be helping them to deliver their own workshops, discussion groups, seminars and other activities identifying and discussing information trends most relevant in their region. We want to see the outcomes from these regional discussions included on the online platform, for libraries around the world to continue the discussion online. Sign up at trends.ifla.org to follow the evolution of the Trend Report, and write the next chapter!

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[1] International Data Corporation (2011) 'The 2011 Digital Universe Study: Extracting Value from Chaos'
http://www.emc.com/collateral/demos/microsites/emc-digital-universe-2011/index.htm
[2] DEvolving (2011)'Truth, Lies and the Internet: a report into young people's digital fluency' p 12
http://www.demos.co.uk/files/Truth_-_web.pdf
[3] World Economic Forum (2012) 'Global Information Technology Report: living in a hyper-connected world' p 59
http://www3.weforum.org/docs/Global_IT_Report_2012.pdf

# FIVE KEY TRENDS WHICH WILL CHANGE OUR INFORMATION ENVIRONMENT

**TREND 1:**

## NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

An ever-expanding digital universe will bring a higher value to information literacy skills such as basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas. The nature of new online business models will heavily influence who can successfully own, profit from, share or access information in the future.

**TREND 2:**

## ONLINE EDUCATION WILL DEMOCRATISE AND DISRUPT GLOBAL LEARNING

The rapid global expansion in online education resources will make learning opportunities more abundant, cheaper and more accessible. There will be increased value on lifelong learning and more recognition of non-formal and informal learning.

**TREND 3:**

## THE BOUNDARIES OF PRIVACY AND DATA PROTECTION WILL BE REDEFINED

Expanding data sets held by governments and companies will support the advanced profiling of individuals, while sophisticated methods of monitoring and filtering communications data will make tracking those individuals cheaper and easier. Serious consequences for individual privacy and trust in the online world could be experienced.

**TREND 4:**

## HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW VOICES AND GROUPS

More opportunities for collective action are realised in hyper-connected societies – enabling the rise of new voices and promoting the growth of single-issue movements at the expense of traditional political parties. Open government initiatives and access to public sector data will lead to more transparency and citizen-focused public services.

**TREND 5:**

## THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES

Proliferation of hyper-connected mobile devices, networked sensors in appliances and infrastructure, 3D printing and language-translation technologies will transform the global information economy. Existing business models across many industries will experience creative disruption spurred by innovative devices that help people remain economically active later in life from any location.

# DIGITAL TRENDS ON COURSE FOR COLLISION

**The IFLA Trend Report identifies five high level trends shaping the global information environment. They're evolving rapidly, and on course for collision – with reverberations that will ripple through the role and services provided by libraries around the world. How will your library navigate its way through the following scenarios?**

## The rise of new technologies and the end of privacy?

New technologies are transforming the global information economy. But each new generation of digital books, apps, databases, mobile and now wearable technologies redefines the boundaries of privacy and data protection – and responsibilities for the management of both – within libraries.

*"Data collection today is not constrained to the Internet: it is present in every action in the "real" world too, from shopping to travelling, working, etc...if this is left to Technology, we have passed the point of no return: today it is technically possible to follow someone in their daily life simply with image recognition, their mobile phone, their credit card and their Internet use."*

Dr. Olivier Crepin-Leblond – Chairman Internet Corporation for Assigned Names and Numbers (ICANN) At-large Advisory Committee (ALAC)

## E-lending in libraries and the treasure trove of personal data

Today simply reading an e-book can reveal a great deal about you. How long it takes you to finish a chapter, your favourite parts, the speed and consistency of your reading and what you're likely to borrow or buy next. In an economy increasingly built on 'information mining', this kind of data is of great value for publishers, distributors and authors.

*"Platforms [like Facebook, YouTube or Second Life] act as cyberspace (absentee) landowners who provide any user with "ready to mediatize" spaces, where what is sold is not the content but the use of the production tools. The Web 2.0 seems to distribute the means of production to the masses, but the economic gains are for the few..."*

Divina Frau-Meigs – Professor, Université Sorbonne Nouvelle

Libraries providing e-lending resources and access to other digital content subscriptions for users possess valuable personal data. What responsibilities do libraries have to protect their users' data? If libraries are mere conduits for access, with content creators and distributors able to exploit the personal data of library users, have libraries become part of the new information-mining business model?

## "Please switch off your wearable technology"

The boundaries of privacy are being further redefined by mobile and wearable technology. According to Cisco's Global Mobile Data Traffic Forecast 2011-2016[4] by 2016 there will be over 10 billion mobile devices connected to the Internet with the Middle East and Africa experiencing a 104% increase in mobile data traffic (followed by Asia and Eastern Europe at 84% and 83% respectively).

Google Glass and the next generation of wearable computers are on the horizon – turning the computer on, and its camera turned outwards, all the time. A user walking into a library wearing Google Glass is, in a fashion, putting all of their fellow library users under surveillance. How should libraries respond to new technologies that challenge, if not remove, the boundaries of privacy? Libraries position themselves as 'safe' spaces for the benefit of the whole community – can this be maintained once Google Glass is in the building? Do enthusiastic adopters of new technology even care about privacy?

## The information gold mine in online education

Online education and the spread of Massive Open Online Courses (MOOCS) will also have an impact on the boundaries of data protection and privacy. How is the data generated by students undertaking online education being used and protected? Test results, course progress and personal data have long been useful tools for educators to chart a student's progress alongside his/her fellow students, and improve course modules. But in the global information environment, who else has access to this data?

With most students now turning to search engines for the answers to their questions, how are their search habits influencing the information that is returned? Is this all the information they need? These algorithms have been developed and are owned by private corporations, and are primarily designed to maximise advertising revenue – what issues does this pose for librarians and educators?

## The algorithm has all the answers - so what's a library?

A recent study by the Oxford Internet Survey found that "trust in people providing Internet services" exceeds trust in other major institutions including newspapers, corporations and government.[5] But when automated search technologies limit the range and diversity of information available to us based on our search habits, language and geographical location, can the results returned by our search engines really be trusted? How can libraries and educators ensure students and users are accessing the information they need, and not simply the information their amalgamated data tells the algorithm they're looking for?

*"How do we enable "luck"? How do we establish communities that thrive on the unexpected?"*

**Louis Zacharilla – Co-founder, Global Intelligent Community Forum**

And if the primary vehicle for information seeking is a privately owned algorithm, how do libraries engage? Build a competing algorithm? Focus on building digital literacy skills to assist users navigate to the most authoritative information returned by existing search technologies? How can libraries be vehicles for serendipitous discovery if the dominant mode of search is algorithm-based?

[4] Cisco Visual Networking Index (2013) 'Global Mobile Data Traffic Forecast Update, 2012-2017' p 3
http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.pdf
[5] Oxford Internet Surveys (2011) 'Trust on the Internet now exceeds Trust in other Major Institutions' p 47
http://microsites.oii.ox.ac.uk/oxis/blog/2010/trust-internet-now-exceeds-trust-other-major-institutions

# Education goes global and mobile...but loses tactile and local?

Technological barriers are falling away, accelerated by increasing penetration of mobile devices in developing countries. Today there are just over 2.4 billion Internet users around the world[6]. By 2015, Brazil, Russia, India and China will have 1.2 billion Internet users alone[7]. Mobile technologies are facilitating the rise of MOOCs and open access in the global classroom, while posing interesting questions for educators. Are mobile technologies going to be the only, or the predominant way students absorb new education methods? As education resources go global and open access, how do we preserve the production of local content? Will students in Kenya have access to MOOCs and open educational resources incorporating local content, or mainly EU, US or UK content? What impacts could this have on cultural identity?

# The machine is the translator

Advances in automated machine translation are changing the way we communicate with one another, and breaking down language barriers. In regions where local educational content is limited, students will have access to translated materials from overseas. Researchers and users will be able to read in their own language any book, article, online blog ever written. As language limitations dissolve between communities, new creative partnership and business models will emerge. Automated machine translation will change the way we communicate, but will it increase our understanding? What is the cultural impact of using machine translations without the benefit of cultural context?

Automated translation will challenge existing business models and regulatory frameworks. If you can run any work through an automated translator, what impact could this have on publishing? What new business models will emerge in a borderless communication environment?

# The emergence of new voices and groups in a surveillance society

As automated machine translation breaks down language barriers, new voices and groups are connecting across the globe. The convergence of mobile technology, online access and global media has empowered new Internet movements, reflected in successful campaigns against the Stop Online Piracy Act (SOPA) in the US, and the Anti-Counterfeiting Trade Agreement (ACTA) in the EU as well as the rise of the Arab Spring.

These technologies can also be utilized to destructive ends, to promote extremist ideologies and the anonymous and/or crowd-sourced organization of criminal activities. To what extent should technical or regulatory structures be introduced by governments to determine how different actors can share and control information? How far should information surveillance go to protect the public interest? Can fringe/grassroots activism movements have an impact in a society where nothing is private? Governments around the world, even those seen as democratic, are taking steps to filter online access to information that is extremist, criminal, sensitive or deemed otherwise 'immoral'. Libraries have historically opposed government censorship – have our responses to Internet censorship been adequate? If filtering is becoming a standard government practice, what impact could that have on libraries' ability to adequately collect and preserve our digital history?

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[6] Internet World Stats (2012) 'Usage and Population Statistics' http://www.internetworldstats.com/stats.htm
[7] Boston Consulting Group (2010) 'Winning in Emerging-Market Cities' p 17 http://www.bcg.co.jp/documents/file60078.pdf

# "What are you doing about Bit Rot?"

The global information environment is a fragile one. The great pace of technological change has left its information pathways littered with the likes of old formats, out-dated software, broken URLs, corrupted webpages and discarded files.

*"I am really worried right now about the possibility of saving 'bits' but losing their meaning and ending up with bit-rot. This means you have a bag of bits that you saved for a thousand years but you don't know what they mean, because the software that was needed to interpret them is no longer available, or it's no longer executable, or you just don't have a platform that will run it. This is a serious, serious problem and we have to solve that."*

Vint Cerf - Chief Evangelist, Google

Preserving our digital heritage is a priority for libraries and archives around the world. Identifying and capturing digital content of historical or cultural significance in the information deluge is one challenge for libraries. Copyright restrictions on digital content, format obsolescence and lack of technological capacity are others. Automated technologies like web harvesting and search algorithms are increasingly being used by libraries to identify and record our digital output – what have we lost in turning curation and preservation over to algorithms?

# An information chain challenged by new technologies

Traditional concepts of "authorship" and "ownership" have broken down in the new information environment. New digital content is being created at an unprecedented pace, and is crowd-sourced, computer-generated and re-mixed as well as created by individuals. It can be easily shared and distributed, with impacts on markers of authorship, exercising of control and notions of "ownership". New technologies have profoundly disrupted the traditional information chain (creator, publisher, distributor, retailer, library, reader), challenged established business models and regulatory frameworks while facilitating new sources of competition and new access models. Who will benefit most from the changing information chain? And how will our regulatory frameworks adapt to support an evolving information chain in the new global economy?

# New technologies will transform the global economy – but who benefits?

It's clear that new technologies stand to profoundly equalize access to information around the world, not simply for developing countries but a range of social and economic groups. Technology enables young entrepreneurs to reach a global audience. New creation and distribution models stand to profoundly disrupt the existing information chain. Access barriers for the elderly, the visually impaired, new migrants and economically disadvantaged can be reduced. What will the world look like? And will the next generation technologies stay unregulated long enough for new users to shape their potential?

*"In the next 5 years Western businesses will be competing with young African entrepreneurs who will successfully build the next batch of billion dollar companies."*

Mariéme Jamme - CEO, Spot One Global Solutions

How will the next 1 billion Internet users' experiences and knowledge be affected by changing education, social and regulatory models? Will they have access to the content they need?

# The vulnerability of new technologies to over-regulation

Throughout history, governments have regulated the flow of information within their borders. With the emergence of each new technology, intellectual property reform has been initiated to shape its benefits and limitations, according to the needs of existing business models:

*"The future as far as content creation and the rights of both creators, as well as those who want to use and share content will be contested. The risk is that it will not be given a chance to play itself out with the protagonists finding new solutions that effectively balance interests while also respecting the rights to access and share information because the stage on which this contest is taking place is so dominated at present by interest groups representing the distributors, and the governments that they get on their side through very intensive and expensive lobbying."*

**Anriette Esterhuysen - CEO, Association for Progressive Communications (APC)**

Existing frameworks governing access to information are being rapidly outstripped by the pace of technological change and changing concepts of "ownership" facilitated by online distribution and sharing. Are existing notions of copyright irrelevant in the new information environment? How can we foster innovation and access to content while ensuring respect for those who have created it? And will "access anytime, anywhere, on any device" undermine the concept of physical ownership – to the ultimate detriment of libraries as physical spaces?

# NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

**An ever-expanding digital universe will bring a higher value to information literacy skills such as basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas. The nature of new online business models will heavily influence who can successfully own, profit from, share or access information in the future.**

## LIKELY DEVELOPMENTS

The on-going explosion of choice of digital content and information increases the importance of information literacy skills as essential tools for distinguishing authoritative information from content that is influenced by various social, political, commercial and sometimes extremist agendas.

Tension continues to increase over ownership of intellectual property and technological innovations. Adaptations are needed to reflect new patterns of information use and to support creativity and economic sustainability.

In a hyper-connected world, access to information becomes the gateway for health, education and employment resources – as well as social, political and economic freedoms. A billion new Internet users in developing countries change the landscape of the online world. However, deficiencies in reading and digital literacy skills remain barriers to accessing online resources, possibly leading to a widening digital divide and global inequalities.

Mobile access to digital content and products from a broader range of devices weakens the traditional concept of ownership based on static rights to content in one location.

The operation of the Internet as an open and internationally accessible source of information is threatened by governments seeking to extend control over their own information environments. This type of control leads to a patchwork of national Internets.

Questions of ownership of information and content become more complicated as boundaries between producers and consumers of information are increasingly blurred. A rise in the amount of content created by automated machine processes further complicates such situations.

The existing business models of many online service providers designed to make money from submitted personal data and user-generated content are challenged. The debate around future business models focuses on whether these profits should be shared between content creators, intermediaries and the original owners of personal data.

The use of technical measures to prevent access to copyrighted content becomes outdated, as new business models that harness public enthusiasm for consuming, sharing, creating and modifying offer a broad range of content across different platforms and devices.

# ONLINE EDUCATION WILL DEMOCRATISE AND DISRUPT GLOBAL LEARNING

**The rapid global expansion in online education resources will make learning opportunities more abundant, cheaper and more accessible. There will be increased value on lifelong learning and more recognition of non-formal and informal learning.**

## LIKELY DEVELOPMENTS

Online Open Education Resources (OER), adaptive teaching technologies, Massive Open Online Courses (MOOCs) and gamified learning approaches **transform the global learning landscape** over the next decade.

**Online courses will be serving more people** in the near future than all the students currently attending universities around the world. New courses feature more cross-sectional, multidisciplinary learning.

**Digital opportunities for lifelong learning become increasingly essential** in a more globalised economy and a rapidly changing technological environment where more people gain new skills and knowledge throughout their adult lives.

Broader strategies to build knowledge and skills raise the recognition and certification levels of **non-formal and informal learning pathways**. Skills and experience gained in everyday life become more visible and valuable.

In an environment where information is easier to locate and obtain, future educational methods focus more on how to **authenticate and exploit this information.** Memorisation of information continues to decline in importance.

The wave of disruption of traditional methods of learning driven by online education benefits learners by **dramatically reducing costs and increasing access** to wider learning opportunities.

The **future education market becomes shaped by network effects** that drive business models of companies like Google, Facebook and Amazon. Established education providers risk being undermined if content producers successfully engage with popular new consumer platforms that offer a wide range of content.

The broad adoption of MOOCs increases the **added value of intermediaries** that offer a platform for peer learning, mentoring networks, co-study, collaboration and informal support. This change applies to both online and face-to-face methods.

**Open Access to scientific publishing** makes millions of peer-reviewed articles globally available, helping scientists share and build upon each other's discoveries. Innovations in health, infrastructure and commerce are born from their collaboration.

Online resources and adaptive teaching methods **transform school classrooms**, combining digital tools with human support to tailor each student's learning experience.

# THE BOUNDARIES OF PRIVACY AND DATA PROTECTION WILL BE REDEFINED
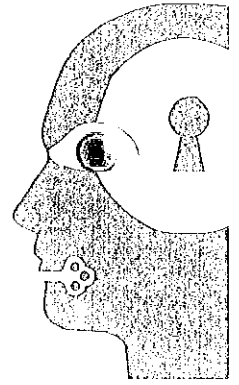
**Expanding data sets held by governments and companies will support the advanced profiling of individuals, while sophisticated methods of monitoring and filtering communications data will make tracking those individuals cheaper and easier. Serious consequences for individual privacy and trust in the online world could be experienced.**

## LIKELY DEVELOPMENTS

More sophisticated profiling of individuals and social groups is better enabled by expanding data sets collected by governments and companies. Advanced capacity to process data from a wide range of sources increases opportunities to connect anonymous information with a specific person or group.

Governments find it easier and cheaper to track their citizens' activities and filter information through the mass **monitoring of communications data** and metadata from various platforms and devices.

Commercial **monitoring and tracking** also increases in sophistication, with emotional metering and retina-movement analysis growing alongside the use of traditional mouse-click tracing and browser cookies.

The **challenges of regulating a global borderless Internet** at an international level while satisfying different national regulations continue to make it difficult to offer consistent standards of online privacy and data protection.

Without improved legal safeguards, **governments increase pressure** on multi-national web companies to surrender communications data, associated metadata, and online activity records. This scenario has precedent in the recent controversy over the US PRISM programme.

Discriminatory pricing of goods and services based on detailed knowledge of a person's online activity intensifies, with an increase in companies offering the same products and services at different prices to different people based on their personal data.

Levels of **trust in the online world** flatten or significantly decrease. Many people are presently comfortable with sharing large amounts of personal information online through social networks or online activity tracking systems. This behaviour changes as individuals begin to realise exactly how much of their activity is being monitored.

Increasing numbers of commercial online platforms include encryption and security within their services, as privacy becomes a more attractive selling-point. Despite competition between online tools with more privacy and those which support greater monitoring, many Internet users continue with interactive and user-friendly services without major concerns over security.

In situations where posting information online effectively surrenders future control over that information, people have to balance their desire to engage, create and communicate against any risks connected with leaving a permanent digital footprint.

# HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW VOICES AND GROUPS
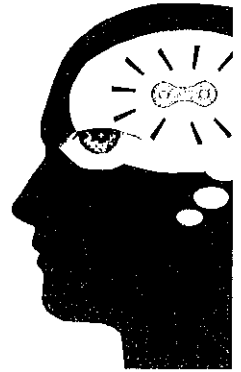
**More opportunities for collective action are realised in hyper-connected societies – enabling the rise of new voices and promoting the growth of single-issue movements at the expense of traditional political parties. Open government initiatives and access to public sector data will lead to more transparency and citizen-focused public services.**

## LIKELY DEVELOPMENTS

The size of the digital universe is predicted to double every two years, with its content increasingly shaped by different social, political, and commercial agendas. Technology that drives better communication and collective action continues to support positive outcomes: empowering individuals, increasing civic participation and commercial accountability. Negative outcomes can also arise from use of the same technology: empowering cyber criminals, terrorists and extremist networks.

Democratic countries benefit from greater transparency, access to public sector data and a growing momentum behind open-government initiatives designed to empower citizens, reduce corruption and strengthen governance through new technologies.

Traditional political parties are weakened as voters increasingly gather around single issues which support their values and interests. One major effect may be a bridging of social, political, generational and geographical divides.

Wide-reaching digital resources transform the status of women by expanding access to health, business and related social network information. The same resources offer a global voice for many citizens to endorse or condemn policies and politicians from other countries – and empower diaspora and migrant communities.

Commercial lobbyists and political elites adopt approaches that have yielded success for online activists in mobilising mass popular sentiment around single issues – but using more systematic, less organic methods.

More use of simulated virtual environments enables people to test potential decisions in a simulated context before application in the real world. Consequently, voters can project the likely social and economic impact of political party policies before deciding which to support. The same process helps governments to determine policy.

Future governments do not just gain legitimacy through elections – their ability to deliver on open government and transparency objectives supported by digital technologies could also become major new sources of political and institutional credibility.

Effective use of open government data requires greater professionalization of information management skills in the public sector. Services that are increasingly digitised by governments may need to rely on intermediaries who can help disadvantaged citizens use evolving digital services and platforms.

Big data supports more effective evidence-based policy-making in many fields – including health, social care, environmental conservation and climate change.

# THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES

**Proliferation of hyper-connected mobile devices, networked sensors in appliances and infrastructure, 3D printing and language-translation technologies will transform the global information economy. Existing business models across many industries will experience creative disruption spurred by innovative devices that help people remain economically active later in life from any location.**

## LIKELY DEVELOPMENTS

Mobile devices become the main medium for access to information, content and services. As a result, new social and economic groups are empowered through increased access to health and education resources, as well as e-government and financial services..

Advances in **artificial intelligence** enable networked devices to combine speech recognition, machine translation and speech synthesis to support **real-time multilingual voice translation.**

The capacity of 3D printing technology to create usable objects from digital blueprints transforms the value of information access, and triggers creative disruption in global manufacturing industries.

Progress in telecommuting, networked Telehealth and Telecare systems, wearable computer devices and intuitive user interfaces – activated by voice, retina movements or touch – helps **people remain economically active longer in life.**

Individuals and businesses increasingly are able to **participate in the global information economy from anywhere** on the planet. This connectivity reduces some competitive advantages linked to physical location.

Rising competition from developing economies creates a need for increasingly **protectionist economic policies** from the developed world. Overly-complex requirements and compliance regulations become more common.

By the year 2030, **70 per cent of the world's population is projected to live in cities.** But a possible longer-term trend exists for people to exploit hyper-connectivity to **relocate back to smaller communities.** A reactivation of the economic, social and cultural fortunes of those settlements could result.

As many developing countries benefit from growing youth populations, much of the developed world continues to face the economic challenges of an aging workforce. Developing world firms have **increased opportunities to replace the developed world businesses** which currently occupy the most high profit areas of the global economy.

The number of networked sensors embedded in devices, appliances and infrastructure nears 50 billion by the year 2020. This "**Internet of Things**" leads to a further explosion in recorded data with major implications for future public services and data-driven policy-making, as well as new challenges for individual privacy.
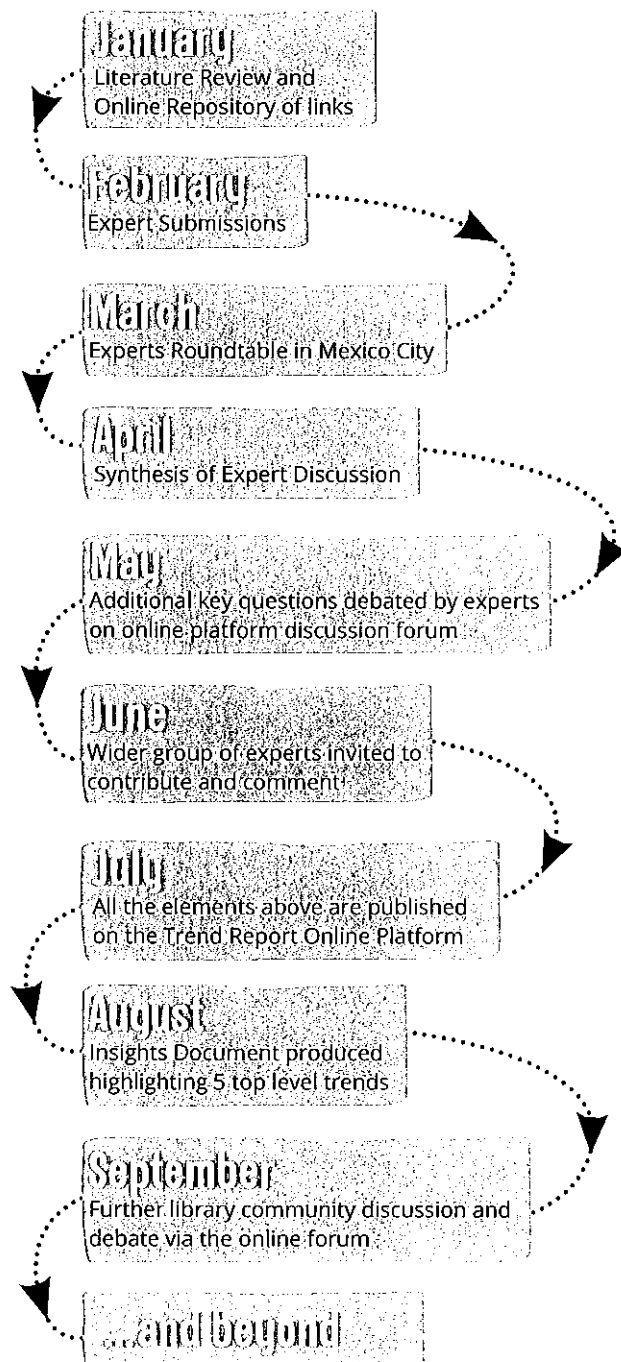
# BUILDING THE TREND REPORT

**During the last year IFLA asked a broad range of experts and stakeholders from different disciplines (social scientists, economists, education specialists, lawyers and technologists) to help identify the high level trends which will affect our future information environment. The timeline shows the key components which have been drawn together to develop the Trend Report.**

In November 2012 IFLA commissioned a comprehensive literature review which surveyed recent studies and reports on emerging trends and compiled an extensive bibliography of relevant documentation which was hosted on the Trend Report online platform in January 2013.

In February a panel of ten key experts were then asked to prepare submissions based on these materials to participate in a March round table meeting in Mexico City. Further questions emerging from the round table meeting were then discussed via the online discussion forum by the expert panel in May, and in June these questions were opened up for further input from a wider group of invited experts.

In July all these different elements were drawn together to produce an Insights Document, highlighting five top level trends. The compiled report was launched at the World Library and information Congress in Singapore in August 2013.

The overarching objective is not to produce a static report but to create a dynamic and evolving set of online resources to foster further discussion and debate about future priorities within the global library community. We hope you can be part of the next phase of this project going forward, by engaging in discussions on the online forum and picking up key questions for further conversations at national level.

**January**
Literature Review and
Online Repository of links

**February**
Expert Submissions

**March**
Experts Roundtable in Mexico City

**April**
Synthesis of Expert Discussion

**May**
Additional key questions debated by experts
on online platform discussion forum

**June**
Wider group of experts invited to
contribute and comment

**July**
All the elements above are published
on the Trend Report Online Platform

**August**
Insights Document produced
highlighting 5 top level trends

**September**
Further library community discussion and
debate via the online forum

**...and beyond**

# TREND REPORT

# EveryLibrary.org
# Pro-Bono Campaign Consulting

EveryLibrary is the first and only national organization dedicated to building voter support for libraries when they are on the ballot. We do this in three ways: by training library staff, trustees, and volunteers to plan and run effective Information Only campaigns; by assisting local Vote Yes committees on planning and executing Get Out the Vote work for their library's measure; and by speaking directly to the public about the value and relevance of libraries and librarians. Our focus on activating voters on Election Day is unique in the library advocacy ecosystem. This is reflected in the training and coaching we do for campaigns.

To run a successful library ballot measure, two key groups of stakeholders need to activate: the library board and staff as an Information Only team and the local Vote YES committee. EveryLibrary works with both groups in important but different ways. The library's Information Only team is limited in what they can and cannot say on public time and with public resources. They need specific, experienced guidance for their outreach efforts. EveryLibrary provides specialized Information Only training and coaching to staff, trustees, and volunteers that helps them be effective communicators.

## Our Information Only Training Philosophy

We base our Information Only campaign training on data about voter behavior that demonstrates two equally important facts for Election Day: that the perception of the library as a "transformational institution" in the community matters to voters; and, simultaneously, that the perception of librarians as "change-agents" for the community also matters to voters. Our training and coaching for Information Only campaigns is designed to update the perception of the library as a relevant and active institution in the community while we coach staff on opportunities to be more visible themselves as active partners for community-based outcomes.

Our Information Only trainings also address an unfortunate and long-standing misperception that those who work in publicly funded libraries cannot speak about a ballot measure on public time or with public money. EveryLibrary takes a position that the library staff and trustees have a responsibility to tell the public about what a ballot measure will do if it passes, and what will happen if it does not. In many

library elections, a strategic plan or building plan is the impetus to go out for a vote. We train and coach on how to best represent "The Plan" for the library to voters. Because we base our training and coaching on the strategic or building plan for that library, staff have a legitimate reason to communicate the information about that plan – on public time and with public funds – so voters can make a decision about their own library.

Because we understand that voters are activated not just by their perception of the institution but by their view of the librarians and staff, EveryLibrary roots our training and coaching on the best practices used by political campaigns to feature their candidates' biography and vision for communities. While the library strategic or building plan speaks to the institutional relevance, the techniques we feature in our trainings encourage and empower staff to recognize their role as the personification of that institution's work. We know that library users and non-users behave differently on Election Days – as voters – than they do the rest of the year and we train the staff, trustees, and volunteers to anticipate that.

## Engaging EveryLibrary to Train and Coach

Our training team works with library leadership as early as possible in the campaign planning calendar. We begin by interviewing the director, the management team, and the library board concerning the type and timing of the ballot measure, the strategic or building plan for the library, as well as the strengths and weaknesses of the library staff and citizen-leaders. We also assess the communication and outreach skills of the staff and volunteer pool, clarify the current political and civic climate in the community, and address the perception of the library in the community relative to other stakeholder groups. EveryLibrary likewise offers information about our philosophy and training approach to the library. When a decision is made to host training sessions or to engage in a longer-term coaching relationship, it is done mutually. Our training and coaching is provided free of charge to the library through the support of our donors.

Each training is customized and informed by our understanding of the library's current strategic or facilities plan, its local political and civic situation, and the level of experience that staff, trustees, and volunteers have with outbound communications. While we evaluate and prioritize an outreach plan based on each ballot measure and library, we focus on three specific outcomes for each training:

- Improve staff, trustee, and volunteer familiarity with ballot-specific issues

- Improve staff, trustee, and volunteer competency with Information Only campaign techniques
- Improve staff, trustee, and volunteer understanding of legal and ethical issues for Information Only campaigns

Our trainings are interactive learning and discussion sessions that take between a half- and full-day, depending on need. Each session includes personal and group work that is practical and actionable, along with active learning about both the theory and practice of campaigning. Our priorities are based on how close we are to Election Day as well as the practical needs of the library staff, trustees, and volunteer leadership. EveryLibrary does not engage in day-to-day management of Information Only campaigns for libraries. Our work as trainers and coaches is intended to fill in the gaps in information and skill-sets.

## Vote Yes Committees and Local "Get Out the Vote"

The local Vote YES committee is able to conduct a full range of Get Out the Vote activities, and EveryLibrary provides consulting and capacity-building to help them succeed.

EveryLibrary works with citizen groups around the country to help them be effective supporters for their libraries on Election Day. We work as free consultants and advisors to fill-in knowledge and skills gaps to help neighbors encourage neighbors to Vote YES for their library. EveryLibrary is experienced in providing local ballot committees with both high-level and in-the-trenches perspectives on voter engagement. Our focus is to find the most effective ways to leverage volunteer committee activity for the library.

Our pro-bono work with Vote YES committees can start as early as 2-years out from a ballot measure or as close in as 2 weeks before an Election. We tailor our consulting and advising to the needs that the committee has for technical assistance, marketing and outreach, GOTV work, fundraising, and endorsements. EveryLibrary is not a day-to-day campaign management company. We often work alongside full-time local political consultants to provide a library-specific perspective on voter communication, activation, and mobilization.

EveryLibrary helps libraries:

- Assist libraries in both the pre-filing and campaign stages of an initiative.
- Provide strategic consulting services, voter segmentation advice, and assistance in developing ballot language.

- Conduct feasibility studies and assist in setting up a local committee or PAC.
- Provide free tools, data, and digital support to the ballot committee or PAC
- Develop a fundraising strategy for your local committee or PAC.
- Train volunteers in voter education and get-out-the-vote techniques.

During the campaign, EveryLibrary:

- Continues technical and capacity-building consultancy.
- Provide direct financial support to the local committee or PAC in seed-stage or sustaining levels of support.
- Provide free tools, data, and digital support to the ballot committee or PAC
- Conduct direct voter education and get-out-the-vote efforts.

EveryLibrary stands ready to help fund local ballot committee work. We fundraise nationally to provide either seed or sustaining money for GOTV and voter engagement. Not every campaign committee needs funding. But when our contribution can help you with local matching or challenge fundraising, or when our national donor pool can be put to work with '11th-hour' campaign outreach, we are proud to announce our support.

# blackbaud

## Online Express™
### Online fundraising and marketing just became simple, smart and savvy

Online Express™ is a simple, smart, online fundraising and marketing tool that is integrated into The Raiser's Edge®

## Online Express Features at a Glance

Online Express wasn't just created for non-profits, it was created with non-profits to provide a low-cost solution with the most effective features and functionality for your online fundraising and marketing needs.

With templates designed specifically for non-profit organisations and a "drag and drop" editor, Online Express makes creating online forms and emails easier than ever!

**DONATIONS | EVENTS | MEMBERSHIPS | EMAILS**

**1**

### Simple Online Donation Forms

* Create unlimited donation forms that are modern and flexible
* Contemporary templates are customisable
* HTML code can be simply copied and pasted into your website
* Templates reflect your organisation's brand look and feel

**2**

### Smart Email Marketing

* Access pre-designed, mobile-friendly templates that are created specifically for non-profitsA
* Revise content with an easy-to-use "drag and drop" editor
* Easy to upload and store images
* Manage distribution lists created in The Raiser's Edge

**3**

### Event Management

* Quickly and easily create, design and embed an event registration form on your website
* Data from registrations is downloaded directly into The Raiser's Edge
* Allows individuals or organisations to register and/or pay for events in one transaction

### Membership Forms

**4**
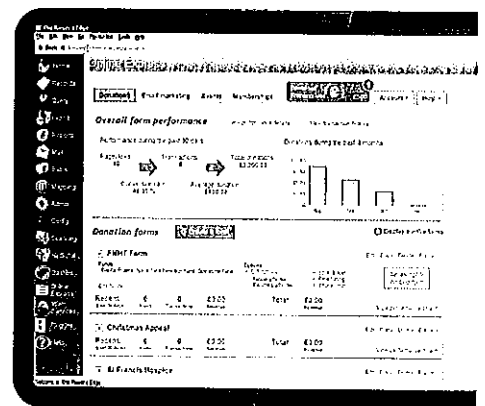
- Allows constituents to purchase memberships as well as give gifts of membership and additional donations in a single-step form
- All membership forms are desktop and mobile friendly

### Savvy Dashboard Metrics

**5**

- View relevant marketing and fundraising statistics such as open rates, page views, conversion rates and average donations
- Compare forms or emails to determine which performs the best

### Tutorial Videos Built into the Product

**6**

- Learn from easy-to-follow tutorial videos
- Click on the icon in the upper right corner for additional instructions

### Integrated within the Raiser's Edge

**7**

- Provides a complete, integrated solution at your fingertips
- No third party vendors or separate databases
- Easily manage dynamic email lists without having to move data around
- Leverage "merge" fields to create personalised messages

### Blackbaud Merchant Services™

**8**

- Makes non-profit credit card processing simple, secure and affordable
- Enables Online Express users to have a fully integrated payment process for online fundraising initiatives at no extra cost
- Visit www.blackbaud.co.uk/notforprofit/payment-services

> "We now have a streamlined system in place and I really feel like we've made such a big impact already."
>
> —Prevent Breast Cancer
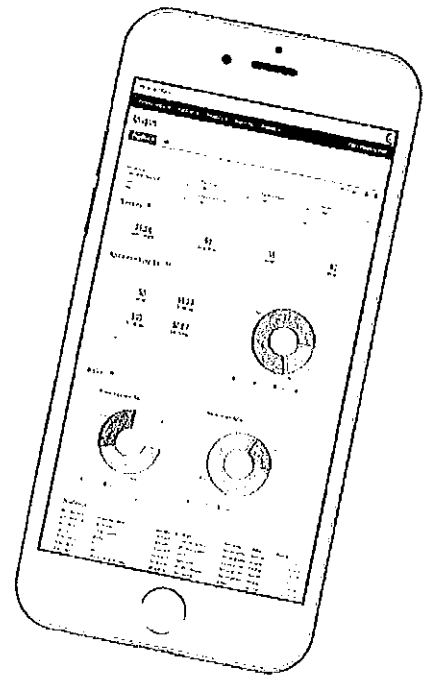
## Customer Story

**Genesis Breast Cancer Prevention unlocks the "power of the internet" using Blackbaud Online Express.**

Genesis Breast Cancer Prevention was founded in 1996 and is the only UK-based charity focused entirely on the prediction and prevention of breast cancer.

**prevent breast cancer**

### Why did you decide to sign up to Online Express?

"The Raiser's Edge has been fantastic for us, but we knew that if we wanted to step up our fundraising efforts even further, we would have to harness the power of the internet. We're a very small team, so whatever solution we introduced would need to be simple, yet effective."

### What is your favourite function of Online Express?

"The function that I like most is ebulletins. We now have a streamlined system in place and I really feel like we've made such a big impact already. The ease of use is just phenomenal - once you set up one mailer it's so easy to duplicate them. What's more, because it's interlinked with The Raiser's Edge we now have the capability to track who has opened and responded to which emails."

### What impact has Online Express had on your organisation?

"Online Express has worked wonders for our website. We now have a versatile site that allows our users to interact with us more freely – an invaluable tool that will contribute to the success of many of our projects going forward. We're really proud of our website now and it's all thanks to Online Express!"

### Would you recommend Online Express?

"Absolutely! Right from the start, the key to us unlocking the power of our website was to have a solution in place that was straightforward but valuable. Blackbaud Online Express has most definitely delivered this!"