

# CEDAR RAPIDS PUBLIC LIBRARY

## Board Support for Success

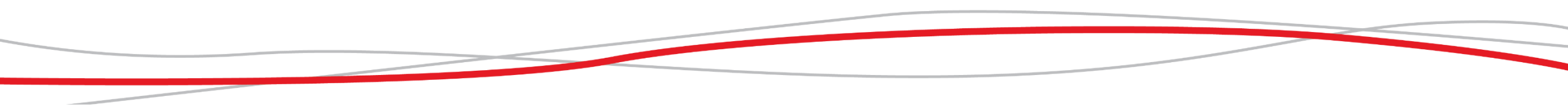


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WINTER WEB CONFERENCE - JANUARY 24-25, 2024

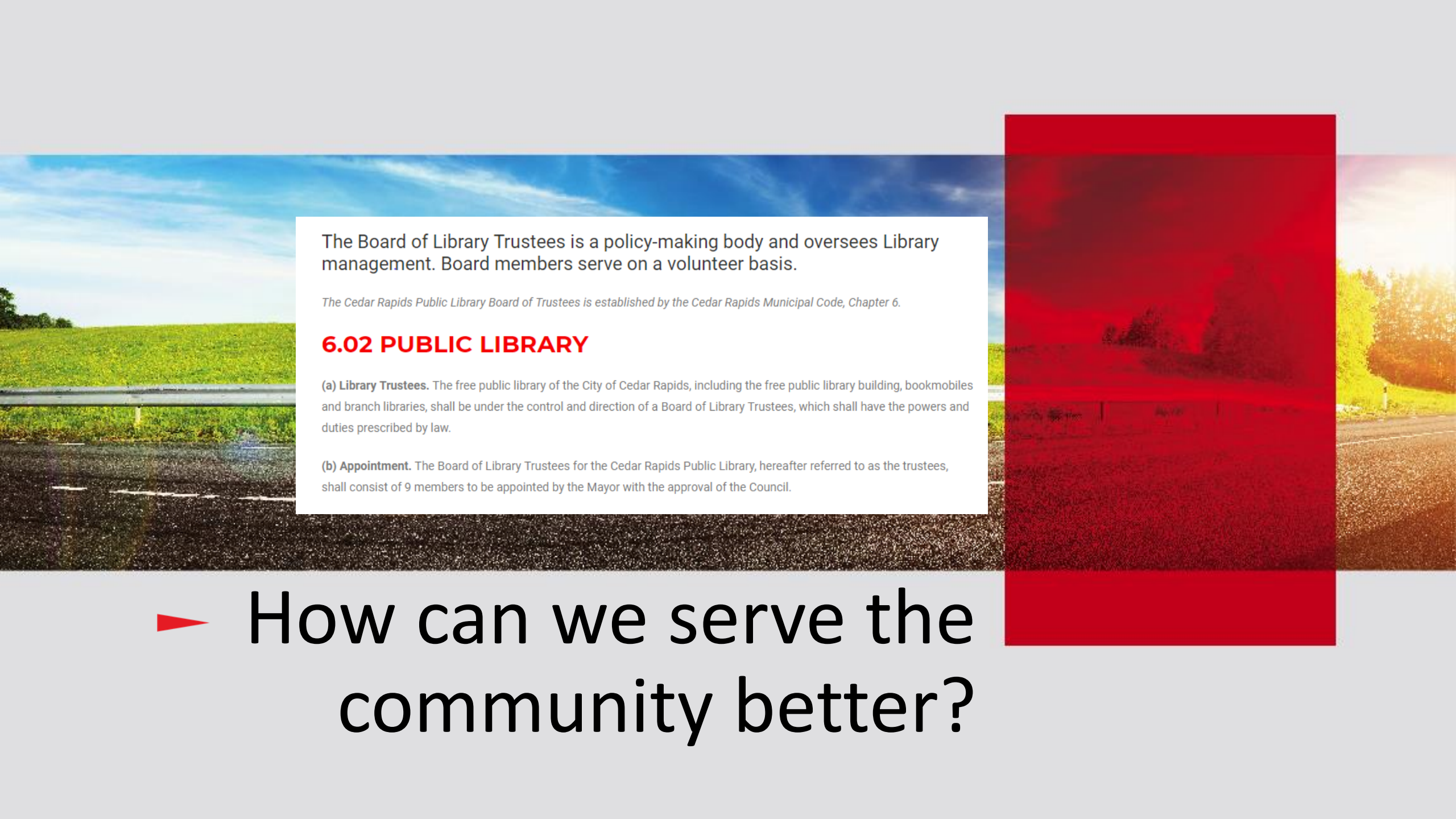
**CEDAR  
RAPIDS  
PUBLIC**  
**Library**

# Make Your Job Easier

- Stakeholder engagement leads to alignment
- Knowing where you stand means knowing where you can go







The Board of Library Trustees is a policy-making body and oversees Library management. Board members serve on a volunteer basis.

*The Cedar Rapids Public Library Board of Trustees is established by the Cedar Rapids Municipal Code, Chapter 6.*

## 6.02 PUBLIC LIBRARY

**(a) Library Trustees.** The free public library of the City of Cedar Rapids, including the free public library building, bookmobiles and branch libraries, shall be under the control and direction of a Board of Library Trustees, which shall have the powers and duties prescribed by law.

**(b) Appointment.** The Board of Library Trustees for the Cedar Rapids Public Library, hereafter referred to as the trustees, shall consist of 9 members to be appointed by the Mayor with the approval of the Council.

▶ How can we serve the community better?

**Clint Twedt-Ball**



*President*

**Monica Challenger**



*Vice-President*

**Chris Casey**



*Board Member*

**Elsabeth Hepworth**



*Board Member*

**Hassan Selim**



*Board Member*

**Jade Hart**



*Board Member*

**Jeremy Elges**



*Board Member*

**Rafael Jacobo**



*Board Member*

**Susan McDermott**



*Board Member*

# Job Description for Library Board Members

1. Advocate for the library in the community and advocate for the community as a member of the library board.
2. Plan for the future of the library.
3. Monitor and evaluate the overall effectiveness of the library.
4. Set library policies.
5. Hire and evaluate the library director.

-State Library of Iowa

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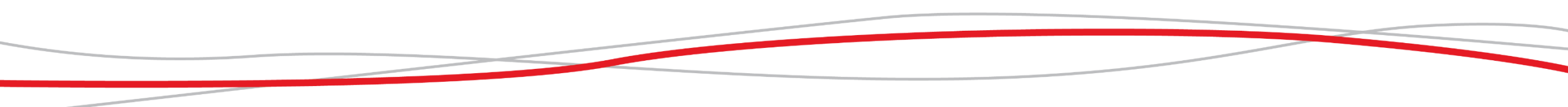
# Statement of Ethics for Library Trustees

Public library trustees are accountable for the resources of the library as well as to see that the library provides the best possible service to its community.

Every trustee makes a personal commitment to contribute the time and energy to faithfully carry out his/her duties and responsibilities effectively and with absolute truth, honor and integrity.

- Trustees shall respect the opinions of their colleagues and not be critical or disrespectful when they disagree or oppose a viewpoint different than their own.
- Trustees shall comply with all the laws, rules and regulations that apply to them and to their library.
- Trustees, in fulfilling their responsibilities, shall not be swayed by partisan interests, public pressure or fear of criticism.
- Trustees shall not engage in discrimination of any kind and shall uphold library patrons' rights to privacy in the use of library resources.
- Trustees must distinguish clearly in their actions and statements between their personal philosophies and attitudes and those of the library, acknowledging and supporting the formal position of the Board even if they disagree.
- Trustees must respect the confidential nature of library business and not disclose such information to anyone. Trustees must also be aware of and in compliance with Freedom of Information laws
- Trustees must avoid situations in which personal interests might be served or financial benefits gained as a result of their position or access to privileged library information, for either themselves or others.
- A trustee shall immediately disqualify him/herself whenever the appearance of or a conflict of interest exists.
- Trustees shall not use their position to gain unwarranted privileges or advantages for themselves or others from the library or from those who do business with the library.
- Trustees shall not interfere with the management responsibilities of the director or the supervision of library staff.
- Trustees shall support the efforts of librarians in resisting censorship of library materials by groups or individuals.
- **All authority is vested in the board when it meets in legal session and not with individual board members.**

Amended from the policy approved by the United for Libraries Board in January 2012.

- Members of the Cedar Rapids Public Library Board of Trustees are appointed by the Mayor with the approval of the City Council of Cedar Rapids, Iowa and are also governed under city policy 1.11 titled Ethics.
  - Adopted: 01/30/92  
Revised: 11/99, 08/05, 10/2015, 3/2019  
Reviewed: 2013, 3/2022, 12/2023
- 



# VISION

*We are a beacon of literacy  
to all who seek knowledge  
and understanding.*

*We are compassionate  
navigators to the information,  
resources, and entertainment  
you seek.*

*We are your library.*



# MISSION

*We connect people to  
information, experiences, and  
services that enhance their  
quality of life so our community  
can learn, enjoy, and thrive.*



# VALUES



## **We Serve Enthusiastically**

*We have a people-first attitude.*

*We take initiative.*

*We go the extra mile.*

## **We Find a Way**

*We are problem solvers.*

*We listen and learn.*

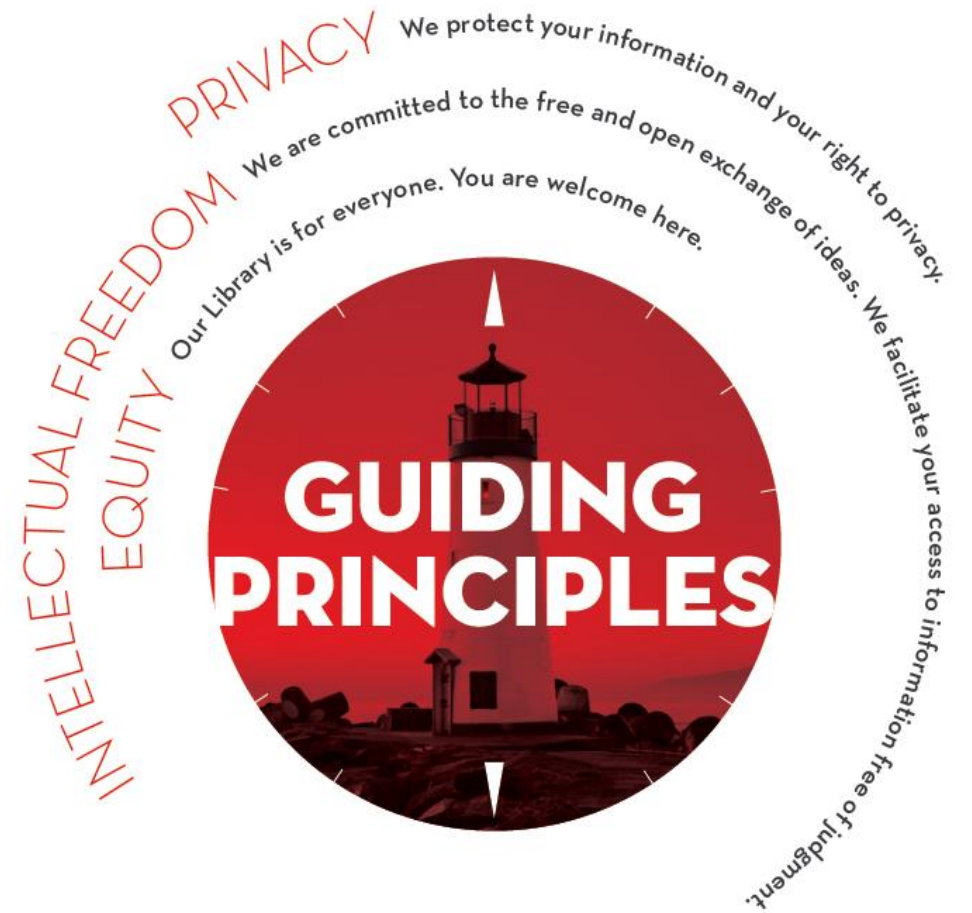
*We explore creative alternatives.*

## **We Team Up**

*We are open and approachable.*

*We value relationships.*

*We serve with generous intent.*





# Strategic Plan

FY23-FY25

## Our Road Ahead

Our Road Ahead this time leads us to focus on our pillars of Literacy, Access, and Inclusion while acknowledging the community's challenges. In the past three years, Cedar Rapids has seen the need to move the needle in the areas of climate sustainability and disaster resilience, a struggling economy, increases in our community members experiencing homelessness and facing debilitating mental health issues, and a growing cultural and political divide among neighbors. These issues will not resolve on their own. In many cases a library would not be seen as "the" solution (or even in some cases "a" solution) to our community problems, at the Cedar Rapids Public Library we believe that public libraries are called to be part of the solution.

When a library like the Cedar Rapids Public Library achieves the ultimate goal of being a true reflection of its community, as an institution we then have the ethical responsibility to step forward and be a leader in finding ways for our community to learn, enjoy, and thrive. We have heard our community speak, we are responding with a plan that acknowledges big issues while focusing on solutions within the confines of the mission, vision, and values of the library and focused within the strategic pillars of Literacy, Access, and Inclusion.

## LITERACY

Where we support elementary age learning and literacy.

- Embed literacy with summer and out of school time partners.
- Ensure our spaces have literacy rich

Where we become a city of literacy.

- Incorporate literacy into the Sustainable Cities Initiative.
- Investigate and implement adult literacy programs.

**Calendar of Initiatives: FY23-25 Plan Year One**

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Agenda: Board of Trustees  
April 6, 2023, at 4 pm  
Community Room, Ladd Library



***Literacy, Access, & Inclusion***

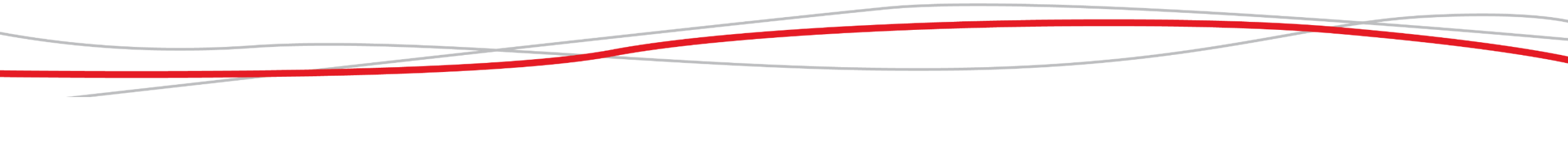
Library Board President – Clint Twedt-Ball

- A. Call to Order
- B. Consent Agenda – **Action**
  - o Minutes: March 2, 2023
  - o Special Event Application
- C. Public Comments and Communications
- D. Foundation Report – Charity Tyler
- E. Friends of the Library Report – Libby Slappey
- F. Board Education: XX – Todd Simonson
- G. Library Board Committee Reports
  - o Advocacy Committee – Rafael Jacobo, Committee Chair
    - No Action
  - o Finance Committee – Monica Challenger, Committee Chair
    - No Action
  - o Personnel and Policy Committee – Susie McDermott, Committee Chair
    - **Action:** Policy 4.03: Community Postings
  - o Westside Project Committee – Jade Hart, Committee Chair
    - No Action
- H. Library Director's Report
- I. Old Business
- J. New Business
- K. Adjournment

The next Board of Trustees meeting is **May 4, 2023 at 4 pm**, in the Conference Room, Downtown Library.



# Board Committees

1. Leadership – 3 Heads of other Committees plus President
  2. Personnel and Policy
  3. Advocacy - Includes members of Friends and Foundation
  4. Finance
  5. Westside Project
- 
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# Advocacy Toolkit

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## Introduction to Advocacy for the Cedar Rapids Public Library

Thank you for your interest in advocating on behalf of the Cedar Rapids Public Library. The purpose of this toolkit is to outline resources to promote the importance and value of the Cedar Rapids Public Library. These tools have been compiled to make it as easy as possible to share your support for the library with your friends, family, and community.

### What is advocacy?

Advocacy helps to:

- Inform public library users and the community about library services and their value
- Demonstrate how public library services improve the lives of people in the community
- Ensure libraries have resources to continue offering these important services
- Secure a place at the table for library leaders where important funding and policy decisions are made

### Why is advocacy important?

Library advocacy is important because it ensures we continue to have the means necessary to serve as a vital community resource supporting all community members. Regular and consistent advocacy with stakeholders means there is a greater chance of being top of mind when important decisions are being made.

We hope this toolkit will offer you the resources needed to advocate for the Cedar Rapids Public Library. Some examples of the messages we hope you will share:

- “The Cedar Rapids Public Library is a vital community hub that fosters lifelong learning, promotes literacy, and provides equal access to information for all residents.”
- “The library offers free resources, programs, and services that support education, professional development, and personal growth, contributing to a thriving community.”
- “Investing in the Cedar Rapids Public Library is an investment in our community's future, as it enhances the quality of life, promotes economic development, and strengthens social cohesion.”

Content in this toolkit has been adapted from a number of resources, including the American Library Association Frontline Advocacy Toolkit, the American Library Association Advocacy Action Plan Workbooks, Committee on Library Advocacy, American Library Association and United for Libraries (2021), Center for Media Engagement - How to Talk to People Who Disagree With You Politically (2020), the Iowa Library Association, and the Ontario Library Association's Advocacy Toolkit (2019).

It was prepared by members of the Advocacy Committee and CRPL staff, with support of the Board of Trustees and Library Director Dara Schmidt.

### Advocacy Committee Members:

Jeremy Elges  
Rafael Jacobo (Chair)  
Elsabeth Hepworth  
Amber McNamara  
Megan Murphy Sayler  
Libby Slappey  
Clint Twedt-Ball  
Charity Tyler  
Sean Williams



## Who We Are

### Our Mission

We connect people to information, experiences, and services that enhance their quality of life so our community can learn, enjoy, and thrive.

### Our Vision

We are a beacon of literacy to all who seek knowledge and understanding. We are compassionate navigators to the information, resources, and entertainment you seek. We are your library.

### Guiding Principles

#### Intellectual Freedom

We are committed to the free and open exchange of ideas. We facilitate your access to information free of judgment.

#### Equity

Our library is for everyone. You are welcome here.

#### Privacy

We protect your information and your right to privacy.





## Cedar Rapids Public Library Accomplishments

2022 - The Gerald M. Kline Foundation and Library Journal, Jerry Kline Community Impact Award	2014 - American Institute of Architects, Central States Region, Merit Award
2022 - Campaign for Grade Level Reading, Pacesetter Award	2014 - American Library Association & the International Interior Design Association, Interior Design Honorable Mention
2017 - American Institute of Architects, Iowa Chapter, Excellence in Sustainability Award	2014 - Shaw Contract Group, Design is...Award
2017 - Institute of Museum and Library Services, National Medal for Museum and Library Studies	2014 - GALE "Libraries Are Beautiful" Photo Contest, "Best Curb Appeal" Honorable Mention
2017 - Urban Libraries Council, Top Innovator Award, Summer Dare Everywhere	2014 - Illuminating Engineering Society, Merit Award
2015 - Library Journal, Landmark Library	2014 - ASHRAE Technology Award, Midwest Region, First Place
2015 - American Institute of Architects & American Library Association, Library Building Award	2013 - EBSCO, John Cotton Dana Library Public Relations Award
2015 - 1,000 Friends of Iowa, Best Development Award	2009 - Library Journal, Librarian of the Year (Team Cedar Rapids)

## Advocacy Contact List 2023

### FEDERAL

#### Congress

Chuck Grassley <https://www.grassley.senate.gov/contact/questions-and-comments>

Joni Ernst <https://www.ernst.senate.gov/contact/email-joni>

Ashley Hinson [https://hinson.house.gov/zip\\_authentication?form=/contact](https://hinson.house.gov/zip_authentication?form=/contact)

### STATE

#### State Senators

Liz Bennett [liz.bennett@legis.iowa.gov](mailto:liz.bennett@legis.iowa.gov)

Molly Donahue [molly.donahue@legis.iowa.gov](mailto:molly.donahue@legis.iowa.gov)

Charlie McClintock [charlie.mcclintock@legis.iowa.gov](mailto:charlie.mcclintock@legis.iowa.gov)

#### State House Representatives

Jeff Cooling [jeff.cooling@legis.iowa.gov](mailto:jeff.cooling@legis.iowa.gov)

Tracy Ehlert [tracy.ehlert@legis.iowa.gov](mailto:tracy.ehlert@legis.iowa.gov)

Eric Gjerde [eric.gjerde@legis.iowa.gov](mailto:eric.gjerde@legis.iowa.gov)

Cindy Golding [cindy.golding@legis.iowa.gov](mailto:cindy.golding@legis.iowa.gov)

Sami Sheetz [sami.scheetz@legis.iowa.gov](mailto:sami.scheetz@legis.iowa.gov)

Art Staed [art.staed@legis.iowa.gov](mailto:art.staed@legis.iowa.gov)

Elizabeth Wilson [elizabeth.wilson@legis.iowa.gov](mailto:elizabeth.wilson@legis.iowa.gov)

### COUNTY

#### Linn County Board of Supervisors

Kirstin Running-Marquardt [kirsten.running-marquardt@linncountyiowa.gov](mailto:kirsten.running-marquardt@linncountyiowa.gov)

Ben Rogers [ben.rogers@linncountyiowa.gov](mailto:ben.rogers@linncountyiowa.gov)

Louis Zumbach [louis.zumbach@linncountyiowa.gov](mailto:louis.zumbach@linncountyiowa.gov)

#### Cedar Rapids City Council

Tiffany O'Donnell, Mayor [t.odonnell@cedar-rapids.org](mailto:t.odonnell@cedar-rapids.org)

Tyler Olson, At Large [t.olson@cedar-rapids.org](mailto:t.olson@cedar-rapids.org)

Ann Poe, At Large [ann.poe@cedar-rapids.org](mailto:ann.poe@cedar-rapids.org)

David Maier, At Large [d.maier@cedar-rapids.org](mailto:d.maier@cedar-rapids.org)

Marty Hoeger, District 1 [m.hoeger@cedar-rapids.org](mailto:m.hoeger@cedar-rapids.org)

Scott Overland, District 2 [s.overland@cedar-rapids.org](mailto:s.overland@cedar-rapids.org)

Dale Todd, District 3 [d.todd@cedar-rapids.org](mailto:d.todd@cedar-rapids.org)

Scott Olson, District 4 [scott.olson@cedar-rapids.org](mailto:scott.olson@cedar-rapids.org)

Ashley Vanorny, District 5 [a.vanorny@cedar-rapids.org](mailto:a.vanorny@cedar-rapids.org)

#### Library Staff

Cedar Rapids Public Library

Dara Schmidt, Library Director [schmidtd@crlibrary.org](mailto:schmidtd@crlibrary.org)

Amber McNamara, Community Relations Manager [mcnamaraa@crlibrary.org](mailto:mcnamaraa@crlibrary.org)

Jessica Musil, Administrative Assistant Sr. [musilj@crlibrary.org](mailto:musilj@crlibrary.org)



# How to Talk to People Who Disagree with You

It can be challenging to talk to people who disagree with you. In this study, the Center for Media Engagement interviewed people who live in communities with a mix of political beliefs to glean their best strategies for talking to those with whom they disagree. The results offer five main approaches to talking across political differences.

1. **Focus on the people, not the politics**
  - Build a relationship before talking politics
  - Don't take comments personally
  - Share your own relevant experiences
  - Give a relatable hypothetical situation
2. **Find common ground**
  - Bond over less polarized issues
  - Be open to listening and understanding
  - Ask questions to understand a different viewpoint
  - Focus on shared beliefs
3. **Stick to the facts and avoid confrontation**
  - Stick to information that can be verified
  - Back up your opinions with evidence
  - Limit emotion in discussion
  - Avoid confrontational language
4. **Be an advocate rather than an opponent**
  - Adapt conversational style to audience
  - Avoid words that might upset people
5. **Pick your battles**
  - Talk about local politics instead of national politics
  - Focus on policy instead of party
  - Avoid hot-button issues

*Duchovnay, Marley, Moore, Casey, and Masullo, Gina M. (2020, July). How to Talk to People Who Disagree with You Politically. Center for Media Engagement. <https://mediaengagement.org/research/divided-communities>*





# Iowa Legislative Information

General Assembly 90  
01/09/2023 - 01/12/2025

## LEADERSHIP

### Senate

President: **Amy Sinclair**  
President Pro Tempore: **Brad Zaun**  
Majority Leader: **Jack Whitver**  
Majority Whip: **Waylon Brown**  
Assistant Majority Leader: **Chris Cournoyer**  
Assistant Majority Leader: **Mike Klimesh**

Assistant Majority Leader: **Carrie Koelker**  
Assistant Majority Leader: **Jeff Reichman**  
Democratic Leader: **Pam Jochum**  
Democratic Whip: **Sarah Trone Garriott**  
Assistant Democratic Leader: **Nate Boulton**  
Assistant Democratic Leader: **Eric Giddens**  
Assistant Democratic Leader: **Herman C. Quirmbach**

### House

Speaker: **Pat Grassley**  
Speaker Pro Tempore: **John H. Wills**  
Majority Leader: **Matt W. Windschitl**  
Majority Whip: **Henry Stone**  
Assistant Majority Leader: **Jon Dunwell**  
Assistant Majority Leader: **Craig P. Johnson**  
Assistant Majority Leader: **Brent Siegrist**

Assistant Majority Leader: **David E. Young**  
Minority Leader: **Jennifer Konfrst**  
Minority Whip: **Lindsay James**  
Assistant Minority Leader: **Sue Cahill**  
Assistant Minority Leader: **Heather Matson**  
Assistant Minority Leader: **Amy Nielsen**  
Assistant Minority Leader: **Sharon Sue Steckman**



## Process for Ideas to Become A Law

- Idea**  
A legislator decides or legislators decide to sponsor a bill. Ideas come from many sources: constituents, interest groups, and government agencies.
- Bill Drafted**  
The legislator requests or legislators request the idea be drafted into a bill by the Legislative Services Agency, Legal Services Division
- Bill Filed**  
The bill draft is sent to the Senate or the House where it is assigned a number and is then sent to the President of the Senate or the Speaker of the House.
- Committee Assignment**  
The President of the Senate or the Speaker of the House refers the bill to a standing committee. A subcommittee, assigned by the standing committee, then studies the bill and reports its conclusions to the full committee.
- Committee Action**  
The committee may pass the bill or pass an amended version of the bill. The committee may also send the bill to the floor without recommendation.
- Floor Debate**  
The bill is placed on the calendar, a listing of all bills officially eligible for debate. At this time legislators may file amendments to the bill.
- Amendment**  
The bill and any amendments filed are debated by the whole chamber. Amendments must be approved by a simple majority of those legislators voting.
- Vote**  
A constitutional majority, at least 26 senators or 51 representatives, must vote "yes" in order for the bill to proceed to the second chamber.
- Second Chamber**  
The bill goes through the same process in the second chamber. If the bill passes the second chamber without amendment, it is sent to the Governor. If the second chamber amends the bill it must be sent back to the chamber of origin for approval of those amendments. If the chambers cannot come to an agreement on the version of the bill, a conference committee is appointed.
- Governor**  
After the bill passes both chambers in identical form, it is sent to the Governor. The Governor may sign the bill, veto the bill, or take no action on the bill.
- Law**  
The bill becomes law upon the Governor's signature or after three days during the session if the Governor takes no action. Bills received by the Governor during the last three days of the session have to be signed or vetoed within 30 days. If the Governor takes no action on the bill after the 30-day time period, the bill is considered vetoed.

### Public Hearings

One way to participate in the legislative process is to attend or participate in a Public Hearing.  
Public Hearing Schedule and Sign Up: <https://www.legis.iowa.gov/committees/publicHearings>

### Iowa Library Association

The Iowa Library Association (ILA) supports advocacy for the mission of Iowa libraries.  
<https://www.iowalibraryassociation.org/index.php/advocacy>

They work with an organization in Des Moines to lobby on behalf of libraries in the state. A bill tracker can be found here: <https://www.ialobby.com/billtracker/ila>





## Top Ten Quick Advocacy Tips

When library issues arise in public policy debates, library advocates should be ready to reach out to their public officials and persuade them to protect our libraries and rights!

1. **Get to know** your local elected officials. Do not wait until you need something to connect.
2. **Do your homework.** Reach out to the Cedar Rapids Public Library, the Iowa Library Association, or American Library Association for background on the specific issue and how best to frame the message.
3. **Know your audience.** Research positions of elected officials in advance. Understand what they care about and consider how your request aligns with these.
4. **Contact elected officials personally** if possible. A meeting is better than a phone call, a phone call is better than an e-mail, and an e-mail is better than no contact.
5. **Always start with a thank you.** Find something the elected official has recently supported which has a positive community impact and thank them for that.
6. **Keep it brief.** Share the most important facts and the few best arguments.
7. **Make it personal.** Explain how the issue impacts you and your family/friends...and their constituents!
8. **Make a clear request.** Ask them specifically to SUPPORT the legislation, or OPPOSE the legislation, or help to change the legislation.
9. **Be polite, but direct,** and try to get a commitment to support the library position.
10. **Follow up.** Once the issue is resolved, make sure to thank those that supported the library, and know that more work needs to be done with those that did not.



## Guide the Conversation: Bridge, Hook, and Flag

These are three techniques to stay on track in a conversation or an interview so that you are sure to get to the main point or points that you want remembered across to your elected official, legislator, or legislative staff member.

**Bridge.** This technique will allow you to move from an area in the conversation that you don't want to discuss or that has the potential to sidetrack the issue, and get the conversation back to your message. If the legislator says, for example, "Why shouldn't we be supporting policy that will help software companies? Isn't a good economy good for libraries?" Rather than getting into a discussion about the economy and whether or not new legislation will help the economy overall, you can use this as a platform for your point by saying: "I think the real question is . . ." and go back to your main point. For example, "I think the real question is 'doesn't everyone benefit from good consumer laws?'" Then, answer that question!

**Hook.** This is a technique that can lead your listener to follow-up on your first point, allowing you to get a second point in. For example, you can say, "There are two very important considerations that must be taken into account before you support this proposed policy. The first is . . ." then expand on that point. It is likely that the legislator or staff person will then ask you (or allow you) to follow up with the second point. This keeps the conversational ball in your court longer and gives you the opportunity to make both (or all points).

**Flag.** This technique is the easiest, and most people use it unconsciously all the time. Flagging alerts your listeners to what you consider most important. It's a good way to emphasize the key point or points you want the audience to remember. Flagging is simply giving your audience a verbal clue about what is important: "The most important thing to remember is . . ." or "If you remember nothing else, please remember these two points . . ."

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# Year-Round Advocacy Calendar

Use this calendar as a general guide to engage with stakeholders throughout the calendar year.

## January

Welcome new members of the state legislature. Mark important state legislative dates on your calendar. The first day of the session is January 8, 2024.

## February

Participate in Lobby from Home Day through the Iowa Library Association (ILA). Explore ILA's Lobby From Home Guide for tips. February 16 marks the first funnel date for the 2024 Iowa Legislature. This is an important time to check in on bills that have made it out of committee.

## March

Participate on ILA's Advocacy Day in Des Moines. Check the ILA website at the beginning of the year for specific dates and times. Check with the library for areas of advocacy around state legislation. Note the end of the second funnel week at the state legislature is March 15.

## April

Celebrate National Library Week, April 7-13! Share our library story with your friends and family during this annual celebration week. Encourage others to do the same. Celebrate Take Action for Libraries Day on April 11. April 16 is the final day of the legislative session unless the calendar is adjusted during the session.

## May

Thank your elected officials for their support during the legislative session. Encourage them to visit the library during the summer to see it in action. Register for the summer learning program and encourage your friends and family to do the same.

## June

Summer is the busiest time of year the library! Be sure to encourage friends and family to participate in the summer learning program. Share library social media posts to help spread the word about events happening all summer long.

## July

Connect with local elected officials on the start of a new fiscal year. Send a note to a city council member or county supervisor. Thank them for their continued support. Ask them to reach out if they'd like a tour or to speak in person about the library.

## August

Celebrate back to school season by sharing information about Dolly Parton's Imagination Library! Encourage anyone you know with small children to enroll. Take enrollment cards to your local church or social group and encourage them to register for this amazing resource.

## September

Celebrate National Library Card Sign Up Month with the library. Tag local and state elected officials in social media posts encouraging people to sign up for a library card. Share stories and information from the library in your own social media accounts.

## October

Is this an election year? Keep an eye on local and state elections. Coordinate with your peers and the library to connect with candidates. Share the library's annual report and OPEN+ magazine. Encourage them to visit the library.

## November

Veteran's Day is November 11. This is a great opportunity to highlight the resources the library offers to veterans.

## December

The end of one calendar year means the next legislative session is coming soon. Be sure to reach out to elected officials and invite them to events, thank them for their support, and encourage them to connect with the library.

<https://www.ala.org/advocacy/year-round>

















# CEDAR RAPIDS PUBLIC LIBRARY

Questions?



wild  
**WISCONSIN**  
WINTER WEB CONFERENCE JANUARY 24-25, 2024

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