

Strengthening Libraries in Oklahoma through Friends of Libraries

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Most Public Libraries in OK Underfunded

On an average day, almost 30,000 Oklahomans visit their local libraries to take advantage of information resources, internet access, job fairs, children's programs, and so much more. That's more than 13 million library visits during the year!

Eight library systems and their many branches have dependable funding through ad valorem taxes. But many of the 111 libraries that depend on municipal tax dollars are underfunded.

Enter State Aid—state appropriated dollars that are distributed to public libraries based on the population served. State Aid is flexible, so libraries can use it to boost particular services, whether it's boosting the local book budget, investing in information technology, paying the electric bill, or hosting programs.

State Aid is a wise investment. Studies from Colorado to Texas show that every dollar spent on libraries returns from \$4 to \$5 in the value of services to library customers. That's a Return on Investment we can get behind!



Q - My Library Friends group seems to have

forgotten the Friends' mission to support the library. They are spending their time and monies on non-library projects.

A - Those Friends groups spending time and money on non-library projects should be gently reminded:

Palaces for the People

by Eric Klinenberg

This book is an excellent read for anyone interested in local or state politics, city planners, or anyone who is interested in the ways in which encouraging good spaces also strengthens neighborhoods and even our democracy.



Palaces for the People is a provocative book about the ways in which building social infrastructure – parks, libraries, gathering places, churches, bookstores, and even coffee shops – encourage people to gather informally and build communities.

(continued on p. 5)



The Robert Conley Literary Landmark

has been rescheduled for early 2020. Watch for more info on Facebook.

Money raised under the flag of Friends must be spent for support of libraries; any other use, however well-intentioned, is misleading, i.e., fraudulent.

Loss of nonprofit status is more of a risk than criminal prosecution; prosecutors have real criminal matters with which to deal.

Resistant Friends groups should be asked to dissolve and reorganize. Otherwise, groups should be reported to the Oklahoma Secretary of State.

—Jon Douthitt, attorney, FOLIO Ambassador and Board member

From the President. . .



What a busy fall! FOLIO was at the Book Festival, promoting friends groups and FOLIO. See some photos on Facebook.

I hope you had a great National Friends of the Library (FOL) Week, October 20-26, and took the opportunity to promote your Friends group. Several local Friends had city proclamations honoring their Friends. We're looking forward to seeing what

else happened locally during FOL Week, and we'll share the FOL Week Award winners in the next issue.

Please take time to complete the FOLIO Survey on p. 8. We want to know about how FOLIO may better serve our Friends' members.

FOLIO is looking for additional Board members. Would you like to be active on the state level? You can assist FOLIO in strengthening Libraries through Friends. Contact nominating committee chair Dr. Karen Neurohr, karen.neurohr@okstate.edu.

Highlights from FOLIO's Board meeting on October 25.

- The Board affirmed our e-votes conducted since our June meeting: The Semi-annual Board Retreat will be at St. Crispin's in July, 2020 and approved a budget adjustment for the required deposit. FOLIO's participation in the Book Festival was affirmed.
- Approved Seed Grants for Piedmont and Latimer County public libraries.
- Set deadlines for Awards and Scholarships next spring for March 16, 2020.
- Reported on feedback from last year's annual meeting. Annual meeting online registration will cut off 10 days before the meeting and registration for the FOLIO Luncheon will not be available that day.
- Approved setting up a GoFundMeCharity account.
- Approved an Editorial Policy for the *FOLIO Newsletter*.
- Reviewed proposed bylaws changes which will be voted on in January at the next quarterly meeting.
- The Book Festival was very successful.
- Federal relations topics included E-book publishers reducing library access. A rural broad-band funding bill is in Congress. Census participation is important to all public institutions.
- FOLIO's Facebook reach continues to grow. Over 243,000 were reached in the last quarter with 349 posts. [Follow FOLIO on Facebook.]

—Sharon Saulmon, FOLIO President

Elk City Friends Hold Quilt Raffle

Elk City Friends of the Library held a raffle for an historic quilt. Friends member Lu Eisler purchased a quilt top from a local estate sale. The quilt had the inscription "Elk Creek Club 1939" and consisted of blocks containing the embroidered names of the club members. Given the historic significance of the quilt, Lu, who is a retired genealogist for a Pennsylvania public library, decided to finish the quilt and use it for a fundraiser for Friends of the Library. She started by researching each name on the quilt and finding the ladies' obituaries. She added borders to the quilt to make it fit a queen-size bed and then hand-quilted it.

Raffle tickets for \$10 each are offered at the library where the quilt is on display. The winner was announced on November 15 in conjunction with a Friends of the Library Veterans Week quilt show featuring patriotic quilts by local quilters.

Lu commented on her outstanding contribution to the Friends organization by saying, "I really see this as a tribute to the women who did this. It's a snapshot of women's art in our locale for 1939, and I just think that is so exciting."

—Judy Haight, Elk City Friends and FOLIO Board Secretary



Pictured is Lu Eisler with the historic quilt.



Have you thought about starting a book club? A recent FOLIO Facebook post (Oct. 18) shared an *Atlantic* article, “Why You Never See Your Friends Anymore” (Nov., 2019). Julia Shulevitz shared that unpredictable schedules and continuous workweeks have made friendships suffer.

Valerie Reid commented on Facebook, “Years ago I realized I was rarely seeing my friends and I wasn’t reading anything except work email. My “fix” was to start a Book Club. My friends could count on the first Thursday of the month at my house for wine, food, good conversation, and a reason to read at least one book a month. Not everyone could make it every month, but because it was on our calendars we knew we had a standing date. Five years later I have moved to another state, but the Book Club is still carrying on. I’ve just started another Book Club at my local library. It’s a great way to meet people in my new hometown.”

Does your Library or Friends group sponsor a book club? Book clubs are being formed by library groups in non-traditional spaces such as bars or senior centers as well as libraries. The goal - getting people together and reading.

Get started—Talk with your local Friends and Librarians to discuss the need, brainstorm locations, and share ideas. United for Libraries recommends starting at ILoveLibraries.org/Booklovers/Bookclubs.

Structure the meeting—How long will you meet? Suggestions about forming a group are at <https://www.litlovers.com/run-a-book-club>. Some groups have a leader and some rotate leadership.

Reading a variety of genres is recommended with the whole group being part of the selection or taking turns selecting. Many groups set a page limit to make sure the books may be read in a month (<300 pages).

Katie Stover identifies these sites for book ideas to feature:

- Book Awards—rich hunting ground for recommended books: National Book Awards, Andrew Carnegie Medals for Excellence, etc.
- BookClubCentral.org—an online resource for book clubs, featuring book selections, author interviews,

discussion questions and more. (American Library Association)

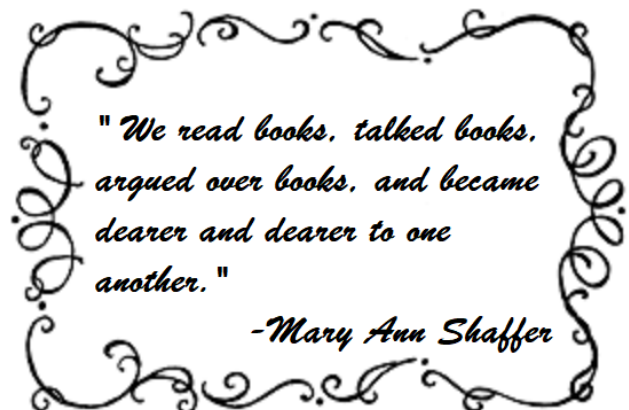
- BooklistOnline.com—book reviews, top 10 lists, author interviews and more. A Blog, The Booklist Reader, offers supplemental materials and themed lists.
- GoodReads.com—large array of titles, trending books, user reviews, and readers’ responses.
- Indiebound.org/indie-next-list—Books about which independent booksellers are most excited.
- LibraryReads.org—books chosen by public librarians across the country of the top 10 books published each month.
- LitLovers.com—excellent resources for new book groups and has LitFood page.
- ReadingGroupGuides.com—more than 4,350 discussion guides, advice on sustaining a book group.

Some Oklahoma libraries are working together to share multiple copies of books to have books available for formal and informal book clubs. Some libraries offer multiple copies to check out. Also, libraries are beginning to explore digital book clubs, engaging community members who could not otherwise participate. Overdrive Digital Book Clubs makes select titles available for unlimited checkouts for a limited period three times a year. The hoopla Book Club Hub spotlights one book each quarter, providing discussion guides, author interviews, etc. (“Solutions,” *American Libraries Magazine*, 50:9 &10 (Sept./Oct. 2019): pp.60-1.

Great book clubs are happening in libraries around the state.

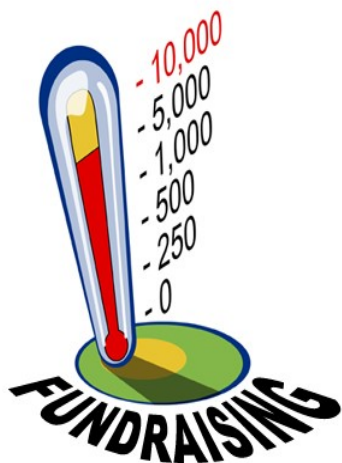
- Page Turners-Duncan
- Cozy Mystery-Edmond
- Hermione’s Army Teen-Almonte (OKC)
- Other Worlds-SciFi-Stillwater
- Bestsellers-Stillwater
- Cover to Cover-Broken Arrow
- Men’s BC-Perkins
- Sacred Panels BC-Comics & Graphic Novels-Noble
- Coffee, Tea & Read-Poteau
- Afterthoughts-Checotah
- How Did I Miss That One!-Woodward
- Once Upon a Book-Muskogee

Do you need to begin a book club? Start today.



Fundraising Ideas

Friends of Libraries are so creative in raising monies to support the local libraries. Mark your calendar now for the FOLIO Annual Meeting, Friday, April 24, 2020. One of our programs will be on successful fundraising activities from around the state.



Planning

When beginning to plan fundraising, be sure to remember your mission and stay laser-focused. Start with the question, why? What do you need? This will help develop your strategy.

Couch your fundraising in how it will benefit your community, not just the library. The library needs will change over time.

Funders will find this more compelling. Know the community and set realistic goals.

Knowing Your Funders

Individual donations (online or mail solicitations, regular annual support, major gifts, planning giving) are the best source of “unrestricted money.” People are more likely to give if they have a genuine interest in your mission.

Special events (galas, bake sales) are great sources of funding and fundraising, but they can be time consuming. Choose the right event for your organization. If you’re a small and fairly new Friends group, it’s not a good idea to host an elaborate auction or gala that will cost more money than it will produce. Start small and plan events that will make money *and* be enticing to donors.

If the annual gala brings out the biggest supporters and raises lots of money, continue to host it! Adding an online fundraising component by creating online donation capabilities will permit those who cannot make the event or afford tickets, which will include smaller donors as well. Host a team fundraiser where the team member who raises the most money gets a free ticket to your event. Adding online fundraising to existing, tried-and-true fundraisers boosts the event’s impact, creates more ways to give, and keeps the fundraising plan fresh.

Foundations are a possible funding source. They usually look for new projects that align with their goals. The Foundation Center Online database has information on research grants, foundations, funding sources, family foundations, and more. A subscription is available from <https://fconline.foundationcenter.org/> or library friends may make an appointment and use the database at Oklahoma City University by contacting Dr. Robert Dorman at rdorman@okcu.edu or the Tulsa City-County Library’s Nonprofit Center by contacting Allison Embry-Saenz at Allison.Embry@tulsalibrary.org.

Engaging Others

Identify who to include in the efforts. If the Board doesn’t have time to identify others, perhaps create an advisory fundraising subcommittee.

Adhering to Ethical Standards

To maintain trust in the Friends’ funding efforts, Friends should maintain ethical standards, such as, practice integrity and honesty, maintain privacy of donors, and put the mission above personal gain. The full Code of Ethics is at <https://afpglobal.org/ethics/code-ethical-standards>.

Sharing Ideas from Around the Country

- An antique and collectibles appraisal event was held by the Friends of the Wexford-Cadillac (MI). The public brought in items for a professional assessment at \$35 per item. Categories included fine art, small furniture, toys, ceramics, glassware, vintage photographs, folk art, clocks, costume jewelry, and musical instruments.
- Super Friends is a membership category of the Friends of the Long Beach (CA) Public Library. Those who donate \$100 or more to the Friends will have a bookplate placed in honor of or in memory of someone. The library staff selects the book and notifies the Super Friend of the title.
- A “Furry Friends” Calendar was created by the Friends of the L.E. Phillips Memorial Library (WI). Featured were professional photos of library staff pets. Calendars were on sale at Friends book sale, the library, and some local businesses.
- Friends of the Etowah Carnegie Library (TN) was formed in 2010 to make the library accessible. (Carnegie felt one should “ascend to knowledge” and the library had 20 steps.) Their first major gala was a “Brew and Chew Gala, which began as beer and BBQ in overalls, but evolved into a catered dinner with a band and dancing in a picturesque old barn.
- “Love Your Library” is an annual event by the Friends of the Central Ridge Library (FL). The evening includes live classical music, hors d’oeuvres, wine, a silent auction, and gift baskets for sale.
- A generous pledge from library donors to the Riverside (CA) Public Library Foundation matched gifts to fund the library director’s wish list—“Let’s Fill Tonya’s Wish List.” Donors’ gifts were matched dollar-for-dollar up to \$15,000 until the end of the year. The money funded items the library wanted to offer patrons, but no funds had been available.
- Men Only Beauty Contest was sponsored by the Williamsburg County (SC) Library to raise money to expand the children’s programs. The all-male roster of contestants competed in the “Beauties of the Nile” program, judged by the mayor, a local councilwoman and the library director.
- An Amazon Wish List, created by the Friends of the Vineland (NJ) Free Public Library, allowed anyone to purchase books, DVDs, music and supplies for the Library.
- Pre-Thanksgiving Pie Sale had more than 100 homemade pies for the annual event of the Friends of the Meadowridge (WI) Library.
- “Pizza with a Purpose” is a fundraiser of the Walnut Creek (CA) Library Foundation in cooperation with a local pizzeria, who donates 20% of the sales.



Most Friends' groups depend solely on volunteers. Traditional volunteers are utilized in libraries everyday for ongoing projects. Carla Lehn, a consultant who specializes in community development, highlights these trends in reaching potential millennials (who are ages 23-38 and on social media) who will volunteer:

- Have flexibility and a variety of options.
- Engage specific skills and expertise. They want to use and develop their skills.
- Show how they will make a difference and the impact they will have on the library's mission.
- Provide clear expectations of the time, tasks and training involved.

Design roles for skilled volunteers and have a job description.

- **Mission:** State the basic idea of your Library in one memorable sentence.
- **Project or position:** Describe the goal of the volunteer project or role and explain how it contributes to your mission.
- **Tasks:** Describe exactly what you want the volunteer to do.
- **Skills:** Include both "hard" skills, such as writing or website development, and "soft" skills, such as communication.
- **Setting:** Describe where the volunteer will work. Is the project something s/he can do from home?
- **Schedule and commitment:** Answer common questions: How long will this job last? How many hours per week? Where?
- **Training and supervision:** Describe the instruction, formal or informal.
- **Screening:** Describe any required background checks.
- **Recognition:** Write a personal note of thanks.

Do you need an annual report designed, new web page, or something that can be done remotely? Some libraries have been successful finding volunteers for specific jobs online.

Ideas on where to recruit volunteers online are VolunteerMatch.org and PointsOfLight.org.



Palaces

For the People
by Eric Klinenberg
[cont'd from p. 1]

[Editor's Note: Melody Kellogg, Director, Oklahoma Dept. of Libraries, is recommending this book and distributing copies.]

Klinenberg notes that all too often, local governments seek to 'fix the people,' but 'fixing the

spaces' by cleaning up vacant lots, providing green spaces and even small parks goes farther in helping neighborhoods thrive, reduce crime, and provide casual watchers and friends on the street.

There are numerous instances in the book of decisions made to combine traditional infrastructure with social infrastructure, such as combining retaining walls with walking paths, or cleaning out dilapidated spaces and installing benches and greenery, which serve to encourage people to make use of the spaces as they choose.

One city program removed debris in vacant lots and created very small parks or garden spaces which resulted in reducing crime and providing greater comfort in shopping and socializing. As people move about their neighborhoods, they 'fix' even more, serving as natural deterrents to casual crime and enabling people to monitor their own spaces more effectively.

These efforts cost less than many traditional policing methods, but it's often difficult to convince community leaders of their value.

Of course, libraries – the source of the book's title – have long served as the type of often-undervalued but vital social gathering space and community center that enriches and even sustains communities. Libraries serve as informal gathering places where all are welcome. People can get help with family research or tax preparation, attend children's programs, listen to guest speakers, watch movies, and, of course, use computers and read periodicals and books. Even though many people predicted that the internet would doom libraries, they are used more than ever.

This book is an excellent read for anyone interested in local or state politics, for city planners, or for anyone who is interested in the ways in which encouraging good spaces also strengthens neighborhoods and even our democracy.

—Lynne Murnane, FOLIO Board

NEWS AROUND THE STATE



Stilwell FOL Opens Book Room

In order to facilitate easier book sales, the Stilwell Public Library Friends Society (SPLFS) decided to convert their library storage room into a permanent book store. They cleaned it out, built shelves, and stocked it with many of their donated books and related materials. Their first major sale, which was held in October 2019, was a big success, both in attendance and financially. SPLFS members will be hosting other book store sales periodically throughout the year. The proceeds of the sales will partially finance the Stilwell Public Library's Summer Reading Program and help meet other library needs.

--Regina McLemore, SPLFS Secretary

Mustang Friends and Book Lovers

As a child, I spent many Saturdays lost in a good book at the OKC Public Library. My mother, who worked at the Uptown Rothschild's on 23rd St, would drop off my sister and me in the morning and pick us up when she got off work. I remember a particular rainy Saturday, curled up in those comfy leather chairs, trying to muffle my guffaws as I read *Auntie Mame* by Patrick Dennis. I could usually finish two books at the library and then take home my twelve book limit to last me for the next two weeks.

Later, as a young parent, I discovered library book sales. We joined the Friends of the Library in Copperas Cove, TX so that we could help with their book sales and get first crack at the treasures buried in those dilapidated cardboard boxes. Our children were excited to find their own treasures and build their own libraries. By the time we moved back to Oklahoma, we had amassed a three thousand volume library and had to make sure our new house had a "library," not just a "study." Our books are not merely decorative, they are well-worn, used and loved by others before us.

When we arrived in Mustang, we immediately searched out the library and inquired about the Friends. At the first meeting we attended, we volunteered to work the book sale. The sale is one of the highlights of our year. We still find wonderful treasures every time; most of our shelves are double-booked. And no, we haven't read all those books...yet.

The Book Sale is one of three annual fundraisers for the Mustang Public Library. While it does raise funds, the

benefits are much greater and more far-reaching than mere money. The sale is a huge service to the community as it promotes and encourages reading and allows people to become involved with and support the library.

While the public support for our multi-faceted library is much appreciated, my real joy is to see a person's face light up when he finds a book he has been searching for. Oh, the joy! To find it at last, and at a price he can afford! It's like looking down and seeing that you are standing on the X from the treasure map.

Teachers especially love finding books they need for their classrooms. Children love the thrill of buying their very own books. Homeschool families, who may be barely scraping by, can own the books they crave. And all of these people use our library regularly. They attend classes, story times, summer reading programs, and many other events. It is a great privilege and honor to encourage readers.

On the last day of the sale, we offer brown paper bags: fill a bag for \$5. That afternoon, a ten-year-old boy came in with his mother. His face, when she handed him his five-dollar bill and said, "Go for it!" was priceless. It took him an hour or more to fill the bag as he carefully examined book after book. A little later, a truck driver came in looking for audiobooks for his long, lonely trips. He filled a bag and gave us an extra \$10 for the next two people to come in. We had a hard time finding anyone to take his generous offer; they all wanted to pay it forward. Finally, a man came in who desperately wanted books, but did not have five dollars. He emptied all the change out of his pockets, but it wasn't even one dollar. We accepted the change and told him about the trucker. He filled two bags and left grinning from ear to ear.

Our leftover books were boxed for various charities. Salvation Army and Habitat for Humanity each took about fifty boxes. Several boxes were taken to smaller libraries in other communities.

The readers, the book-lovers, are the reason we hold the annual book sale. It is a time-consuming, labor-intensive event. Several volunteers work all through the year to cull and organize the donations. The week of this year's sale, volunteers worked a total of 205 hours. Our net profit was about \$3400, but our community's goodwill and love for the library will last forever.

—Polly Pat Michener, Book Sale Co-chair; Photo by Robert Michener



Need Help?

Contact Your FOLIO Ambassador

FOLIO Outreach Ambassadors are ready and willing to talk or consult with your Friends' group or your officers. FOLIO want to help you be successful and to strengthen your library. Let us know how we can assist you.

Ambassadors are available for each quadrant of the State.



Northeast

- Jon and Sharon Douthitt
douthittsharon60@gmail.com

Northwest

- Karen Neurohr
karen.neurohr@okstate.edu

Southeast

- Wayne Hanway
whanway8@gmail.com

Southwest

- Judy Haught
haughtjc@gmail.com
- Carla Garrison

FOLIO ENDOWMENT CAMPAIGN UPDATE



THANK YOU!!!

The following people have made a contribution to this year's FOLIO Endowment Campaign. The goal is \$6,000. The endowment has enabled FOLIO to increase the amount of the scholarships awarded to those studying to be librarians in Oklahoma and is a great benefit to those who have received a scholarship. The libraries benefit also as their librarians are better equipped to provide quality services to citizens.

Marion & Dennis Bires
Margaret Collins
Beverly Dieterlen
Eugene Earsom
Dana Hendon Flora
Carla Garrison
Bill Hagen
Mary Harkey
Judy Haught
Kimberly Johnson
Jan Keene
Cletta Kinnear
Tim & Linda Larason
Cathy & Tom Luccock
Susan McVey
Karen Neurohr
Diane Pennington
Kitty Pittman
Marci Robinowitz
Susan Stackler
Tom Terry
Desiree Webber
Laurie Williams
Friends of Shawnee Public Library
Friends of Tulsa City-County Library
Friends of Will Rogers Library, Claremore

Candace Baird
Peggy Cook
Sharon & Jon Douthitt
Barbara Eskridge
Cindy Friedemann
Susan Gilley
Lynn Kay Hader
Wayne Hanway
Larry & Brenda Johnson
Melody Kellogg
Carol Hendon Kidder
Carolyn Klepper
Angie Lewis
Jeanette McQuitty
Vicki Mohr
Charlotte Parrack
Barbara Pickthorn
Bill & Linda Polson
Sharon Saulmon
Laurie Sundborg
Pat Weaver-Myers
Carol Willett
Pat Woodrum

You may still make a gift to the Endowment Fund.
Send to:
FOLIO, P. O. Box 702585, Tulsa, OK 74170.



THINK BEFORE YOU SHARE

Tips from Facebook and MediaSmarts



We always hear that sharing is a good thing. And thanks to technology, we can share our ideas, opinions, pictures and videos with our friends and other people.

Most of the time, sharing is good. But if we aren't thoughtful about how we share, we run the risk of hurting ourselves or someone else. Also, remember that the things you share with your friends can end up being shared with others. That's why it's important to think before you share.



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P. O. Box 702585
Tulsa, OK 74170

Libraries
+
Friends
=
Strong
Communities



The FOLIO Board would like to know how FOLIO can better serve you. Please complete the following survey and mail it to **FOLIO, POB 702585, Tulsa, OK 74170**, or complete the survey online at <https://www.surveymonkey.com/r/YPRR3LH>.

Circle the appropriate response(s).

1. What is your library role?
 - a. Friend
 - b. Trustee
 - c. Library Staff
 - d. Other _____
2. How often do you attend the Annual FOLIO Programs and Luncheon held in conjunction with the Oklahoma Library Association in the Spring?
 - a. Never
 - b. Sometimes
 - c. Usually
 - d. Always
3. If never or sometimes in #2, what prevents you from attending? Circle all that apply:
 - a. Cost of attendance
 - b. Location - travel time
 - c. Content not of interest to my Friends
 - d. Other _____
4. What can FOLIO do for you to increase the value of your membership?
 - a. Learning opportunities - Topic _____
 - b. Special programming for your library (i.e., author visits)
 - c. Networking/discussion groups
 - Topics _____
 - d. Other _____
5. What type of meeting do you prefer? (Select all that apply.)
 - a. Annual meeting
 - b. Online meeting
 - c. Regional meeting
 - d. Workshops
 - e. Other _____

6. What information do you need?
 - a. What other Friends are doing.
 - b. Available grants
 - c. Available training
 - d. Fundraising ideas
 - e. Available awards
 - f. How to talk with local officials and legislators about library needs.
 - g. Other _____
7. What topics would you be interested in learning about at future FOLIO Spring Annual Meetings (2021+)?

8. What are some of your Friends' current challenges and/or opportunities?

9. If FOLIO explores grants to provide programming available to share, in what would your Friends group be interested in participating?
 - a. Author visits for adults
 - b. Author visits for children
 - c. Young children pre-literacy program (ages 0-4), (i.e., 1000 Books before Kindergarten)
 - d. Book discussion groups
 - e. Other _____
10. Would you find any of these helpful?
 - a. Hand-outs from FOLIO programs.
 - b. Minutes of FOLIO Board meetings.
 - c. Other _____
11. If you would like more info about FOLIO, please share your email address.
