

Consultant Reports

Directors Association Meeting –January 5, 2011

Rebekkah Smith Aldrich: Coordinator for Library Growth and Sustainability

1. Advocacy Update:

a. Top Two NYLA Advocacy Priorities for 2011:

- i. **No More Library Aid Cuts in 2011-2012 State Budget:** Library Aid has been reduced five times since 2008 from \$102 million to \$83 million in 2010. The combined cuts total \$19 million or 19% over 3 years. During the same time period, library usage has increased by 6% and 80% of libraries report helping someone look for a job.
- ii. **Make Permanent Supplemental System Aid Funding:** This legislation would make permanent supplemental system aid that was initially established in 2006 as well as the ability of the SED Commissioner to grant waivers of local maintenance of effort requirement.

b. **Word-of-Mouth Marketing Push for January/February will be Library Lovers & the Statewide Advocacy Message.** Using the new pattern for the Word-of-Mouth Marketing Project we will use January to help educate our “internal audience” of staff, trustees and Friends as to the issues and advocacy messages, in February we’ll begin the targeted push to educate the public. Your library will once again receive a poster with talking points and other materials to help support the message to the public.

- i. Working on a **week-by-week calendar** to cover the two months to help you know what to expect and what to push when.
- ii. Please **invite your state Senator & Assemblyperson into your libraries** in January and February, the more they know about you the better!

c. **Advocacy “Boot Camps” Planned for January/February:** We have planned events in January and February for member library staff, trustees and Friends to help them feel more confident in their roles as library advocates, both locally – for your library - and for state level advocacy efforts.

- i. On January 28th we will hold an Advocacy Boot Camp **for Directors and frontline staff** at MHLS from 10-12pm.
- ii. The next **Friends Support Group** will be held on February 9th and be both our time to gather their input for the next MHLS Plan of Service as well as Advocacy training for them.
- iii. There will be **five sessions in February for trustees**, one in each county that will also serve dual purposes: First, to gather their input on the next MHLS Plan of Service and second, to encourage them in their roles as advocates for your library and for state funding for libraries.

d. **2010 Library Advocacy Day: Tuesday, March 1.** We are once again coordinating bus transportation along the NYS Thruway with the Ramapo Catskill and Westchester Library Systems. Bus registration forms will be available soon. As in previous years we will be sending a letter to library Friends Groups requesting bus donations to help keep the costs down for those going up to Albany on March 1.

2. **Long-Range Plans:** Through the MHLS Essential Documents Inventory Project I have been able to track whether or not libraries have up-to-date long-range plans. It looks like a large number of libraries will need to work on a new plan this year. Feel free to contact me if you’d like to start planning to do this in 2011. Despite the moaning and groaning brought on by mention of the long-range planning process, it is one of the most useful activities your board will do as a group! After sustainable funding consultations, long-range planning consultations are the most popular topic I get asked to come and talk about. Probably because they go hand-in-hand! Tip: The strongest plans incorporate community input. [Reminder: a “written, board-approved” long-range plan is one of the NYS Minimum Standards for Public Libraries]

3. Library Policy Tips:

- a. Two policies that came in from the Howland Public Library through the Essential Documents Inventory caught my eye as I have not seen these from other libraries. Both are (or will be shortly) required by the IRS for libraries with 501C3 status and are a good idea in general, regardless of your library's 501C3 status. Both will be added to our Sample Policies page:
 - i. **IRS Form 990 Review Policy**
 - ii. **Board Review of Joint Ventures and Partnerships**
- b. **Social Media Policies:** Through the Building Your Base Online project we identified that more than half of member libraries have Facebook pages, however, I do not have examples of libraries with a policy governing social media use by staff. Newly added to the MHLS Sample Public Library Policies & Policy Development Tips page are links to sample Social Software policies for staff use. These are not library specific examples. Questions a public library should consider: For what purpose does the library have a Facebook/Twitter account? Who is allowed to post to the library's accounts? What criteria are used to delete a post or comment? Who is authorized to delete a post or block a fan/Friend? What type of information is appropriate to convey on the account?

4. **Links to Updated Member Information** are currently featured on the homepage, midhudson.org, and always available under the "Contacts" button, http://midhudson.org/mhls/contact_info.htm Thank you to all libraries who sent in the Action Memo with their updates!

5. "Library Holidays" Make for Great Piggyback PR Opportunities:

- a. February is Library Lovers Month
- b. Teen Tech Week: March 6-12, 2011
- c. Freedom of Information Day: March 16, 2011
- d. National Library Week: April 10-16, 2011
 - i. National Library Workers Day: April 12
 - ii. National D.E.A.R Day - National Drop Everything and Read Day - April 12
 - iii. Support Teen Literature Day: April 14
 - iv. Children's Day/Book Day - El día de los niños/El día de los libros (Día): April 30
- e. Choose Privacy Week: May 1-7, 2011
- f. Children's Book Week: May 2-8, 2011
- g. Library Card Sign-up Month: September
- h. Banned Books Week: September 24-October 1, 2011
- i. Teen Read Week: October 16-22, 2011
- j. National Friends of Libraries Week: October 16-22, 2011
- k. National Gaming Day: November 12, 2011

Christina Ryan-Linder: Youth Services & Community Connections Coordinator

1. New YA Overdrive Titles Added
 - A. From the remaining Health Information Project funds, 51 new YA titles were purchased in both e-book and audio format. Seven of the eight Battle of the Books titles were also purchased using a portion of these funds. Go to <http://mhls.lib.overdrive.com/> for all new titles listed.
2. Emerging Library Technologies Webinar
 - A. L. Shedrick & C. Linder attended the Emerging Technologies Webinar hosted by SENYLRC. Some of the topics and technologies covered such as e-readers are already being added to library offerings. Below are some statistics and new technologies member libraries should be aware of:
 - Cell phones: Fastest growing technology: 73% of the world has a cell phone/Over 5 billion cellular subscriptions worldwide/ Eventually all cell phones will be smart phones
 - E-Readers: Lower price e-readers still to come
 - Flip Scanning: Can scan 200 pages a minute
 - CR-48 Google Chrome Notebooks: Open-source connection can help by-pass security issues libraries face with traditional computers and hard drives. <http://www.google.com/chromeos/features.html>
 - QR Codes: Quick Response 2D Barcodes. Give additional information about a product or place. Smart phones have QR readable apps. QR codes can also be made: <http://techcrunch.com/2010/09/30/google-easter-egg/>
 - Augmented Reality: Physical reality overlaid or augmented with virtual qualities. Several children's books are coming out with Augmented Reality components written into the text. Kids need to go to computer to help complete the stories. Example: <http://wondla.com/> (also an example of Transmedia Literacy)
 - Transmedia Literacy: Integration of different mediums to tell a story. Using all the social networking, media sharing, aggregators & virtual worlds available to convey your message.
3. Table Talks: December 2010
 - A. 33 people attended this 6 session workshop. The sessions provided ranged from children's sensory story times to teen video clubs. One first time attendee stated: *"I did not know what to expect and was quite impressed with format and content."*
4. Upcoming Workshop: Performer's Showcase: February 18, 2011; 9:00-1:00 @ MHLS
 - A. This program will offer member libraries an opportunity to preview a variety of acts suitable for children and family programming.

Laurie Shedrick: Automated Systems Manager

1. **I will not be present for the Director's Association meeting and away from my desk on January 5—7th. If you have questions about this report or anything else please contact me before or after.**
2. **Annual Report Packets:** In the next couple of weeks I will be compiling your annual report data for section 2 (Holdings) and 4(transactions). For those of you who have completed the report you can expect documentation much the way you have received it in the past, for the newbies, take a look at the samples at the site below to see what you can expect.
<http://midhudson.org/resource/general/samplerrep.pdf>

3. **Review New OPAC:** <http://gigcat.midhudson.org:2082/> We are still in the process of reviewing the new version of our OPAC. I have had some great comments and continue to fold them in. Please revisit the site and send me your concerns.
4. **A "Millennium" year in review: Some fun facts**
- Gigcat has had 99.723% Uptime that is 8,736 hours of access!
 - We have added
 - 35,395 New Titles (Bib records) 634,036
 - 24,213 New Patrons for a New total of 304,668
 - 195,668 New Items for a New total of 2,310,451
 - We also removed (cleaned up) over 50,000 patron and item records
 - Updated 167,500 Bibliographic and Authority records (based on a 6 month average)
 - Circulated 4,451,457 items
 - Filled 1,045,967 holds
 - Our OPAC had nearly 1 million visits more than 10 million pages were viewed
 - We were early adopters of mobile technology by adding a mobile OPAC and download center.
 - Collected nearly ½ a million in late fees