<div align="center">

Consultant Reports
Directors Association Meeting - September 2011

</div>

Merribeth Advocate, Outreach & Education Coordinator

1. **Where would you like to attend MHLS training sessions?** The MHLS Continuing Education / Professional Development Advisory Committee is asking all directors, staff and trustees of MHLS libraries to take a brief 5 minute survey (linked to the center of our homepage at midhudson.org) to let us know at what library locations you like to attend MHLS training sessions. Knowing your preferences for location will help us in planning MHLS Continuing Education programs. Please fill out the survey by Wednesday, September 14 and make sure your staff and trustees do also.

2. **Mobile websites:** The 36 member libraries that have their websites managed by MHLS have had upgrades to their website this year which include a new look and increased functionality. Additionally in August they each now have a mobile website, which is automatically sensed when the library website is accessed by a mobile device.

3. **Big Books:** 34 MHLS youth service providers participated in selecting new Big Books to use for programming. There are now about 155 Big Books that can be borrowed from MHLS. New ones were added to the collection with Summer Reading Mini-Grant Funds and through the generous donation of materials from Faith Johnson, Director at Town of Ulster.

4. **YA Titles in OverDrive:** There are nearly 200 YA titles are in the MHLS OverDrive collection. Many titles from school reading lists in the MHLS region and from the 'YALSA 2011 Best Fiction for Young Adults' list were added with Summer Reading Mini-Grant funds. Teens report that they are reading more and enjoying books more. We are collecting information about how your teens (and all patrons) are enjoying the MHLS Digital Download collection. Email me at madvocate@midhudson.org with your success stories.

   Patrons are finding OverDrive very easy to use, but if your patron is having a problem please refer them to the OverDrive 'Help' page where the MHLS techsupport@midhudson.org e-mail is listed, and they can send us their problem or question.

Summer Reading at New York Libraries is a program of the Office of Cultural Education at the New York State Education Department and is funded through the Federal Library Services and Technology Act, with funds awarded to the New York State Library by the Federal Institute of Museum and Library Services.

Rebekkah Smith Aldrich, Coordinator for Library Growth & Sustainability

1. **Property Tax Cap:** The New York Library Association (NYLA) has been lobbying the Division of Budget, the Comptroller's Office and the State Education Department's Office of Counsel to achieve some level of consensus on the Property Tax Cap implications for libraries. I will continue to keep you apprised of any developments but at this point we are in a holding pattern. I have been working with member libraries who have votes this month and later this year to help everyone do the best we can given what we have to work with. I will continue to do this. Michael Borges, Director of the New York Library Association, will be attending a portion of the September DA meeting and will have the latest information for us on his

efforts.

2. **Law Enforcement Inquiry Policy:** Three libraries recently had contact with local police officials who were seeking access to library computers and information about patrons. This is a reminder to us all that we operate under a New York State Law, Civil Practice Laws and Rules (CPLR) section 2307 §4509, which protects patron records. It is critical that your staff and board be educated as to the nature of patron privacy in your library and how the library should handle inquiries from law enforcement officials. Depending on the law enforcement agency involved and the paperwork you are presented with you have different levels of response options. These should all be outlined in a board approved Law Enforcement Inquiry Policy. Samples are available at midhudson.org: *Trustee Resources → Policies → Sample Public Library Policies & Policy Development Tips*

   - **"CPLR 4509.** *Records related to the circulation of library materials which contain names or other personally identifying details regarding the users of public, free association, school, college and university libraries and library systems of this state shall be confidential and shall not be disclosed except that such records may be disclosed to the extent necessary for the proper operation of such library and shall be disclosed upon request or consent of the user or pursuant to subpoena, court order or where otherwise required by statute."*
   - **MHLS Patron Privacy Statement:** http://midhudson.org/patronprivacy.htm

3. **Workshop: Sustainable Funding Options for Association & Municipal Public Libraries**, Friday, October 14th from 10:00am – 12:00pm. This workshop is appropriate for library directors and trustees of association and municipal public libraries who are interested in a more secure funding future for their library. Regardless of whether or not you have a 414 or 259 vote this workshop would still be of interest to you. Seating will be limited for this workshop given the intricacies of the options we'll be discussing. Register early. If there is enough interest I will repeat the workshop. I'll also be reaching out to some specific libraries that I think could really benefit from hearing this material…

4. **Maps @the Front Desk:** As I step up efforts to help more libraries become district libraries and as we take a closer look at "unserved" areas that could be "claimed" by adjacent libraries, "patron ownership" will be receiving more scrutiny. I am recommending that all libraries that share patrons within a mailing address have maps at the front desk to help determine which libraries patrons belong to. For example, I live in Livingston but my mailing address is Hudson. It would be important for Livingston and Hudson to have maps available to staff doing data entry to assign patrons to the correct home library. This is also tied to the requests many of you have received over the past two years from the Division of Library Development to clarify your service area description. If you did not respond to DLD's requests let me know and I can help you get that off your "to do" list or at least get the ball rolling!

5. **Building Your Base Online Workshop Series:** We are excited to announce a new workshop series made possible through our second year of the Library Services & Technology Act (LSTA) Building Your Base Online grant project. Thanks to input from the MHLS Marketing Advisory Committee the 2011 offerings include a number of hands-on workshops in the new laptop lab! 2012 plans include a self-directed learning series you will be able to do from home or in the library so you won't need to travel during the sketchy weather in the winter months. *Dates are tentative for now* but will be firmed up in the next few weeks. Seating will be limited in the hands-on workshops so if you're interested be on the edge of your seat for the workshop notices!

   November – December 2011: Workshop Series presented by Kerri Karvetski, Company K Media

   - Getting Started with Social Media – Thursday, November 17th
   - Intro to Facebook (3 hands-on sessions to choose from) – November 29 (AM); November 30 (PM); December 1 (AM)
   - Get Started with Facebook Pages – Library Edition (3 hands-on sessions) – November 29 (PM); November 30 (AM); December 8 (AM)

- Get Started with Twitter – Library Edition (2 hands-on sessions) – December 1 (PM); December 8 (PM)
- Get Started with Email Marketing – Wednesday, December 7th
- Social Media Management & Strategy / Intro to HootSuite [Directors Only!] (1 hands-on session) – Friday, December 9th

January – March, 2012: 10-week Self-Directed Learning Series, topics to be covered include (in no particular order at this point)

- Setting up a learning journal
- ebooks & audiobooks (OverDrive)
- Productivity & collaboration tools
- Photo-sharing
- Online polling & surveys
- Databases/HOME*ACCESS*
- Online communities
- Video
- RSS for community awareness

6. **NYLA shared an advisory opinion, "HAVA Law Impact on Library Elections" after the last DA meeting.** It is available through their web site, http://www.nyla.org, was posted to the Directors list and was featured in the July 19th issue of the *MHLS Bulletin* http://midhudson.org/bulletins/2011/bulletin11-29.jul.pdf.

7. **Book Club in a Bag Reservation System** is live and feedback has been very positive from both patrons and staff. We are continuing to monitor for glitches so please report any wonkiness to Kerstin [kcruger@midhudson.org]. We hope your staff find this service easier to use and appreciate having one less thing to do once patrons get the hang of booking kits themselves. On our homepage, midhudson.org, you will find resources to help you promote this resource in your community. Please remind your staff that **they should not check in kits when they first arrive at the library**. Just follow the instructions on the tag.

8. **The September/October Word-of-Mouth Marketing Topic is "Back to School for All Ages"** which gives us all the chance to promote not only September as Library Card Sign-Up Month but highlight those resources we all have that support students of all ages. Starting the week of September 5[th,] check out midhudson.org for a bunch of resources to help you raise your profile with parents and students of all ages.

Laurie Shedrick: Automated Systems Manager

1. **OPAC Upgrade:** I am sure each of you has experienced someone who "hates" the new OPAC. The fact is no web page will please everyone. One major complaint is about the font size being too small. It is, in fact, 2.4 font sizes larger than the former website and displays in higher contrast. Our fonts are larger than Google and Amazon. I am happy to follow up on any complaint, but many complaints are about functionality that existed in the previous release. For such issues, I can do little except to recommend an enhancement in a future release. What I hope you and your staff will do is spend time getting to know the new features so that you can help patrons to see the positive aspect of the change. I will continue to add to the help screens in order to help make this transition easier for all. Let me know if there is something that you think needs improvement.

2. **SAM upgrade:** An upgrade to SAM in coming very soon (I may have dates at the meeting). This upgrade should be fairly seamless, and easily brought down at startup. My understanding is that once the server is upgraded, each library can upgrade at their convenience.

3. **Location codes:** The location codes that you add to items are very important. These codes are used in scoping (Limits in OPAC) a search to a particular collection or subset of a collection. An item without a **4 letter** location code will not be included in a search while an incorrectly scoped item will not appear in its correct scope, rather it will be included in another scope. An example would be a Juvenile title with an adult location code.

4. **Internet outage:** A very localized and intense storm was to blame for a lightning strike that ended up destroying an important piece of our fiber network as well as elements of 2 staff computers here at MHLS. Lighttower, our ISP, responded very quickly by running diagnostics in the early morning hours which made it possible to have a diagnosis ready in order to dispatch technician as soon as he arrived that morning. Unfortunately, our equipment, their box, was too old to have an exact match, and the lightning had also corrupted the configuration files for copying. A new box had to be configured from scratch. We now have new equipment, stored and up to date versions of our configuration files, and I feel confident in their service commitment based on my involvement in this situation.