

Consultant Reports
Directors Association Meeting – July 2012

Merribeth Advocate, Outreach & Education Coordinator

1. **Learn Library Spanish!** Mango Languages has developed an online course **to help library staff better serve Spanish-speaking patrons**. It covers library-specific content including how to help a patron obtain a library card, navigate the reference desk, and much more. There is a link on the midhudson.org homepage to access the course.
2. **Historical New York Times:** With the renewal of the MHLS subscription to HeritageQuest in August, every MHLS library will also be getting access to Historical New York Times 1851-2006.
3. **Ulster Literacy Association:** I attended their Student & Tutor Recognition Night, which was held at the Kingston Library. CEO Casandra Beam spoke to over 80 attendees about the importance of libraries, and the support the agency has received from the Kingston Library and the other public libraries in Ulster County. Currently celebrating its 30th anniversary of teaching adults to read, this year Ulster Literacy Association worked with 600 students and certified 50 new literacy tutors.
4. **Digital Literacy Training Update:** On June 21 there were 24 attendances from MHLS representing 20 member libraries. Due to popular demand this state-wide train-the-trainer workshop on the NYS Digital Literacy standards will be offered in the MHLS Auditorium again on **August 8**. Registration must be done through NYLA, but their registration link can be accessed on the MHLS calendar at <http://calendar.midhudson.org/eventsignup.asp?ID=3149> The workshop is open to all library staff who interact with the public. For more details see the workshop description at <http://diglitny.org/index.php/workshop-description>.
5. **Fall Into Books:** Early Bird reduced price registrations must be **postmarked by July 31**. The 14th Annual Fall into Books Children's & Teen Literature Conference will take place on October 26 at the Holiday Inn at Kingston. Information at http://midhudson.org/department/youth/fall_into_books.htm
6. **Spring Trustee Education Sessions:** A total of 38 member library trustees attended the spring sessions of 'Essential Trustee Duties and Responsibilities'.
7. **Patron Data Entry Training in July:** 18 libraries still have no one registered. A reminder that the MHLS Directors Association urges **every library to send at least one person** to this training.

Rebekkah Smith Aldrich, Coordinator for Library Growth & Sustainability

1. **Albany Update**
 - a. I attended NYLA's Mini-Lobby Day as a member of the NYLA Legislative Committee on **June 13**. It was a less dramatic day compared to last year where we were fighting tooth and nail over the tax cap! Each meeting was pretty civil and friendly, we got some good tips for moving the legislative agenda forward next session and tips for timing budget advocacy discussion for the coming budget year that we will act on.
 - b. **2012 NYLA Legislative Priorities – Status Update:**
 - i. **MTA Payroll Tax:** This bill (S.6079 Martins/ A.8868 Abinanti) would add public libraries to list of entities exempt from MTA pay roll tax. *Status: Passed the Senate. Currently being reviewed by the Assembly Ways and Means Committee.*
 - ii. **System Funding Flexibility Bills:** S.7239 Farley - in regard to eliminating the disincentive for system mergers. *Status: Passed*
 - c. The legislature passed a proclamation naming **October as Digital Literacy Month**.

d. **New NYS Legislative District Assignments are attached to this report.**

2. **Construction Grant Info**

- a. For those libraries that just received funding in the 2011-2012 round: The Division of Library Development has recently been informed by SED Grants Finance that a **“CCR number” is not required** on the payee form that is submitted for the construction program because federal funds are not involved in this grant program. A CCR number is required only when a library is applying for a grant program involving federal funds.
- b. **2012 Deadline:** August 17. I believe I’ve spoken with everyone eligible to move forward with their application for this year but if you feel uncertain about that drop me an email.

3. **Leadership Development Series with Sandra Nelson** (renamed from *Building Your Base From the Inside Out!*): All directors will be encouraged to fill out a **Leadership Self-Assessment survey towards the end of July** that should help you decide whether or not you’d like to sign up for the workshop series. Just to refresh your memory there will be two in-person workshops with Sandra Nelson on **September 12 and November 16**. In between those workshops you will have access to an online component to help you work on a project of your choosing that would help move your leadership style, your board, staff or library forward in your quest to improve sustainable funding, sustainable communications or another aspect of your organization you’ve been looking to improve in the name of building your base of support in the community.

4. **American Library Association (ALA) Conference Highlights:** I was lucky enough to be able to attend the ALA conference and wanted to share a few of the highlights I noted from sessions I attended. I attended more sessions than I have shared below, many of the others I attended were related to leadership and building community support – interestingly enough, they all boiled down to engaging the community! Sounds a little like MHLS’ Building Your Base project!:

- a. **Rebecca MacKinnon**, author of *Consent of the Networked: The Worldwide Struggle for Internet Freedom* was the opening session speaker and did a great job of reminding us all the role libraries play in defending citizens’ rights to access unbiased information, to use the internet to express our opinions and connect with government.
- b. **E-Elephant in the Room:** This session on ebooks was packed! Here are a few of the key points I took away:
 - i. Libraries need to clarify philosophically if they are BUILDING a collection of ebooks or PROVIDING ACCESS to popular titles in an ebook collection. This helps make vendor and content choices clear so money is spent wisely on behalf of the community.
 - ii. Top platforms for public libraries: (Overwhelmingly) OverDrive; 3M Cloud Library; Axis 360 from Baker & Taylor
 - iii. On average, libraries should shoot to spend 10% of their materials budget on ebooks. In addition, the Kings County Library System (WA) also took 50% of their database budget and added that in towards ebooks.
 - iv. Lots of buzz at the conference about the Douglas County Libraries in Colorado who are building their own e-book access infrastructure. Most are taking the “wait and see” position on this!: <http://www.alatechsource.org/blog/2012/03/douglas-county-libraries-diy-e-book-hosting.html>
- c. **Rise of e-Reading**, a new report from *Pew Internet & American Life Project*, presented by Lee Rainie:
 - i. A “Triple Revolution” has changed the game for public libraries:
 1. The Digital Revolution (internet/broadband, content creation)
 2. Mobile Technology Revolution (smart phones): the library as a “placeless resource”
 3. Social Networking Revolution: libraries “share the stage” with other “experts”

- ii. 29% of those surveyed own at least one ereading device
 - 1. 21% of those with a device have read an ebook in the past year; 68% have read a book in any form
 - iii. 88% of those who had read e-books in the past 12 months also read printed books
 - iv. Ereaders are more likely to buy than borrow, counter to what publishers are saying
 - v. Ereaders are not “platform snobs,” they will read on any device, even smartphones when convenient
 - vi. **The average reader of e-books says she has read 24 books (the mean number) in the past 12 months, compared with an average of 15 books by a non-e-book consumer.**
 - vii. **In a head-to-head competition, people prefer e-books to printed books when they want speedy access and portability, but print wins out when people are reading to children and sharing books with others.**
 - 1. For reading to a child, 81% said print is better
 - viii. **12% of ereaders have borrowed from a library.**
 - ix. **62% did not know that libraries offered ebooks for borrowing.**
 - x. Read the full report at <http://libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading/>
 - xi. This research is funded by the Bill & Melinda Gates Foundation. In a later phase of the research they will do a nationwide survey of libraries so stay tuned!
- d. **Digital Bridge to Somewhere:** This was a really thought provoking session with two architects, a librarian and a library “guru” (Stephen Abrams). I feel like I’m still processing all that I learned in this session but it really got me thinking about what our library spaces will look like in the next ten years as formats, access and what people want to do in public library spaces evolves. Check out this “extinction timeline”:
http://rossdawsonblog.com/weblog/archives/2007/10/extinction_time.html
- e. **Sustainable Thinking:** I presented on a panel with Susan Benton, CEO of the Urban Libraries Council and architect Jeffery Scherer to talk about how choosing to build and operate “green” buildings can strengthen our reputation in our communities, providing opportunities for marketing, programming and partnerships that visibly demonstrate our commitment to healthy communities and our ability to provide an excellent return on investment of tax dollars.
5. **Online Customer Experience:** I spent a lot of time at ALA networking with librarians from around the country that do technology training for library staff and patrons. It really drove home how important it is for us to focus more on building the tech competencies of library staff in member libraries. I see a tsunami of users coming our way that want to interact with us online and our staff’s abilities to communicate well through email, online chat, and even Facebook, will become an increasing focus for good customer service experiences at member libraries. To that end – there about 10 seats left for the “10 Things” Self-Directed Online Learning Series which can provide the exposure and learning activities staff may be craving to build their skills in these areas!
6. **Summertime is photo op time!** Don’t forget to maximize your opportunities this summer to snap pictures of local celebrities, politicians and opinion leaders participating in your summer reading activities! These are great to use in your annual report to the community and other publicity pieces.
7. **Upcoming Workshops**
- a. PR Back to Basics:
 - i. Newsletters & Annual Reports to the Community: Friday, July 13 from 10:00am – 12:00pm @MHLS
 - ii. Marketing Your Collection: Books & Beyond: Friday, July 20 from 10:00am – 12:00pm @MHLS
 - b. Fall Preview:
 - i. “10 Things” Self-Directed Learning Series (Building Your Base Online)
 - ii. Leadership Development Series with Sandra Nelson (Building Your Base from the Inside Out)
 - iii. Storytelling as an Advocacy Skill with professional storyteller Lorraine Hartin-Gilardi – great for directors, staff, trustees & Friends
 - iv. Human Resources & Personnel Legal Issues with Bob Schofield & Ellen Bach, the “library lawyers”

Robert Drake, Information Technology Coordinator

1. **SAM Command PC:** The Command PC action memo deadline has passed. For those libraries that answered in the affirmative, we'll begin working with you and Comprise to schedule appropriate dates for installation.
2. **Theme Redesign for MHLS Hosted Websites:** On behalf of libraries with websites hosted by Mid-Hudson, we've been working on a website revision that provides some additional capabilities and an improved theme. The opportunity to transition to this theme is being offered to libraries that have been actively working with their websites and adding original content.
3. **Offsite Transition Update:** We are currently creating an updated set of guides for Millennium, Millennium Offsite, SSH/PUTTY and other tasks for usage post-transition. As part of this process we are looking at nearly all of our current documentation. If anyone has created guides of their own that are not available through Mid-Hudson, please share those with us. If there is any documentation that is clearly incorrect or outdated, please assist us in identifying these documents for improvement.

Eric McCarthy, Automation Coordinator

1. **Local Holds**
 - We now have local holds defined at all locations. Checkouts for this itype are now aligned with the library's regular itype: local hold books will be checked out like your library's books, DVDs like DVDs, etc.
 - Let me know if you would like to implement local holds at your location. Please do not use any itype before checking with Mid-Hudson. We need to make sure you have a loan rule defined for your location.
2. **Priority Paging:** Title priority paging has been adjusted to reflect the new delivery routes. If your location has been moved to the beginning of a route you may see an increase in the amount of items you are sending out for requests. The priority table can be adjusted and we will monitor the adjustments to balance the efficiencies created by forwarded sorting items without creating burdens to the libraries based on where they are situated on the delivery route.
3. **Passwords** Just a reminder to get in touch about updating passwords. This is an easy process and should be done to secure the integrity of our database.
4. **Saved Searches and Exports:** I'll be cleaning out the saved searches and exports in Create Lists. So if you are actively using one, please get in touch with me so I don't delete it. I will also be creating some generic searches for data cleanup that I hope will be helpful.
5. **Patron Data Entry Workshop:**
 - We have most libraries participating in this workshop but not all. If your library does not have at least one representative registered, please make arrangements for that.
 - Dates, places, times and registrations for the workshops are available on the Mid-Hudson Calendar.