

Consultant Reports
MHLS Director's Association
Meeting of Thursday, November 1, 2012

Merribeth Advocate, Outreach & Education Coordinator

1. **Fall Into Books** on 10/26 has an attendance of nearly 40 MHLS member library staff, for this 14th annual Children's & Teen Literature Conference.
2. **OverDrive Interface Improvements:**
 - a. You will notice a bit of a new look for the left-hand navigation menu and the graphic "ribbons" of book covers for the OverDrive Digital Download collection at <http://mhls.lib.overdrive.com>. Due to popular demand we have worked with OverDrive to make it easier for people to find books by format - eBooks are now grouped together as are downloadable audiobooks.
 - b. A very prominent 'Getting Started' section is being added to the MHLS OverDrive Digital Download page in the upper right-hand corner. This has been proven through other libraries to help first-time patrons get off to a solid start in downloading digital materials.
3. **Summer Reading:**
 - a. 2013 Summer Reading manuals will be arriving in the delivery at your library very soon.
 - b. The state is changing how funds will be distributed for the Summer Reading program. Now "Summer Reading at New York Libraries through Public Library Systems" will be a 2013-2016 Family Literacy Library services formula grant program to help public library systems work with libraries and other partners to develop and expand public library summer reading services and programs. This will not change your ability to apply for a mini-grant through MHLS. We are taking the strong results from your 2012 mini-grant funded collaborative programs to help shape our upcoming proposal to the state.
4. **Adult Education:**
 - a. Over 160 adult educators from around the region attended the Hudson Valley Catskill Partnership Fall Staff Development Day. Deb Weltsch and Stephanie Harrison ran a great program on 'Public Libraries and the Adult Educator'.
 - b. Speaking with literacy providers there gave me great input towards formulating our upcoming proposal for the 2013-2016 Adult Literacy Library Services Grant Program "Workforce Development at New York Libraries through Public Library Systems". Like the Facility Literacy Library Services Grant Program, this grant statewide is now only eligible for public library systems.
5. **AWE Products:** Designed to provide safe digital learning experiences that attract kids to libraries. They will be running a NY Group Special Buy from November 15 – December 15. Details about the products, and a link they provide to possible funding sources at <http://www.awelearning.com/en/markets/libraries/in-the-library/>. Place orders directly through Joan Wicks | wicksj@awelearning.co | 601-348-2200 or 609-954-9061
6. **Accessibility:** A reminder that in 2009 the American Library Association passed a resolution entitled Purchasing of Accessible Electronic Resources, which urged "all libraries purchasing, procuring, using, maintaining and contracting for electronic resources and services" to "require vendors to guarantee that products and services comply with Section 508 regulations, Web Content Accessibility Guidelines 2.0, or other applicable accessibility standards and guidelines." Since this was referred to in the lawsuit of four blind patrons over inaccessible e-Readers with the Free Library in Philadelphia it is important to keep in mind.

Rebekkah Smith Aldrich, Coordinator for Library Growth & Sustainability

1. **Pursuit of Sustainable Funding:** I am encouraged by the number of boards that have contacted over the past year me about long-range planning, conversion to a special district library and the pursuit of upcoming 414 votes. Routine outreach to your community and routine votes on your library's budget are key to sustainable funding.
 - a. I'd like to commend the LaGrange Library for their efforts to convert to a special district on October 11th. Lisa Karim, LaGrange director, and the LaGrange trustees did a good grassroots Get Out the Vote (GOTV) effort. A well-funded, vocal anti-tax force, which has hampered efforts in the past as well, came out in force and turned the tide against the library. LaGrange deserves our empathy and gratitude for going up against a worst-case scenario opposition – we're learning a lot from their experience that will benefit other member libraries.
 - b. **Taking GOTV efforts seriously, as well as year-round efforts to build your base of support is more important than ever. It is never too early to start planning for your next vote.** If you would like help strategizing, or help building consensus on your board regarding next steps towards sustainable funding, please do not hesitate to contact me.
 - c. **So far in 2012:** 16 libraries have had their annual budget votes and 100% have passed.
2. **Tax Cap:** A correction has been sent to the Daily Freeman regarding the misinformation that appeared in an article the week of October 15th about the Hurley Library's budget vote. The article included a quote from a Hurley Trustee that they were going over the tax cap and that the public needed to approve this by 60%. As we know, this is incorrect. 60% of the **board** must vote to override the cap, the public still passes the budget by a **simple majority**. Thank you to Tracey Pause, director of the Hurley Library, for working immediately to clear up this issue with the newspaper.
3. **Thanksgiving Challenge:** It's that time of year again! A great excuse to encourage library stakeholders in your community to write letters to the editor and posts on their Facebook pages expressing their thankfulness for the library.
 - *A letter from a trustee or member of your Friends Group that explains why they give their volunteer time to the library, why they think it's important to have a vibrant, viable library*
 - *A patron who can share what the library has meant to them over this past year*
 - *A teenager who has found a place to belong at your library*Positive press that is not tied to your vote, a fundraising effort or volunteer recruitment effort helps build good will for your library. We'll once again issue the challenge to each library and Friends Group to find at least two people involved with their library to write a letter to the editor or an editorial about the great service the library provides to the community and widespread encouragement for your supporters to post to their Facebook Pages. Last year the Philmont Library "won" the challenge with close to half a dozen letters to the editor. Think you can beat that? I bet you can.... ;-)
4. **Member Contact Information Updates:** Continuing our paperless trend, you'll soon receive an email with the information you need to **update contact information for the library, the board and your Friends Group** with MHLS.
5. **Friends Groups**
 - a. I am planning a **survey of Friends Groups**. In addition to updating data collected in the last survey, conducted in 2008, such as membership numbers and dollars raised, I will also be asking for their input to optimize our Friends Support Group meetings. We'll be asking what they would like to discuss, what they are struggling with and where they would like to meet in 2013.

- b. At the request of the Marketing Advisory Committee I have begun to plan for a workshop about **Friends Groups for Directors**. The techniques we are learning through the Leadership Development Series with Sandra Nelson should help shape that program.
- c. I have reached out to **Empire Friends** and they have agreed to co-sponsor a workshop at MHLS next year, I have done preliminary outreach to Pat Ditzler, co-author of *A Book Sale How-to Guide: More Money, Less Stress* as the speaker for the event. If you haven't already, I encourage you to join Empire Friends, a roundtable of the New York Library Association. Friends need friends! My support of Friends Groups at MHLS has always been a part of a broader effort to **support your library's funding and advocacy capacity**, supporting that effort on a statewide basis can only enhance our local efforts. Learn more at <http://bit.ly/TdvyQh>

Robert Drake, Information Technology Coordinator

1. **Sierra Transition:** With the offsite transition complete we will now be turning our attention to the Sierra upgrade. If you have any remaining problems from the offsite transition, please report them immediately.
2. **E-Rate:** For libraries interested in applying to E-Rate for Priority 2 services*, it is necessary to have an approved tech plan covering up to three years. These need to be sent to MHLS prior to December 28th, 2012. An action member will be arriving at your library. Please respond indicating whether you are, or are not, considering non-basic E-Rate for the next year and attach your plan.

***Priority 1 Services:** Telecommunications Services, Internet Access and Telecommunications are known collectively as "Priority 1" since they are considered primary and funded first.

***Priority 2 Services:** Internal Connections and Basic Maintenance of Internal Connections are collectively known as "Priority 2" since they are funded after Priority 1 services, beginning with the applicants at the highest discount levels.

These distinctions are defined further at:

http://www.usac.org/res/documents/sl/pdf/ESL_archive/EligibleServicesList-2013.pdf

Each technology plan must include "in sufficient detail to justify and information to justify and validate the products and services being requested" the following items:

- The plan must establish clear goals and a realistic strategy for using telecommunications and information technology to improve education or library services;
- The plan must have a professional development strategy to ensure that staff know how to use these new technologies to improve education or library services;
- The plan must include an assessment of the telecommunication services, hardware, software, and other services that will be needed to improve education or library services; and
- The plan must be included and evaluation process that enables the school or library to monitor progress toward the specified goals and make mid-course corrections in response to new developments and opportunities and they arise
- [this element is no longer required.] The plan must provide a sufficient budget to acquire and support the non-discounted elements of the plan: the hardware, software, professional development and other services that will be needed to implement the strategy.

More information on tech plans can be found at:

http://www.usac.org/res/documents/sl/pdf/handouts/TechPlan_QuestionstoConsider.pdf

In addition, feel free to call my desk if you have questions.

3. Evanced Calendars

- a. A number of our libraries have Evanced calendars. These libraries should be aware that an updated product will be available soon called SignUp. It performs the same functionality as the Events product, but has an updated look, additional admin functionality, and the ability to take user authentication by library card number. The pricing appears to be the same as the old calendar and events from the previous product do carry over.
- b. For libraries that are not currently Evanced customers but are interested in this product, I can put you in contact with their account representatives.

Eric McCarthy, Automation Coordinator

Millennium

1. Millennium was down for many libraries on Sunday October 21st and very slow on Saturday October 22nd. We believe this was a problem related to some routine server maintenance scheduled by Innovative. We have an assurance from Innovative that this was an isolated incident.
2. I have received individual initials and passwords from several libraries however some have not yet submitted this. Please get in touch with me so I can update the settings.
3. Server transition is complete and I would like to thank all libraries for assisting in troubleshooting problems. We are still working through some issues related to local installations. If your Millennium is not behaving satisfactorily, please get in touch and Tech Support and we will work through any issues you may have.
4. If you haven't already, please get in touch with me about your dates closed in 2013. I will be updating this table or you can update yourself. I have posted instructions on the Resource Sharing Page.
5. Due slips are printing for some libraries unexpectedly. We had to change to default for this and make the default to print at all locations.

Databases

1. The Grolier database is still not authenticating the search function and this is something we are actively trying to fix. I will send a message to the listserv when this has been resolved.
2. The text-to-speech function in the Gale Virtual Reference Library database is not operating and we are actively working on fixing it. I will send a message to the listserv when this has been resolved.

OPAC

1. The "Add to Bag" function has been removed from the search results page as voted on at the meeting of The Director's Association in October.
2. Currently there are two screens on the OPAC on which a user can log into their account. The homepage will not allow the user to save browser credentials because of the method that the OPAC collects and passes that data. The My Account page will allow the user to save browser credentials.