

Consultant Reports
Directors Association Meeting - October 2011

Merribeth Advocate, Outreach & Education Coordinator

1. **MHLS Advisory Committee Membership:** A reminder that the terms of ½ of each MHLS Advisory Committee members expire at the end of 2011, so county directors groups should plan to decide their upcoming membership. A chart of the current advisory committee membership is attached. More information about MHLS Advisory Committees at <http://midhudson.org/mhls/committee/main.htm>
2. **Library Events:** When sending event invitations, please include your county representatives on the MHLS Board. E-mails can go through the link at <http://midhudson.org/meetings/board/contact.htm> . Paper invitations can be sent to them through the delivery to MHLS attn Peggy Winn, and she will see that they get them.
3. **New Job Resource:** Every MHLS library now has access through their county HomeACCESS pages at <http://midhudson.org/databases> to **JobNow™ and the Adult Learning Center**.
 - JobNow™ is an innovative online service that provides **expert resume help, real-time interview coaching and career advice**. There are services to help with every step of a job search.
 - The Adult Learning Center features test preparation (including GED and U.S. citizenship preparation), writing assistance, and study tools for math, reading and writing.
 - Live, online one-on-one interaction with a tutor or job coach is available as part of JobNow™ and the Adult Learning Center.
 - Live sessions can be conducted in English or Spanish.These online resources come to MHLS libraries and their patrons from the New York State Library through the NOVELNY. JobNow is made possible through a federal American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTOP) award funded through the New York State Education Department/New York State Library. Job Now™ and the Adult Learning Center are products of Brainfuse™ www.brainfuse.com
4. **Counting Reference Questions:** Each year DLD asks in your annual report for the total number of reference transactions during the year.
 - If your library does not count every reference transaction through the year, it is recommended that you make an estimate based on a typical week in October. A “typical week” is a week in which the library is open its regular hours, is neither unusually slow nor unusually busy, and containing no holidays/special events.
 - Include in the count all information contacts that involve the knowledge, use, recommendation, interpretation, or instruction in the use of one or more information sources by a member of the library staff. The term includes information and referral services. The request may come from an adult, a young adult, or child in person, by phone, by fax, by mail, or by electronic mail.

- Do not include in the count directional transactions or questions of rules or policies. (Examples of directional transactions are “Where are the children's books?” and “I'm looking for a book with the call number 811.2G.” An example of a question of rules or policies is “Are you open until 9:00 tonight?”)
5. **AWE Statewide Group Buy:** There is a special group volume discount from November 15 – December 15 for three products from AWE www.awelearning.com : Early Literacy Stations, AfterSchool Edge and ELS Passport products. Interested libraries are to contact Joan Wicks at 610-348-2200 or wicks@awelearning.com for your personalized purchase quotation with a specific notation identifying your library as a participant of this group purchase.

Rebekkah Smith Aldrich, Coordinator for Library Growth & Sustainability

1. Albany Update:

- **Property Tax Cap:**
 - i. Summary of the **Comptroller’s webinar** was posted to the Directors list. Let me know if you missed the post and I’ll resend that to you.
 - ii. NYLA and Comptroller Staff are still negotiating about how **association and municipal public libraries** will be treated under the tax cap legislation. Michael Borges, who plans to be at our October meeting, has expressed he feels there is a very good change the Comptroller will agree with NYLA’s position that association/municipal libraries with 414 votes should be treated as separate from the municipal budget.
 - iii. The Comptroller is holding a **workshop on the Tax Cap on October 5th at Dutchess Community College**, for more information: <http://www1.osc.state.ny.us/localgov/realprop/rptcreg1.cfm> I will be attending the afternoon session.
- At the October **NYLA Legislative Committee** meeting there are two potential pieces of legislation that may be introduced in 2012 that I wanted to make you aware of: one to make libraries exempt from paying the **MTA Payroll taxes** and another to clarify that **library elections are covered by Education Law**. This should solidify the ability for special district libraries to have a re-vote if their initial budget vote goes down.
- **New Yorkers for Better Libraries Political Action Committee (PAC) Voter’s Guide:** Head’s up – the New Yorkers for Better Libraries Political Action Committee (PAC), in conjunction with NYLA, is preparing the “2011 Voter’s Guide” on legislators. *“The purpose of the Voter’s Guide is to inform constituents who value libraries about their state representatives’ stand on issues important to the library community. The Voters Guide includes a list of priority budget and legislative issues, an explanation of how legislators are graded, rankings of all legislators, and special distinctions for legislators with the best and worst voting records on library issues.”* You may recall the 2010 report

gave all MHLS area legislators is a “D.” This year almost all are receiving an “A.” Be sure to take a look when the report is released...

2. **Vote Publicity:** Just a reminder to ensure that “due public notice” is given about your budget votes. According to NYS Election Law §4-120 due notice would be: *“publish(ed) once in each of the two weeks preceding a general election...in two newspapers published within the county.”* For 414 libraries, even though it is the Board of Elections responsibility to get the public notice in on your behalf, do not leave this to chance. For libraries with votes not held at the general election I’d like to suggest that you count back from your vote date and use the same guideline.
 - **Reminder:** Your board should designate at least one “newspaper of record” annually.
3. The American Library Association (ALA) is encouraging public libraries to participate in the **2011-2012 Public Library Funding and Technology Access Study online survey**. The survey provides an important opportunity for libraries to share information on computer and Internet resources and infrastructure, as well as funding, technology training and other uses of public libraries, such as providing public access technology centers in their communities. The current year’s online survey, available at <http://www.plinternetsurvey.org>, will be available **through November 11, 2011**. “The record-high response rate for last year’s survey clearly demonstrates that library leaders recognize the impact this study provides for their advocacy efforts,” said ALA Associate Executive Director Cathleen Bourdon. “The strength of the study rests on the level of participation. We encourage libraries to keep the momentum going to create the most current and complete snapshot of technology in U.S. public libraries.” Recent study findings have been cited in hundreds of media outlets, including *USA Today*, *The Washington Post*, *Fast Company*, and *The Huffington Post*. Data has informed the **National Broadband Plan** and has been used in **congressional and state-level testimony**, as well as in comments to national agencies such as the **Federal Communications Commission**. The study, funded by the Bill & Melinda Gates Foundation and ALA, continues work begun by John Carlo Bertot and Charles R. McClure in 1994. The survey is managed by the Information Policy & Access Center at the University of Maryland.
4. **Friends Groups:**
 - **National Friends of Libraries Week** is October 16 – 22. Empire Friends has provided a sample proclamation for the week to recognize local Friends Groups. I’ll email the text to the MHLS Friends & Fundraising List and the Directors List.
 - The **MHLS Friends Support Group** will meet on Wednesday, October 26th from 4:30 – 6:30pm. Our topic will be recruitment and retention of members. **Friends have indicated that the #1 way they learn about this event is through their director so please let your groups know about this meeting! Thanks!**
 - **MHLS’s Friends Group Resources section of midhudson.org** was featured in the most recent issue of the Empire Friends newsletter.

5. **Reminder - 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. Please register early.
6. **Building Your Base Online Workshop Series for November/December 2011:** Dates have been confirmed, seats are limited for the hands-on workshops.

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 [*Registration for this session is contingent on completing the optional section of the Marketing Survey that will be released October 3rd.*]

Laurie Shedrick: Automated Systems Manager

1. **Changes in tech support beginning 11/1/11:**
 - We will no longer be in the building for tech support calls after 4:30. MHLS officially closes at 4:30. Leaving a single person alone in the building at night is not desirable. We average 2 calls a month between 4 and 5pm in the last 2 years. This change represents a 30 minute shift, which will allow for more overlap between shift changes between MHLS staff
 - Tech support phone number will be disconnected in favor of MHLS extension 240. Simply put, the cost is unjustified. Extension 240 is designed to ring at all tech support staff desks, calls can be triaged and forwarded to the best person for the problem and there is no additional line charge. I will be sending each library a new tech support contact info sheet to help the transition.
2. **SAM upgrade:** The upgrade is scheduled for the server on November 1st. This will not affect service. I will schedule with each SAM library after testing

MHLS Committee Membership

	Columbia	Dutchess	Greene	Putnam	Ulster
Director's Association Steering Committee	Carol Briggs '12	Tom Lawrence '12	Linda Deubert '12	Pat Kaufman '11	Julie Dempsey '11
Central Library / Collection Development Advisory Committee	Sally Alderdice '13	Greg Callahan '11 Gloria Goverman '13	Sue Ray '15	Kathleen McLaughlin '11	Margie Menard '13 John Giralico '11
Continuing Education / Professional Development Advisory Committee	Vicki Kurashige '13	Julie Spann '11 Nancy Rogers '13	Candace Begley '15	Maria Steinberg '13	Jim Cosgrove '11 Tracy Priest '13
Marketing Advisory Committee	Jeanne Bogino '11	Erica Freudenberger '11 Lorraine Rothman '13	Barbara Flach '13	Gillian Thorpe '13	Faith Johnson '11 Kara Lustiber '13
Resource Sharing Advisory Committee	Luisa Sabin-Kildiss '13	Daniela Pulice '11 Carol Rodriguez '13	Bonnie Snyder '15	Jeanne Buck '13	Amy Raff '11 Kelly Tomaseski '13