Merribeth Advocate, Assistant Director

1. **Upcoming workshops that will help to increase circulation:**
   a. **Create Lists to Increase Circulation –** Hands-on by Thomas O'Connell
      i. Mar 11 & 12: for beginners
      ii. Mar 18 & 19: for people who use it regularly
   b. **Enhancement of Create Lists Through Excel –** Hands-on by Bev Santero
      i. May & June dates TBA
   c. **Web Management Reports for Circ Analysis** – Live Webinar by Thomas O'Connell
      i. Apr 7 & 10
   d. **Throw the Bums Out – Effective Weeding for Increasing Circulation**
      i. Jun 2 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jun 3 at Saugerties from 10am-12pm.
   e. **Collection Development Through OverDrive – Best Practices for Increasing Digital Circulation**
      i. Jul 14 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jul 20 at Saugerties from 10am-12pm.
   f. **MHLS Removing Barriers Mini-Conference** – Keynote Speaker **Aaron Schmidt** (author of the 2014 book "Useful, Usable, Desirable: Applying User Experience Design to Your Library" and popular blogger at http://www.walkingpaper.org/)
      i. November 18 at MHLS (snow date if needed is 11/20)

2. **Summer Reading Mini-Grants:** This year the summer reading mini-grants are focused in 2 distinct areas. Libraries can apply for one.
   a. **Inquiry Based Programming for Families:** 20 mini-grants of $500 each are available to MHLS member libraries to incentivize collaborations with agencies that affect their community, and provide interactive inquiry based programs for families. Information & guidelines at http://midhudson.org/wp-content/uploads/2012/11/SRP-application-for-members-2015.pdf. **Applications must be received by April 9, 2015**. This is funded through Family Literacy Library Service Program funds, received from the NYS Library Division of Library Development for "Summer Reading at New York Libraries through Public Library Systems".
      i. Some Ideas:
         • https://www.pinterest.com/explore/inquiry-based-learning/
         • http://nysculturaled.org/uncommon-voices/other/inquiry-based-learning
   b. **Expanding Adult Literacy through Digital and/or Arts Programming:** 10 mini-grants of $500 each are available to MHLS member libraries to incentivize collaborations with agencies that affect their community, and expand adult literacy through digital and/or arts programming. Information & guidelines at http://midhudson.org/wp-content/uploads/2012/11/SRP-application-for-members-2015-Adult-Literacy.pdf . **Applications must be received by April 9, 2015**. This is funded through Coordinated Outreach Services Program funds, received from the NYS Library Division of Library Development.
      i. Some ideas:

- Info on digital literacy at http://www.diglitny.org/pdfs/diglit-standards-sheet.pdf
- Artistic literacy is the knowledge and understanding required to participate authentically in the arts. While individuals can learn about dance, media, music, theater, and visual arts through reading print texts, artistic literacy requires that they engage in artistic creation processes directly through the use of materials (such as charcoal or paint or clay, musical instruments or scores...) and in specific spaces (concert halls, stages, dance rehearsal spaces, arts studios and computer labs). There are four fundamental "creative practices" for the arts: imagination, investigation, construction, and reflection. Arts literacy programs are powerful learning opportunities that help participants become better critical thinkers.

3. **Evanced's Summer Reader and new Wandoo Reader Online Registration Tools:**
   a. As part of *Summer Reading at New York Libraries*, the New York State Library offers the choice of an online registration tool, developed by Evanced Solutions, to New York's public libraries free of charge. In previous years, the only online registration tool offered was Evanced's *Summer Reader*. Starting in 2015, Evanced's new *Wandoo Reader* (still in beta form) will be offered as well. **Wandoo Reader is both a reading tracker and a game.** It has easy set-up features and is likely to be viewed as more user-friendly than Summer Reader.
   b. For 2015, **each MHLS library will be able to choose** to use either Summer Reader or Wandoo. Note that **once a library chooses to use Wandoo, they will not be able to switch back to Summer Reader**.
   c. More about Wandoo Reader:
      i. **Introductory video**: http://www.nysl.nysed.gov/libdev/summer/smreader.htm.
      ii. **Demo version**: http://demo.evanced.info/ under "Children's Program."
      iii. **Q and A blog posts**: http://www.summerreadingnys.org/category/summer-reading-news/
      iv. Watch for emails from the State Library about a **trial version** of *Wandoo Reader*.
   d. **Training webinars** for *Summer Reader* and *Wandoo Reader* are being scheduled for March and April of 2015. Information about these webinars will be sent out via NYLINE message and will also be posted on http://www.nysl.nysed.gov/libdev/summer/smreader.htm.

4. **MHLS Professional Collection**: Historically MHLS has housed a Professional Collection of books for library staff. Over the years, as professional materials became more readily available, the circulation of the Professional Collection materials decreased greatly. In 2014 the MHLS Professional Collection was made available via the holds system in the online catalog to make access easier, but after almost a year it has not had an impact on circulation. Based on this information we are dissolving the MHLS Professional Collection. The books will be available at the March Director's Association meeting for any library that would like to supplement their own collection.

5. **Guidelines: How to Write and Report about People with Disabilities** from the Research and Training Center on Independent Living: You are in a unique position to shape the public image of people with disabilities. By putting the person first and using the appropriate words, you can convey a positive, objective view of an individual instead of a negative, insensitive image. Each library will receive in the delivery a booklet which recommends terminology for discussing people with disabilities, and a poster which provides a short list of terms to use and others to avoid, including:
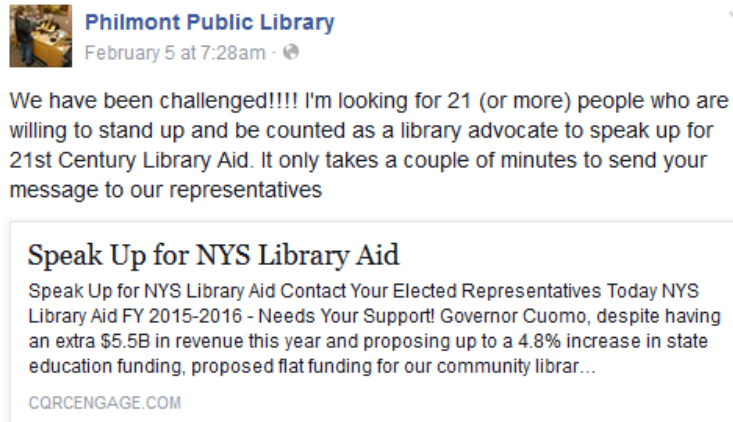
Do Say	Don't Say
People with disabilities	The disabled, handicapped
Person with autism, on the autism spectrum	Autistic
Uses a wheelchair, wheelchair user	Confined to a wheelchair, wheelchair-bound
Accessible parking or restroom	Handicapped parking, disabled restroom

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

1. An update of the **NYS budget negotiations** and the advocacy work to increase library aid will be provided at the March DA meeting. ___*Thank you*___ to everyone who has been working to get the word out about NYLA's Online Advocacy Center. I've seen libraries posting the link on their web site, pushing it out through their Facebook pages, enewsletters and Twitter feeds, in Director's reports to their boards and Friends Groups, signs at front desks in libraries… excellent work everyone! Keep it up!

Philmont Public Library
February 5 at 7:28am · 🌐

We have been challenged!!!! I'm looking for 21 (or more) people who are willing to stand up and be counted as a library advocate to speak up for 21st Century Library Aid. It only takes a couple of minutes to send your message to our representatives

Speak Up for NYS Library Aid
Speak Up for NYS Library Aid Contact Your Elected Representatives Today NYS Library Aid FY 2015-2016 - Needs Your Support! Governor Cuomo, despite having an extra $5.5B in revenue this year and proposing up to a 4.8% increase in state education funding, proposed flat funding for our community librar…

CQRCENGAGE.COM

Advocacy for an increase to State Aid for Libraries will continue beyond Library Advocacy Day (Feb. 25) so if you missed it, please check out the Advocacy Day Briefing available through our home page.

2. **On time budget?** Predictions in Albany indicate it is unlikely that the budget will be on time (target: April 1) this will elongate our advocacy season and impact how long it takes for our state funds to arrive at the System to fund our operations.

3. **For those libraries that a) stayed under the Tax Cap for FY2015 and b) filed the Property Tax Freeze form by January 21 – an update on planning for System coordination of Local Government Efficiency Plans:** The New York State Division of Budget has issued guidance on the question of how consolidated purchasing at the System level could be applied to the required Efficiency Plans tied to the Property Tax Freeze Rebate. The guidance provides very little opportunity to use System efficiencies to prove your 1% savings. This will be a topic of conversation at the 2.24 statewide meeting of System directors, we will report back after that. If we are unable to facilitate the creation of the plan for all eligible libraries, it will mean each library will have to submit their own Efficiency Plan in June.

4. **State Aid for Public Library Construction Grant Program Timeline:** This State Aid program provides funds for approved costs of acquisition, construction, renovation, or rehabilitation of public libraries and public library system facilities. *To learn more about what is eligible under the program please visit* http://www.nysl.nysed.gov/libdev/construc/14m/faq.htm#b4
   a. Dependent on the passage of a NYS Budget that includes funds for the State Aid for Public Library Construction Program. The Governor's current proposal would make over $500,000 available to MHLS member libraries.
   b. **Now:** You should be refreshing your library's facility plan to identify and prioritize projects. If you do not have a facility plan a sample outline is available at http://midhudson.org/wp-content/uploads/2013/04/Facility-Plan-Outline.docx
   c. **March:** MHLS Board will decide on local funding priorities for the program and define what qualifies as an "economically disadvantaged community" to qualify for the reduced match

d. **April:** Action Memo issued to all member library directors to indicate
    i. Overall need in the area of construction/renovation
    ii. Interest in applying for the FY2015-2016 round of
        PLEASE NOTE: All libraries are expected to submit their construction needs to MHLS, regardless of your intent to apply for the grant program. MHLS is required to submit a report to NYS on the total amount of construction need in our System annually to assist with advocacy efforts for the aid program.
e. **June:**
    i. Online application portal goes live
    ii. Technical Assistance Workshop @MHLS
f. Tentative: **August** deadline for applications
g. Tentative: Award recommendations confirmed at the **September** MHLS Board meeting
h. Tentative: Official notification of award amount and first payment **May/June 2016**

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5. **EveryLibrary Workshop Opportunity:** EveryLibrary, the national political action committee (PAC) for libraries is the first and only national organization dedicated exclusively to political action at a local level to create, renew, and protect public funding for libraries of all types. They provide tactical and operational support to local voter awareness campaigns, seed and sustaining monies to local ballot committees and PACs, as well as conducting direct voter advocacy in support of library taxing, bonding, and referendum. Our training and coaching for library staff and leadership in advance of an Information Only campaign is uniquely focused. *Learn more here:* http://everylibrary.org/about-everylibrary/

    EveryLibrary Executive Director John Chrastska will be in our region on May 7 and available to do a workshop here at MHLS. In order to facilitate convenient attendance at this event **we are proposing that the May DA meeting date be changed from May 8 to May 7.**

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6. **ILEAD Team Mentor:** I have been named a mentor through the ILEAD program sponsored by the New York State Library to lead a statewide team to help standardize the level of knowledge public library trustees receive annually. *"ILEAD USA – a nationwide leadership immersion program utilizing web technologies, expanding library staff's leadership skills and their ability to use participatory technology. Participants work in teams to address an identified community need and will be assisted by Mentors/Instructors in developing a successful project."*

7. **The next Leadership Circle event has been scheduled for April 8th after the DA meeting.** Please register online at http://calendar.midhudson.org

8. **Policy Clinics:** Regional "policy clinics" will be scheduled this spring to help libraries focus on their internal financial control policies and procedures to ensure you are safeguarding the library's finances. The clinics will consist of a brief presentation and then hands-on work in a small group. Libraries will be asked to bring their policies/procedures with them for fine tuning. If your library is interested in hosting a clinic for your county please let me know by March 13th.

Robert Drake, Technology Operations Manager

Technology Operations Overview

1. **Ticket System for All Requests:** Hello everyone, just a reminder that all Sierra, website, tech everything queries should go to techsupport@midhudson.org. This goes into our ticket system which is directly accessed by five different staff people including myself and Thomas O'Connell. Unlike our individual emails, multiple people are tracking whether or not tickets are resolved in timely fashion.

   To this end, please remind your staff to use this as well. While we endeavor to get through every email they send, tickets receive a much faster resolution due to the number of people simultaneously working to solve them.

   Additional case in point – by the time you read this I will hopefully be hiking in Central America. Emails that go to me personally will not be responded to until either I finish getting through Mango *español*, or when I return in a week.

2. **E-Rate:** Reminder – Deadline for Form 471 is **March 26th, 2015**. It is highly inadvisable to wait until the last day to fill out that form. The deadline for Form 470 is 2/26/2015. Hopefully you've already completed that successfully.

3. **Teleforms:** Action memo 15-01 has gone out. We will proceed with those libraries that have indicated their interest on our by March 20th. **Libraries that currently use teleforms must respond as well.** Details from last DA report includes for your convenience.

   III's "Teleforms" also called TNS is an automatic phone messaging system for Hold Pickup & Overdue notices. Currently a subset of libraries pay to use and access this service – however with the necessary purchase of a new server, a new funding proposal is being considered.

   1. Action Memo 15-01 – Because the actual price charged to each library is determined by the number of libraries participating, we are looking to establish a base level of interest so we can calculate the most correct cost projections possible. To those ends, please fill out Action 15-01 EVEN IF YOU ARE A CURRENT TELEFORMS USER and return by February 20th. [Memo will be available at DA meeting or put in delivery for any libraries unable to attend]

   2. Appendix A (attached to action memo)– price current users of this service will pay if no additional libraries go on. This price represents either a likely (for libraries currently using service), or potential (for libraries similarly sized) cost for the service for the coming year.

   3. Appendix B (attached to action memo) – price each library would pay if all libraries elected to use the teleforms service. This represents the LOWEST possible price any given library might pay.

   To assist you in making this decision, I'm happy to answer any teleforms questions you might have. I'll also be providing a quick demo of the teleforms service at the DA meeting.

   In future years, we intend to have a teleforms enrollment window toward the beginning of the year where libraries may go onto or off of the service.

IT/Technology

4. **Aerohive Devices? I had this item in my DA report last month. I'm duplicating due to the DA cancellation. On March 20ᵗʰ, I will proceed with any purchase requests received. The next purchase window will likely be December of this year.**

   Last year around this time, we asked if libraries were interested in wireless access points that kept session statistics. We are again attempting a group buy on these devices. Initial price is: $515. With a bulk order we hope to lower this amount. Please contact rdrake@midhudson.org if you are interested. Note the relevant details below.

   1. VERY IMPORTANT - After five years the licensing on these devices expires. At this point they will cease to work and must be replaced.

   2. Captive Portal allows you to force patrons to approve your wireless access policy before being given access to the wireless network.

   3. Cloud Manager frees you from managing router settings by allowing MHLS to modify this policy and other wireless settings remotely on your behalf. It also enables the other features below.

   4. Easy Replacement – Since policies are backed up externally from the router, if a wireless access point goes down, a new one can be shipped and plugged in. It can then have the same policies as the previous router pushed down – no additional support is required to configure the device. As part of the expected deal, replacement would be guaranteed for 5 years.

   5. Multiple networks – any single router can host multiple networks each with separate policy, for example a public network with a captive portal that is only available 9am – 5pm, and a separate staff network without a captive portal, available always.

   6. Improved reporting – improved statistics gathering is built into the devices. We can use this to provide you with your monthly wireless session account – statistic being asked in the annual report.

5. **White Space:** You may or may not have seen the following email passed along by the state library. Short summary is a proposal to support community wireless. [This project is NOT free or cheaper bandwidth – indeed there is a minimum bandwidth requirement to participate]

   Partially edited State Email below:

   TV WhiteSpace (TVWS) refers to the unused broadcasting frequencies in the wireless spectrum. Television networks leave gaps between channels for buffering purposes. This space in the wireless spectrum is similar to what is used for 4G. It is free public spectrum, openly available, and can be used to deliver widespread broadband internet in daily service of community, civic, educational, economic, cultural and health goals, and also to support disaster response.

Librarians wishing to learn more are asked to register an initial statement of interest at https://www.surveymonkey.com/s/LZ23H5L . Registering interest carries no commitment and serves solely to establish communication among interested librarians as additional information about the project unfolds in the weeks ahead.

For more information, contact COSLA Executive Director Timothy Cherubini, tcherubini@cosla.org , (859) 514 9826.

Sierra/ILS

6. **Sierra Q&A Webinar:** Automation Coordinator Thomas O'Connell will offer his second lunchtime webinar of training and Q&A on Friday March 27th at noon. March's discussion will be an *'open floor'* to any Sierra questions you might have. The session will take place via a Goto Meeting session and last about 45 minutes. There is a 15 person attendance limit, so register on at calendar.midhudson.org if you'd like to attend.

If you have ideas about topics you would like to see covered in potential future sessions, please contact Thomas at toconnell@midhudson.org or call him at (845) 471-6060, ext. 221.