

Consultant Reports
MHLS Director's Association
Meeting of Tuesday June 4, 2015

Merribeth Advocate, Assistant Director

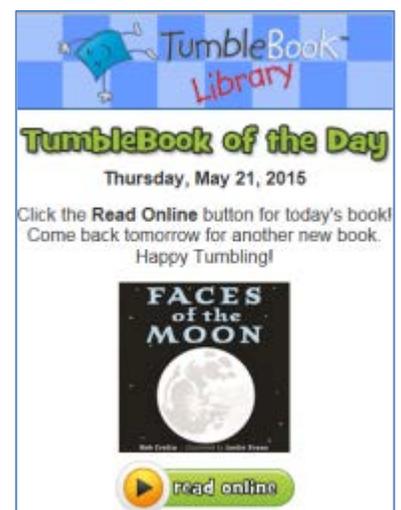
1. Upcoming workshops that will help to increase circulation:

- a. **The Weeding Workshop You Have Been Waiting For! Weeding for Packrats, "Would"-chucks, and the Rest of Us: *Effective Weeding for Increasing Circulation*.** In this interactive workshop, you'll learn to: Overcome your reluctance to weed; Establish practices for keeping up with weeding; Make informed decisions about each item in your collection; Judiciously dispose of weeded items
 - i. June 2 at MHLS from 12:30pm-2:30pm (after the DA meeting)
 - ii. June 3 at Saugerties from 10am-12pm.
- b. **Collection Development Through OverDrive – Best Practices for Increasing Digital Circulation.** In this workshop you will learn the easiest and most productive ways to use OverDrive Marketplace to get the digital titles your patrons are asking for, and also learn how to engage your eBook readers that are not currently using OverDrive.
 - i. July 14 at MHLS from 12:30pm-2:30pm (after the DA meeting)
 - ii. July 20 at Saugerties from 10am-12pm.
- c. **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. TumbleBook-Of-The-Day:

- a. TumbleBooks has just launched TumbleBook-Of-The-Day which is available for free, and makes a new book appear every day on your library website. Here is the embed link to add to your library website:
<embed src="http://daily.tumblebooks.com" width="332" height="490" />
- b. Since every MHLS library is a TumbleBooks subscriber, this new feature is a great way to direct your patrons to your collection, so make sure to add an icon below saying "Click Here for TumbleBooks". Several icons with that message, along with other TumbleBook graphics and promotional bookmark templates are available at <http://tinyurl.com/lbyggnc>. Contact MHLS Tech Support for assistance if you have a website through MHLS.



3. **Advisory Committee Rotations:** A reminder that half of the members in each of the advisory committees have a term ending December 2015, and your county directors association should have this in mind. The full list of committee members and terms is attached.
4. **OverDrive:**
 - a. **Big Library Read, June 9–23:** As we have done several times before, all MHLS libraries will be participating in the next worldwide OverDrive Big Library Read, featuring *“Eyes on You” A Novel of Suspense by Kate White*. During this period the eBook and eAudiobook will be available for every patron that wishes to read it—no holds, no waitlists. By participating in the Big Library Read, we are joining a global movement of passionate readers and library patrons who support the availability of eBooks at libraries.
 - b. **SYNC Program – free YA eAudiobooks All Summer Long!** OverDrive is proud to partner with the SYNC program, which offers two YA eAudiobooks each week that users can keep - a current young adult title along with a thematically paired classic or required summer reading title. Sign up for email or text alerts and be first to know when new titles are available to download at www.audiobooksync.com. This year’s program includes classics like *Great Expectations*, *Dracula*, *The Adventures of Huckleberry Finn* and *Around the World in Eighty Days* as well as popular current titles by Kami Garcia, Terry Pratchett and many others. The selections are designed to pair perfectly with school and library summer reading programs but audiobook lovers of all ages are sure to love them as well. A toolkit with posters, graphics and more to promote the program is available at <http://www.audiobooksync.com/tool-kit/>
 - c. **Summer Promo Pack:** This is just one of the seasonal promotional marketing kits free to you from OverDrive. It includes print-ready materials, web and social media graphics for promoting your eBook & eAudiobooks. Available at <http://partners.overdrive.com/marketing-outreach/libraries/promotional-resources/seasonal-promotion/>
5. **Fall Into Books 17th Annual Children’s and Teen Literature Conference:**
 - a. Early Bird reduced price registrations must be **postmarked by July 25**. The Conference will take place on October 9 at the Ramada in Fishkill. Author/Illustrator Brian Floca <http://www.brianfloca.com/> is the speaker this year. Information and registration at <http://midhudson.org/topics/professional-development-continuing-education/fall-into-books/>.
 - b. This annual event is sponsored by MHLS, RCLS, and the following BOCES School Library Systems: Dutchess, Orange-Ulster, Rockland, Sullivan, Ulster. This year, 4 of the discussion groups will be facilitated by staff from MHLS libraries! (JoAnn DiSalvo from Beekman Library; Cheryl Harlan & Fran Harrison from Mahopac Library; Kristin Charles-Scaringi from Kingston Library; Nicole Curcio from Pawling Library; Nicole Guenkel from PPLD).
6. **Summer Reading:**
 - a. **Promotional Videos for your Website:** *Summer Reading at New York Libraries “Every Hero Has a Story”* promotional videos are now available for viewing and download at <http://www.summerreadingnys.org/librarians-educators/le-kids-video-audio/>. Videos can be embedded on your website by copying the code in the box following the video or visit the YouTube page for each video for more options. Contact MHLS Tech Support for assistance if you have a website through MHLS.
 - b. **Online Summer Reading Registration Tools: Your Choice of Summer Reader or Wandoo Reader from Evanced Solutions:**
 - i. Since 2010, the New York State Library has paid for all NY public libraries to have the online summer reading registration tool, Summer Reader, provided by Evanced Solutions. All MHLS libraries have Summer Reader accounts. Starting in 2015, the State Library is offering all NY

public libraries the choice of using Summer Reader or Wandoo Reader, a new online registration tool – **you can have one or the other.**

- ii. Summer Reader and Wandoo Reader are online tools that allow children, teens, and adults to track their reading, monitor the prizes they have won, write reviews, and much more. Both can be customized by libraries to allow them to manage summer reading programs, give additional prizes, add news individualized to each library, and much more.



The children’s version of Wandoo Reader features an interactive game that tracks books read by the player in order to progress through the game. Both Summer Reader and Wandoo Reader can be used year-round for other public library reading-based programs.

- iii. **If you want to use Wandoo Reader**, and have not yet signed up for the trial, do so now at <http://www.nysl.nysed.gov/libdev/summer/smreader>. If you have signed up for the Wandoo Reader trial, your trial instance turns into the “real” copy on May 26. Evanced will contact you to confirm you want Wandoo Reader and thus cancel your Summer Reader account.

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

1. **Help Shape Public Library Trustee Education in New York State!** We are asking for your help with a statewide effort to create a standardized trustee education framework through the public library systems in New York. We are seeking input from library directors and member library trustees through a survey that is due on June 15th: <http://bit.ly/HATSsurvey> Thank you, in advance, for your assistance with this effort.

Below is an announcement you may share with your trustees:

A big part of what makes New York’s libraries strong are the **citizen boards** that govern them. Neighbors helping neighbors. However, with increasing regulations, the tax cap and rapid changes in our society related to technology, economics, education and the environment – public library trustees have never had more to contend with.

A team of public library system staff has been formed to develop a **consistent trustee education framework to facilitate knowledge creation amongst public library trustees** in New York. The team, *Helping All Trustees Succeed in New York State (HATS)**, is working through New York State Library’s ILEAD USA** program. Through that program the team identified their primary target audience – they will focus on **public library system staff** who would organize and facilitate educational sessions for trustees in their region. Our goal is to increase the confidence of system staff to provide regional trustee education.

Issue

HATS recognizes that many in the New York Library Community have a stake in trustee education. *The team is clear that the curriculum included in the education framework we plan to develop for System staff will be stronger with input from key community stakeholders.* Stakeholder groups include:

- The Public Library Systems (PULISDO)
- New York State Library (NYSL)
- Library Trustee Association of New York (LTA)
- New York Library Association (NYLA)

- Public Library Directors (PLS + beyond)

The team firmly believes in **tapping into the collective wisdom** in the New York Library Community and will be working to collect feedback from all stakeholders.

To that end, the team has developed a **survey to collect input from stakeholders from around New York State**. The goal of this survey is to gain a general understanding of trustees' confidence level in board related topics, preferences in receiving information, and limitations in the area of trustee education.

Input will help shape the next step in this project; please answer as honestly as possible. All responses are anonymous.

Action: Please fill out the survey found at <http://bit.ly/HATSSurvey>

Deadline: Monday, June 15th

2. Local Library Votes

- Post-Vote Survey:** After your budget vote please expect to see an email from me or MHLS Marketing & Program Assistant Kerstin Cruger asking four easy questions about your vote related to the outcome and the tax cap. This data helps us spot trends and is useful for planning at the System level. Thanks for your help!
- 414 Libraries:** At this point in the year you should be engaged in or on the eve of your petition drive. *"Rules for Filing Petitions"* are attached to this report. Let me know if you have any questions.
- So Far in 2015:** School District Public Libraries, Municipal and Association libraries using the 259 School District Ballot option, and a few Special District Libraries have already held their budget votes this year. Results, as reported to MHLS, are available at http://vote.midhudson.org/?page_id=24
 - Bravo to the **Julia L. Butterfield Memorial Library in Cold Spring** for going out for a public vote through their school district with success! This is their first vote since the infamous lawsuit over their 414 vote so this was a big deal for them!

- Survey of MHLS area Friends Groups:** We will once again be conducting a survey of member library Friends Groups, this will be in the form of an action memo. We'll be issuing this to directors. If you don't have a Friends Group, simply indicate that you do not and you are done. If you do, please work with your Friends' President to complete the survey. The goal is to fresh data we have about the number of active groups, their tax exempt status, membership levels, fundraising activities and developmental issues.

- Trustee Essentials Workshops: **Essential Trustee Duties and Responsibilities** - *Please help get the word out*, statistics show that library directors are the #1 reason trustees learn about this educational opportunity.

Especially for new board members, but open to all. Library board members looking for essential, baseline information to increase their effectiveness in serving on a library board will benefit from attending this session. Attendees will learn effective ways to carry out the nine essential library trustee duties and responsibilities (everything the library board does either falls within one of these duties or is done in support of them).

Saturday, June 13
10:15am – 12:30pm at East Fishkill Community Library
348 Route 376, Hopewell Junction 12533

Tuesday, June 16
5:30 – 8:00pm at Kingston Library
55 Franklin St., Kingston 12401

Wednesday, June 17
10:15am – 12:30pm at Phoenicia Library
48 Main Street, Phoenicia 12464

Friday, June 19
10:15am – 12:30pm at Starr Library
68 West Market St., Rhinebeck 12572

5. Just a reminder that there are many **photo opportunities during your Summer Reading Program for state legislators** and other municipal leaders that may have decision making authority/influence over your funding. Please reach out and invite them in!

6. **State Aid for Public Library Construction Program**
 - a. **Thank you to all directors who filed the Construction Needs Update & Intent to Apply Action Memo. This was the first step to applying for the grant this year.**

 - b. **For those applying:**
 - i. You will want to attend the upcoming **Construction Grant Technical Assistance Workshop planned for Thursday, June 18th from 10:00am-12:00pm in the MHLS Auditorium.** This workshop is designed to help those applying this year, if you have never applied before, or have not applied through the online application process before, please consider this workshop mandatory, you'll thank me later!
 - ii. **A new MHLS resource page supporting this grant program has been created:**
<http://midhudson.org/nysconstructiongrant/> A recording of the 4.24.15 webinar, "Introduction to the State Aid for Public Library Construction Grant Program" is available on this site.
 - iii. **Timeline for Applicants:**
 1. June 1: Online Application Available (tentative)
 2. June 18: Technical Assistance workshop @MHLS
 3. August 5: Grant Application Deadline
 4. September 16: MHLS Board of Trustees Meeting where award recommendations should be finalized
 5. October 1: Application finalization and submission to the NYS Division of Library Development (aka "the System deadline")
 6. May/June 2016: Notification of Award from State Librarian

7. July 2016: 90% of award paid out

7. Save the Dates:

- a. **New Directors Roundtable:** Our next meeting will be after the September 2nd DA meeting.
- b. **Leadership Circle:** Our next meeting will be after the October 6th DA meeting. Jim Cosgrove will join me as a co-presenter. Our topic will be “Diagnosing Your Library’s Organizational Culture.”
- c. **The Future of Programming Summit:** Thursday, September 24th @MHLS
- d. **Removing Barriers Mini-Conference with keynote speaker Aaron Schmidt**
[<http://www.walkingpaper.org/>] **and a panel discussion with Participants in the Increasing Circulation Incubator Project:** Wednesday, November 18th

8. NYLA Sustainability Initiative Retreat - Applications are Now Open:

**Sustainable, Resilient, Regenerative
A Strategy for the Future of New York's Libraries
NYLA Sustainability Initiative Retreat**

Libraries are increasingly faced with economic challenges, environmental uncertainty and disruptive obstacles to fulfilling our mission to provide equitable access to library services. How will New York Libraries respond?

In 2014, the NYLA Council passed their [Resolution on the Importance of Sustainable Libraries](#) - recognizing the need to promote the important role libraries can play in larger community conversations about resiliency, climate change and a sustainable future for the communities that we serve. But what does this actually look like? What does it look like when libraries make “sustainable decisions”? What activities will promote “sustainable thinking” in libraries?

NYLA will be providing a select group of New York's library leaders with the time and space to articulate the way libraries will adapt to our changing world through our "Sustainability Initiative Retreat" where we will become co-creators in shaping strategies that ensure our libraries remain vital, are able to rebound from disruption and provide on-going value to the communities they serve.

Are you the right leader for the task at hand? To learn more and to apply: <http://bit.ly/1Q17SIC>

9. If you are a member of the American Library Association (ALA) I'd like to encourage you to attend the **ALA Virtual Membership Meeting** on June 4 from 1:30-2:30pm. The Sustainability Roundtable of ALA will be proposing their very first resolution “*On the Importance of Sustainable Libraries.*” This will be the first time in ALA’s history that a resolution will be considered during the virtual membership meeting. To register and to learn more please visit: <http://www.ala.org/sustainrt/home>

Filing Your Petitions

These are the rules for filing your petitions from the NYS Board of Elections.

§6215.1 Rules for filing designating and nominating petitions.

- a. The sheets of a petition shall be numbered sequentially at the foot of each sheet.
- b. All petitions containing ten or more sheets shall be accompanied by a cover sheet.
- c. Any two or more petition sheets shall be securely fastened together by any means which will hold the pages together in numerical order.
 1. The easiest way to do this is to get a double hole punch, punch the double holes at the top of the petitions and then fasten them together with a prong fastener as shown below



- d. Petition sheets may be fastened together to form one or more volumes.
- e. Individual volumes of a petition shall be filed in the following manner:
 1. **After preparing the bound petitions, the Library delivers the petitions to your local Town Clerk.**
 2. **Also provide a copy of the library board resolution authorizing the vote.**

§6215.2 Cover Sheets

- a. A cover sheet shall contain the following information:
 1. **The name of the ballot initiative (_____ Library Budget Proposal).**
 2. **The actual proposal:**

"SHALL THE ANNUAL CONTRIBUTION OF THE TOWN OF _____ FOR THE OPERATING BUDGET OF THE _____ LIBRARY BE INCREASED BY NINETY NINE THOUSAND, SEVEN HUNDRED AND TWENTY DOLLARS (\$99,720) TO THE SUM OF SIX HUNDRED AND NINETY NINE THOUSAND DOLLARS (\$699,000) ANNUALLY?"
 3. **Address of the Library**
 4. **Volume Number Designation (typically you will only have one volume)**
 5. **Total Number of Volumes in Petition (typically you will only have one volume)**
 6. **The following language:**
 - a. **The petition contains the number, or in excess of the number, of valid signatures required by State Education Law.**
 7. **Contact Person to Correct Deficiencies (this should be the President of your board—as long as she or he lives in the service area—or a board officer who does live in the service area)**
 - a. **Name**

- b. **Address**
 - c. **Phone**
 - d. **Fax (if you want notice sent by face)**
8. **The following language:**
- a. **I hereby authorize that notice of any determination made by the Board of Elections be transmitted to the person named above.**
 - b. **Signature of Board President**

Cover Letter to Town Clerk

It is essential for you to also submit a letter to the Town Clerk asking her or him to submit the proposal on the library's behalf to the local board of elections.

Here is a sample of a letter which can also be found in Inch by Inch

August 1, 1995

Ms. Susan Adams
Town Clerk
Town of Weston
Town Hall
Weston, New York 11111

Dear Ms. Adams:

Enclosed please find a certified copy of a resolution adopted by the Board of Trustees of the Weston Town Library together with an original petition consisting of 49 pages and containing 473 signatures asking that the following question be placed on the ballot and voted on at the next general of the Town of Weston:

SHALL THE ANNUAL CONTRIBUTION OF THE TOWN OF WESTON FOR THE OPERATING BUDGET OF THE WESTON TOWN LIBRARY BE INCREASED BY TWELVE THOUSAND (\$12,000.00) DOLLARS TO THE SUM OF TWO HUNDRED THOUSAND (\$200,000.00) DOLLARS ANNUALLY.

Pursuant to NYS. Election §4-108, please transmit a certified copy of the text of this ballot proposal and a statement of the form in which it is to be submitted to each appropriate Board of Elections within the time limits set forth by law.

Please note that pursuant to NYS. Education Law §259(1), "due public notice" of this proposed action must be given prior to the election.

Thank you for your assistance. If we need to do anything further to place this question before the voters at the next general election, please advise.

Very truly yours,
Kathleen Baker

(NOTE: THIS SAMPLE LETTER IS FOR USE WHEN SUBMITTING A BUDGET VOTE TO THE VOTERS OF A TOWN. IN OTHER MUNICIPALITIES, THIS LETTER WOULD BE ADDRESSED TO THE APPROPRIATE MUNICIPAL OFFICIAL)

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, Gerry Formby, 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.

IT/Technology Research, Programming, News

2. **Highlighting Public-Facing Technologies:** As with last month, I'm requesting libraries send me along interesting using of technology I might highlight at the DA meeting.
3. **MIFI:** 'MiFi' devices are wireless routers that acts as mobile Wi-Fi hotspot by connecting to a cellular network. Historically these have required data plans just like smart phones, however various pre-paid options have been become available.

Verizon's Jetpack plans, for example, allow for as little as \$15 for a week.

<http://www.verizonwireless.com/prepaid/prepaid-jetpack>

By taking these devices into the field, you can connect your laptop to the mifi device in order to help run a program outdoors, potentially setup up library cards at a fair, or otherwise help provide internet access where its limited. Do note, because these devices connect to a cellular network, they connection is similar to that of a phone. Not all locations are created equal.

Sierra/ILS

4. **Sierra Q&A Webinar:** Automation Coordinator Thomas O'Connell will offer his third lunchtime webinar of training and Q&A on Wednesday June 25th at noon. The topic will be "Data entry followup" since this will take place after the data entry trainings given the prior weeks. As always, 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 our calendar 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.

5. **Sierra Recorded Trainings:** A recorded Create List 2 training has been added to the knowledge base. If anyone has recommendations on further webinars they'd like to see, please recommend them either myself or Thomas O'Connell – rdrake@midhudson.org | toconnell@midhudson.org
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MHLS Committee Membership 2015

		Columbia	Dutchess	Greene	Putnam	Ulster
ADVISORY COMMITTEES	Central Library / Collection Development	Emily Chameides '17	Casey Conlin '17 Julie Spann '15	Sue Ray '15	Kathleen McLaughlin '15	Margie Menard '17 John Giralico '15
	Continuing Education / Professional Development	Vicki Kurashige '17	Rhiannon Leo '17 Laura Stein '15	Candace Begley '15	Jen McCreery '17	John Georghiou '17 Tracey Pause '15
	Marketing	Jeanne Bogino '15	Sarah Potwin '17 Lorraine Rothman '15	Barbara Flach '15	Gillian Thorpe '17	Kara Lustiber '17 Jody Ford '15
	Resource Sharing	AnnaLee Giraldo '17	Stephanie Harrison '17 Daniela Pulice '15	Linda Deubert '15	Jeanne Buck '17	Katie Scott-Childress '17 Julie Dempsey '15
	System Services	Julie DeLisle '15 Karen Garafalo '17	Gloria Goverman '15 Carol Rodriguez '17	Linda Deubert '15 Debra Kamecke '17	Patti Haar '15 Gillian Thorpe '17	Julie Dempsey '15 Frank Rees '17
	Chairs of County Directors Groups	Julie DeLisle	Carol Rodriguez	Sue Ray	Carol Donick	Julie Dempsey