

Consultant Reports
MHLS Director's Association
Meeting of Tuesday, July 14, 2015

Merribeth Advocate, Assistant Director

1. Upcoming workshops that will help to increase circulation:

a. Collection Development Through OverDrive – Best Practices for Increasing Digital Circulation.

- i. Many MHLS libraries are selecting and purchasing eBook & eAudiobooks for the shared OverDrive collection - all libraries are eligible to have their own account to do so. This workshop is designed for current content selectors and library staff who would like to start.
- ii. The workshop will cover: Selection tips and tricks to choose items you can be sure will circulate, and get the biggest return for your dollar; The easiest & most productive ways to shop OverDrive and get the digital titles your patrons are asking for; How to engage eBook readers in your community who are not currently using the library's digital collection; How your digital collection provides outreach support to your community

1. July 14 at MHLS from 12:30pm-2:30pm (after the DA meeting)
2. July 20 at Saugerties from 10am-12pm.

- iii. Outreach Mini-Grant: All libraries that attend the 2015 'Collection Development Through OverDrive' workshop are will be reimbursed up to \$100 per library (based on actual receipts) for OverDrive purchases made from their own library account after the workshop and prior to August 31, 2015. Use the form available at <http://tinyurl.com/pkgkoh4> to submit the receipt. The form must be received at MHLS by September 10, 2015.

b. 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)



Handbook for Library Trustees of New York State: A total of 47 trustees, representing 30 MHLS member libraries, attended the MHLS Essential Trustee Duties & Responsibilities spring sessions. This training will be offered again in the fall. Each received a copy of the Handbook for Library Trustees of New York State. If your trustees do not already have print copies of the current version (2010 Edition), send me an email which includes the number you need and I'll send them to you (there is no charge for these complementary copies provided by MHLS).

2. Summer Reading Reporting:

- a. **All libraries** are required by NYS to provide a Summer Reading Program Final Report. Not sure what statistics to record? A preview of the report is available at http://da.midhudson.org/wp-content/uploads/2014/01/SRP_FinalReport_2015questions.pdf. Please pass this on to your Summer Reading programmers. This report will help your library collect information needed for member library Annual Reports as well as provide NYS with important feedback about public library Summer Reading programs. During the last week in July MHLS will provide information on how to access the Summer Reading Program online report form. Reminder: NYS considers any program that takes place during the summer months to be a "Summer Reading Program".

- b. **MHLS libraries that received MHLS Inquiry Based Programming for Families Summer Reading Mini Grants** – final reports are due July 15.
 - c. **MHLS libraries that received MHLS Expanding Adult Literacy through Digital and/or Arts Programming MHLS Summer Reading Mini Grants** – final reports are due August 14.
3. **Book Display Newsletter for staff:** Info about this great resource below. Staff can sign up directly at <https://www.surveymonkey.com/r/BookDisplayIdeas> to receive the Book Display Ideas monthly e-newsletter.

Book Display Ideas Newsletter - from NextReads

Although most NextReads newsletters are written for patrons, there's one that's specially crafted for all of the awesome librarians out there: Book Display Ideas. Why? Because we like you... And because we value your time and know it can be both time-consuming and tough to come up with fresh ideas month after month, year after year.

With this newsletter, we leave the easy pickings alone (we don't need to tell you to display Christmas books at Christmas, though we might suggest a "Christmas in July" theme in July). Our goal is to either put a new spin on a regular holiday, such as highlighting books about hats for a nontraditional Easter bonnet display, or find anniversaries and celebrations that could work as a theme (examples from recent newsletters include: "Previous ALA Youth Media Award Winners," in anticipation of this year's January ceremony; "Australian Novelists," in honor of Australia Day; "Prohibition," to celebrate the 80th anniversary of the repealing of the 18th Amendment; and "time in the title," to mark Daylight Savings Time on March 9). We look for interesting topics that have actually had books written about them as well as ones that will appeal to a broad array of people.

Each month, the newsletter contains three display ideas, with four book examples each. Each section lists an age range (juvenile, adult, or all ages) and notes if the books are fiction or nonfiction or a combination -- but these are really suggestions and implementation can vary depending on what librarians need that month. Along with the books we list for each theme, we also offer either subject headings or search strategies to help find librarians easily find more books to fill out the display.

The way we come up with ideas is probably pretty similar to what you do yourself (checking reference resources, websites, library catalogs, etc.), except the ideas in the newsletter have been parsed for you and come straight to your inbox! Now you don't have to spend a lot of time reviewing various sources, because we provide options for you. In fact, just in case our main ideas don't work for you, we always include a "Still looking for ideas?" section at the end of each newsletter that offers more suggestions.

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

1. **FOIL Requests:** FOIL = Freedom of Information Law, a New York State Law that applies to all public libraries (municipal, school district public libraries and special district public libraries) but, technically, not association libraries.
 - a. Those libraries in compliance with FOIL are required to have a policy that outlines how to respond to a Freedom of Information Law (FOIL) request. Check out pages 3-9 of **Your Right to Know**: <http://www.dos.state.ny.us/coog/pdfs/right2know.pdf> for FOIL details.
 - i. Sample policies and development questions are available on the MHLS web site: <http://midhudson.org/topics/director-resources/policies/>
 - b. **Association libraries** are generally not subject to FOIL. However, association libraries can choose to voluntarily comply with FOIL, and indicate that when replying to a request, particularly if they receive significant public funding. For more information about FOIL, visit the NYS Committee on Open government: <http://www.dos.ny.gov/coog/foil2.html>
 - c. **"Shotgun" FOIL Requests:** Recently a number of libraries throughout NYS received what is referred to as a "shotgun" FOIL request from a Florida based company (SmartProcure). **Robert Freeman, Chair of the NYS Committee on Open Government**, which oversees FOIL in NY, has provided the following guidance to help deal with the SmartProcure request:
 - i. "First, in discussing the request with several of you, the phrases "line item details" and others are not familiar to many New Yorkers. If you don't know what they mean, you can't effectively respond, and it can be indicated in those instances that those portions of the request do not "reasonably describe" the records sought as required by section 89(3)(a) of FOIL.
 - ii. Second, FOIL pertains to existing records. In some instances, towns and other government agencies do not maintain records electronically that include each of the items that were requested. If that is so, if the town does not maintain the items requested in the form or format that has been there would be no obligation to create a new record that contains each of those items.
 - iii. Third, the request covers a substantial period of time, more than 5 years. During that time, some towns have moved from paper based filing systems to electronic information systems. It is possible, therefore, that the information sought might have been stored electronically during the past three years, but that equivalent information kept earlier exists on paper. Insofar as the data can be extracted or generated and sent via email with reasonable effort and includes information that is clearly available under FOIL, the request should be honored.
 - iv. Fourth, although most purchase orders relate to private companies, some might involve town officers or employees concerning travel, health benefits or other matters in which there may be purchases or payments. In some of those instances, there may be a home address or a social security number included in the records. When that so, those items may be withheld on the ground that disclosure would result in "an unwarranted invasion of personal privacy." From there, if the records are maintained electronically, the question is whether those items are maintained in a field that can be redacted prior to disclosure of the remainder of the record. If that can be accomplished with reasonable

effort, an agency is required to do so. Otherwise the requester can be informed that the records include items that may properly be withheld, and that those items cannot be redacted, deleted or removed with reasonable effort and that, therefore, the request can be rejected."

2. Bullet Aid Awarded: On June 25th the NYS Senate passed a resolution itemizing "grantees for certain appropriations in the 2015-2016 state fiscal year." These funds have been alternately referred to as member items, bullet aid and special legislative grants. Most libraries have been notified by their Senator if they are receiving a grant in the coming cycle. From the resolution language [<http://open.nysenate.gov/legislation/bill/R3050-2015>] we have identified the following libraries as those targeted for aid this year:

a. Amenia Free Library	2,000
b. Howland Public Library	6,000
c. Beekman Library	2,500
d. Reed Memorial Library	5,000
e. Blodgett Memorial Library (Fishkill)	4,000
f. Brewster Public Library	7,500
g. Canaan Branch, Chatham Public Library	2,000
h. Chatham Public Library	2,000
i. Claverack Free Library and Reading Room Association	2,000
j. Clinton Community Library	2,000
k. Julia L. Butterfield Memorial Library	2,000
l. Heermance Memorial Library	10,000
m. Dover Plains Library	3,000
n. East Fishkill Community Library	6,000
o. Alice Curtis Desmond & Hamilton Fish Library	3,000
p. Germantown Library	2,000
q. Roeliff Jansen Community Library Association	2,000
r. Hudson Area Association Library	2,000
s. Hurley Library District	10,000
t. Hyde Park Free Library	5,000
u. Kent Public Library	4,000
v. Kinderhook Memorial Library	2,000
w. LaGrange Association Library	5,000
x. Livingston Free Library	2,000
y. Mahopac Public Library	10,000
z. Marlboro Free Library	10,000
aa. Millbrook Free Library	2,000
bb. Sarah Hull Hallock Free Library (Milton)	10,000
cc. New Lebanon Library	10,000
dd. Elting Memorial Library (New Paltz)	5,000
ee. North Chatham Free Library	2,000
ff. North East- Millerton Library	1,500
gg. Olive Free Library Association	3,500

hh. * Patterson Library	2,500 (*as usual, we are not sure which Patterson Library, it may or may not be yours Patti!)
ii. Pawling Free Library	5,000
jj. Philmont Public Library	2,000
kk. Phoenicia Library	3,500
ll. Morton Memorial Library	5,000
mm. Pine Plains Free Library	2,000
nn. Plattekill Public Library	10,000
oo. Pleasant Valley Free Library	3,000
pp. Poughkeepsie Library District	6,000
qq. Putnam Valley Free Library	4,000
rr. Red Hook Public Library	4,000
ss. Starr Institute (Rhinebeck)	2,000
tt. Morton Memorial Library & Community House(Rhinecliff)	4,000
uu. Rosendale Library	5,000
vv. Saugerties Public Library	10,000
ww. Staatsburg Library	1,500
xx. Stanford Free Library	2,000
yy. Stone Ridge Public Library	8,000
zz. Tivoli Free Library	2,000
aaa. Town of Ulster Public Library	2,000
bbb. Valatie Free Library	6,000
ccc. Grinnell Library Association (Wappingers)	4,000
ddd. West Hurley Public Library	10,000

3. What is M/WBE?: State Aid for Public Library Construction Program - New this year to the State Aid for Public Library Construction Grant Program is the requirement for those libraries receiving grant awards above a certain amount* to comply with the Minority and Women Business Enterprises (M/WBE) effort in New York State as outlined in Executive Order No. 8, passed in 2011. The State Education Department's office for M/WBE is overseeing the overlay of M/WBE requirements to the grant program. Starting in this next grant cycle those libraries awarded funds through the State Aid for Public Library Construction Grant program that are *equal to or above \$25,000 will need to expend 30% of their grant funds with minority-owned or women-owned businesses that are registered with NYS: <https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>

4. 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

5. **Two MHLS Member Library Directors Chosen for the NYLA Sustainability Initiative Retreat!** Congratulations to Erica Freudenberger, director of the Red Hook Public Library and Sarah Potwin, director of the LaGrange Association Library! They have both been selected to participate in the New York Library Association's Sustainability Initiative. Erica and Sarah will join 20 other library leaders from around the state in September at the Carey Institute for Global Good to participate as "co-creators" at **Sustainable, Resilient, Regenerative - A Strategy for the Future of New York's Libraries: NYLA Sustainability Initiative Retreat** To learn more: <http://bit.ly/1Q17SIC>

6. **The Resolution on the Importance of Sustainable Libraries** passed overwhelmingly by the American Library Association (ALA) Council on June 28, 2015:

Resolution on the Importance of Sustainable Libraries

Whereas our communities are faced with economic, environmental and societal changes that are of great concern to our quality of life;

Whereas libraries are uniquely positioned and essential to build the capacity of the communities they serve to become sustainable, resilient and regenerative;

Whereas library leaders, and those who inspire future library leaders, have a mandate to ensure future access to economical library services;

Whereas libraries that demonstrate good stewardship of the resources entrusted to them can build community support that leads to sustainable funding;

Whereas the people who work in our libraries and those who access services in our facilities deserve a healthy environment in which to do so;

Whereas the Intergovernmental Panel on Climate Change (IPCC) has determined that: "Human influence on the climate system is clear... Recent climate changes have had widespread impacts on human and natural systems"¹;

Whereas the American Library Association has acknowledged in its 2015 Strategic Plan that "Libraries are widely recognized as key players in economic development, in building strong and vibrant communities, and in sustaining a strong democracy" and launched the ALA Center for Civic Life (CCL) in 2010 in conjunction with the Kettering Foundation to promote community engagement and foster public deliberation through libraries; and

Whereas libraries that demonstrate leadership in making sustainable decisions that positively address climate change, respect and use natural resources, and create healthy indoor and outdoor environments will stabilize and reduce their long-term energy costs, help build more sustainable communities, and thereby increase community support for the library; now, therefore, be it

Resolved, that the American Library Association (ALA) on behalf of its members:

1. recognizes the important and unique role libraries play in wider community conversations about resiliency, climate change, and a sustainable future and begins a new era of thinking sustainably in order to consider the economic, environmental and socially equitable viability of choices made on behalf of the association;

2. enthusiastically encourages activities by itself, its membership, library schools and state associations to be proactive in their application of sustainable thinking in the areas of their facilities, operations, policy, technology, programming, partnerships and library school curricula; and
3. directs the ALA Executive Director to pursue sustainable choices when planning conferences and meetings and to actively promote best practices of sustainability through ALA publications, research and educational opportunities to reach our shared goal of vital, visible and viable libraries for the future.

Robert Drake, Technology Operations Manager

Technology Operations Overview

1. **Change in Sierra Reporting:** After further advisement from System Services, we will be implementing the following notification procedure.
 - A. Upon determination that a system-wide Sierra/Encore issue is present, an email will be sent out to the MHLS-alerts listserv indicating that we are aware of a problem.
 - B. Staff will either initiate or continue working with vendors to resolve the issue.
 - C. If staff receive indication that a resolution will not be in place shortly (>30 minutes), they will post and update an alert message on midhudson.org. Issues that are likely to be resolved within 30 minutes will not have a website alert created.
 - D. Once confirmation is received that a system-wide issue is, or appears to be, resolved, staff will send a follow up email to the MHLS-alerts listserv, indicating both issue resolution and any follow up steps that should be taken (sending along offline circ).

Throughout the process, any and all tickets received will be updated as well.

2. 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.

3. Facebook Advertisements

Facebook Advertisements can be an economical way to provide greater exposure to your programming. There are a variety of different types of advertisements, but potentially the most effective for libraries is 'boosting a post'.

"I like boosting the FB posts a lot. A normal post's reach for us, without a boost, might top out at 300 if it got picked up by the little local news FB page. I don't know what the other legitimate avenues for advertising / getting the word out are. FB seems like the most robust thing after a local newspaper, which we don't have any more, and it's not that expensive."

Learn More About Boosting a post: <https://www.facebook.com/help/347839548598012>

Other information on Facebook Advertisement:

<https://www.facebook.com/ads/manager/creation/creation/>

If anyone is interested in help using facebook advertisements, feel free to contact techsupport@midhudson.org

4. **Annual Report Data is posted:** The collated 2014 Member Library Annual Reports are now available at <http://midhudson.org/topics/statistics-research/annual-report/>. This same section can be found by going to the midhudson.org main page the navigated to Topics->Statistics & Research->Member Library Annual Report Statistics.

Sierra/ILS

5. Sierra Q&A Webinar

Automation Coordinator Thomas O'Connell will offer his usual lunchtime webinar of training and Q&A on Wednesday July 22nd at noon. The session will take place via a GotoMeeting session and last about 45 minutes. The topic will be patron data entry. 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.

6. **Sierra Data Entry: Spring Cleaning:** A total of 89 library staff, representing 60 libraries attended the Sierra Data Entry: Spring Cleaning workshop, designed to ensure the accuracy and efficiency of the shared Sierra database .

- The PowerPoint from the session is available upon request to Thomas O'Connell, MHLS Automation Coordinator (toconnell@midhudson.org)
- If you missed the training, or would like a refresher, Thomas has created a 1 hour webinar available in the Knowledgebase at <http://kb.midhudson.org/data-entry>. If you need help accessing the Knowledgebase, techsupport@midhudson.org can assist you with your username and password.