Consultant Reports
MHLS Directors Association
Meeting of Tuesday, February 7, 2017

Merribeth Advocate, Assistant Director

Administration

1. **Annual Reports due Feb 17**
   a. The 2016 Annual Report is due from each member library to MHLS on February 17, 2017. At https://midhudson.org/mhls-tips-for-completing-the-2016-annual-report/ we are posting 'MHLS Tips for Member Libraries for Completing the 2016 Annual Report'. Please contact us if we can be helpful with your report.

Digital Collection Access

2. **OverDrive eBooks & eAudio**
   a. **Patron Suggestion Form**: With the launch of the new Overdrive website, OverDrive did not include the link that goes to the recommendation form we were using. That patron suggest-a-title form at http://midhudson.org/other/suggest_a_title still works and you could link it to your website or send it out in an email. OverDrive is working on adding this back, as soon as their Development Team allows custom links in the footer of the new OverDrive website. They are waiting for final details and confirmation, but will let us know when they hear more from their Website Team.
   b. **Advantage Accounts:**
      i. Offered by OverDrive, this feature gives libraries the ability to offer popular titles exclusively for their patrons. This can be enabled by individual libraries, or by a group with a central purchaser (i.e. counties).
      ii. MHLS studied the impact of member libraries having their own Advantage accounts, and found no impact on either the shared OverDrive or Encore interfaces.
      iii. 3 member libraries have established Advantage accounts.
      iv. MHLS has enabled the Advantage Plus feature that allows individual libraries to opt in to share Advantage titles one year after purchase.
   c. **Monthly Statistics:** Each month MHLS generated usage statistics by library are posted on midhudson.org under Topics (or get there directly at http://midhudson.org/topics/statistics-research/overdrive-usage-statisticsby-library). There you will also see directions for some of the many reports you can run including the report on 'titles that patrons from your library are currently on the waiting list for'. This report can also be run by county.

3. **Zinio eMagazines**
   a. **New Titles:** At http://tinyurl.com/mhls-emag the MHLS Digital Magazine Collection now has over 150 titles! This unique resource is provided with support from New York State, Columbia County Library Association, East Fishkill Public Library District, Poughkeepsie Public Library District, Putnam County Library Association and Ulster County Library Association. New titles include: Animal Tales | Beadwork | Billboard Magazine | Dogster | Easy Decorating Ideas | Fast Company | Guinness World Records 2017 |

Knitting Baby & Beyond | Men's Journal | Mindful | Modern Gardens Magazine | Rolling Stone | Taste of Home Holiday | Today's Quilter | Trout Fisherman | US Weekly | Women's Day – Comfort Food

    b. **New App Delayed**: The release date for the new RBdigital combined app, which will allow users to access OneClickdigital and Zinio for Libraries in one convenient location, has been moved to later in 2017. Recorded Books is in the process of testing the combined app, and will provide as much advance notice as possible for updating logos, marketing pieces, and other such materials.

    c. **Monthly Statistics**: Each month MHLS generated usage statistics, which are collected by library patron barcode range, are posted on midhudson.org under Topics (or get there directly at http://midhudson.org/topics/statistics-research/zino-usage-statistics-by-library .) If you would like more access to the statistics (to see eMagazines your patrons have checked out in a specific time period, or who are the new patrons from your library who have registered with Zinio in a specific time period) contact me to schedule a 20 minute training session on the Zinio admin interface. We can do this over the phone.

Early Literacy

4. **'Early Literacy Storytimes: Intentional Preparation and Execution for Success' workshop Mar 7 at MHLS or Mar 8 at Kingston:**

    a. Presented by Gail Brown, Youth & Family Services Librarian from Voorheesville Public Library, this workshop is to staff from MHLS member libraries that work with children from birth to school entry. *Storytimes have been a beloved staple of library programming and their design and purpose have changed dramatically over the years. Research has proved that the first five years of a child's life are critical for brain and early literacy development. How can enhanced storytimes better prepare children for kindergarten and teach parents/caregivers how to support early literacy development? The "Every Child Ready to Read @ Your Library" initiative developed by ALSC and PLA and the "Ready to Read at New York Libraries" initiative developed by the New York State Education Department stress the impact libraries can have as early literacy professionals. Storytimes are the perfect way to help parents/caregivers nurture early literacy skills and build the foundation for reading and school success. Learn about the early literacy practices and skills and techniques on how to incorporate early literacy asides into intentionally planned thematic storytimes.* Register through the MHLS calendar at http://mid-hudson.evanced.info/signup/calendar.

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

Awareness & Advocacy

1. **Governor Proposes Cuts to Library Aid and State Aid for Public Library Construction:** While the Executive Budget proposal calls for a $1 billion increase to Education spending, the Governor set back library aid and construction aid to 2015 levels, slashing the 2016 4% increase to library aid that allowed MHLS to both **stabilize its budget** and allowed for advancements in the areas of patron notification (**Library Elf**), information technology (Year 1 of the **Aerohive project**), **e-collection development** (350+ new titles for the MHLS Digital Download Collection) as well as resulting in a **$600 credit for all member libraries** to underwrite ILS costs and taking away the additional $5 million for construction aid which meant an **additional $187,695 for construction projects** in our System during the last grant round.

2. *Real People. Real Dollars.* **Real Impact:** Our job over the next month is to tell the story of what library and system services mean in the real world – the real impact our services have on the lives of those we serve to help motivate and mobilize legislators to speak up for a restoration and increase to library aid. To that end MHLS:

   a. Is conducting a major push both internally and via Facebook to **encourage library supporters to use the New York Library Association's Online Advocacy Center** to send a custom message to their legislators and the Governor speaking out against the cuts to library aid. Numbers matter when it comes to online communication. Please help spread the word with the resources provided through the listservs and the MHLS Facebook page.

Become a Library CHAMPION

> Will *you* commit to finding *21 people or more* over the next month to speak up for 21st Century library aid levels and send a message through this interface?
>
> If so, MHLS will be in the lead in what is shaping up to be another year of competition with the other 22 library systems throughout the state! Let's make this happen!!!

   b. Is conducting **targeted outreach efforts to area legislators in key positions**, you may be called upon to write or call your legislator to specifically acknowledge that they have stepped up and can make a difference for us.

   c. Has launched the **Real People. Real Dollars. Campaign**. We ask that at least two libraries from each legislative district in our System step up and help tell a visual story with impact. You can see how many early adopters of this campaign have used this to put a face to the real dollars saved at libraries every year by checking out the posts on the Kinderhook Memorial Library, Kingston Library and Phoenicia Library's Facebook pages. It's a fairly simple idea, to help a patron or family of patrons calculate how much they save by using the library and then using that real world example to spur action by others to speak up for library aid in Albany. Instructions and examples can be found here: https://midhudson.org/real-people-real-dollars/

   d. Will offer an online **Advocacy Day Briefing** through a partnership with the New York Library Association. Join Jeremy, the executive director of NYLA, and myself on Friday, February 17th for a deeper dive into the Governor's proposal, the impact of state funding on libraries and advocacy 101 tips for telling the story in a way that will have an impact.

   e. Is coordinating a contingent of advocates to come to Albany for **Library Advocacy Day in Albany on March 1st.** Advocacy Day is sponsored by NYLA and is an experience every library advocate should have at least once. MHLS staff work to make the day go as smoothly as possible for you.
      i. Transportation with multiple stops along the NYS Thruway is coordinated and bus tickets are subsidized by generous donations from area library's Friends Groups. Tickets this year are at their lowest price point yet: $7

      ii.   Appointments with all MHLS area legislators and their staff are scheduled in advance to ensure face time with people who can influence the outcome of the final budget. MHLS staff are on hand at each meeting to help get things started.

      iii.   Talking points are provided:

         1.   On the MHLS Advocacy Day page:

         2.   At the online Advocacy Day briefing

         3.   On the bus on the way to Albany on March 1

ACTION ITEMS:

a.   Please personally use the NYLA Online Advocacy Center and help others in your organization and community do the same: http://bit.do/supportlibraries

b.   Please consider attending Library Advocacy Day or ensuring someone from your organization or community is in attendance to fight against the proposed cut. Sign up today and help others who love libraries attend as well: https://midhudson.org/library-advocacy-day/

c.   Make use of the Real People. Real Dollars. Campaign, it can help you locally as well as help us tell the story in Albany: https://midhudson.org/real-people-real-dollars/

d.   Call your legislators'' local office and let them know cut is a bad thing for the people of the Hudson Valley: Contact info: http://midhudson.org/topics/sustainable-libraries/advocacy/mhls-legislators/

e.   Invite your legislators to come visit your library!

Consulting & Development Services

3.   **Action Plan Context:** Over the next quarter you will be asked for input on the Action Plan for areas of the MHLS Plan of Service that I am responsible for. The first draft is based heavily on input from the work done over the past few years with all of you. From workshop evaluations, one-on-one conversations, structured feedback from evaluations, consultations with member libraries, the Advisory Committees' work and widespread trend observation both within our System and beyond. The items you see are largely constructed around the premise that *"local supports local."* Library leaders that are good stewards of the public dollars and public trust, who make community centric service and program decisions through community engagement practices will be better positioned to fulfill their missions and obtain sustainable funding. I look forward to the dialogue on the proposed action plan and welcome your input.

4.   **Policy Map Demonstrations Offered at the County Level:** We have been using Policy Map to generate demographic reports at the county and legislative level which are now available here: http://midhudson.org/topics/statistics-research/ under "*Community Profile Reports.*" Our latest work with this product is to generate demographic reports for each library, drawing maps that correlate to each library's legal chartered service area. Once complete, this information can be used by you:

a.   In long-range and strategic planning to help you target goals and outcomes that speak to the population you serve and the issues they face

b.   In grant writing, this data provides great context to justify why you may be applying for a grant for a particular program or service

c.   As context for reports to your municipality or report to the community, tying what you are doing to statistics about your community can strengthen outsiders (and insiders!) understanding of why you do what you do at your library.

ACTION ITEM: We, Kerstin Cruger, MHLS Marketing & Program Assistant, and I are available to come to your county meetings to explain the Policy Map product and provide your individual library reports. We welcome an invitation to your April or May county meeting.

5. **Applicability of the Minimum Wage in public libraries:** In December the Blodgett Memorial Library shared an opinion issued by their lawyer that Special District Public Libraries do not need to comply with the NYS minimum wage. All special district libraries in our system were notified and the opinion was shared with them. However, the opinion did not easily translate to the two other types of public libraries: municipal and school district public libraries. Therefore I have has the NYS Division of Library Development for a written opinion on this issue. They have reached out to the State Education Department's Office of Counsel and we are awaiting their ruling. There is no doubt that the NYS minimum wage applies to association libraries.

6. **New federal Overtime Rules are still in limbo.** Despite the predictions that there would be a ruling on the new overtime rules by January 17th there is no sign of a court decision at this time.

7. **Member Information Updates:** In order to effectively communicate with our members the Mid-Hudson Library System maintains a database of contact information for our member libraries. Once a year we request an update of this information to keep our records accurate. All member library directors will be emailed a custom report containing the current information we have on file. Please check the information provided in these reports and respond to the email with any additions, corrections and/or updates. **All reports were email during the week of January 23** with the subject line: *Request for library information update*. If you have any questions please contact Kerstin Cruger, Marketing & Program Assistant, kcruger@midhudson.org

8. **Libraries Transforming Communities: Models for Change: This is an initiative of the American Library Association (ALA) and National Coalition for Dialogue & Deliberation (NCDD). It seeks to introduce libraries to various dialogue and deliberation approaches, enabling libraries to foster conversation and lead change in communities. Learn more here:** http://www.ala.org/transforminglibraries/libraries-transforming-communities/ltc-models-for-change

Construction

9. Although construction aid is in question this year, MHLS will still proceed with an **assessment of the construction needs of member libraries** in early 2017 to help with advocacy and to help you get in the queue for grants should they become available later this year. This assessment will happen in the form of an action memo which is sent to each member library director in March/April. MHLS Action Memos require response by all libraries.

Professional Development & Training

10. February 17th Advocacy Day Briefing (online)

11. February 28th @Pre-Advocacy Day, Albany
    a. What to Expect From an OSC Audit
    b. Increasing Circulation @Your Library

12. March 4th Trustee Essential Workshop @North Chatham

Robert Drake, Technology Operations Manager

Technology Operations Overview

1. **Ticket System for All Requests, and KnowledgeBase for Sierra Guides and Reports**
   a. 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.
   b. Questions regarding orders, brief records, and other cataloguing issues should be sent to cataloging@midhudson.org .
   c. KB.midhudson.org is our repository for sierra guides and recorded webinars on topics such as create list and monthly reporting. We also provide updated reports on expiring patrons, items with miscataloged prices, and overdrive statistics. The KnowledgeBase is password protected. If you have any trouble accessing it please contact the email above.

Integrated Library System & Cataloging

2. **Sierra Questions Webinar**
   d. Acting Technology Operations Manager Thomas O'Connell will offer his usual lunchtime webinar of training and Q&A on February 22nd at noon. The topic will be patron data entry. The session will take place via a GotoMeeting session and last about 45 minutes. There is a 15 person attendance limit, so register through the MHLS calendar at http://mid-hudson.evanced.info/signup/calendar if you would like to attend.
   e. 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. This session is open to all member library staff members!

3. **Updated Library Location Codes**
   a. The chart now accurately reflects the ref and cr codes which are used by Adriance-Reference and Adriance-Children's Room. User names beginning with ref or cr belong to staff members of Adriance. http://kb.midhudson.org/wp-content/uploads/2013/04/Library-Location-Codes-1.pdf

4. **Items in Repair Report**
   a. Based on conversations held in the January Resource Sharing Meeting, MHLS will now be preparing a report of items with the status of repair twice a year: March and September. This will act as a reminder to restore these items to a circulating status after repair, or discard these items if repair is unfeasible.

Coordinated IT Services

5. **E-rate**
   a. We are once again entering the e-rate application window. An overview of the process can be found here: http://midhudson.org/topics/resource-sharing/technology-operations/e-rate .

b. Please note that internet filtering and an internet security policy are required for e-rate reimbursement. E-ratecentral provides a checklist that can be reviewed around meeting these requirements: http://e-ratecentral.com/CIPA/cipa_checklist.pdf

c. If you have any questions about these feel free to contact toconnell@midhudson.org

6. **Annual Technology Tasks:** If you haven't already, we have a handful of recommended technology tasks to perform annually each year.

   a. Update your technology inventory and other network documentation: Each library should create/update an inventory of their computers, printers, passwords, and software licenses. A sample inventory can be found at: http://midhudson.org/topics/resource-sharing/technology-operations/tech-documentation/

   b. Check Domain Name Renewal: If your library has purchased a domain name for your website, you should check with your registrar if it needs to be renewed in the coming year. If you need assistance with this, MHLS can check when your domain is coming for expiration. I will be sending out reminders for the domains I know about after January 1.

   c. Consider Computer/Equipment Replacement for Coming Year: Mid-Hudson recommends that all libraries follow a five-year replacement schedule for their staff and public computers.