

Consultant Reports
MHLS Directors Association
Meeting of Friday, March 3, 2017

Merribeth Advocate, Assistant Director

Digital Collection Access

1. OverDrive eBooks & eAudio

- a. **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.

2. 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

3. '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. **We are intensely focused on influencing state aid for libraries and state aid for public library construction in the upcoming budget negotiations.** Our current focus is to ensure aid increases are addressed in the One House Budget Bills that will provide the foundation for budget negotiations.
 - a. Library Advocacy Day is March 1 in Albany.
 - b. Virtual Library Advocacy Day is March 1 – if you can't join us in Albany please:
 - i. Call in to your legislators Albany office to make your position on the Governor's proposed cuts clear.
 - ii. Use social media to urge others to call and use the NYLA Online Advocacy Center
 - c. Talking Points:
https://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=1536&MenuKey=advocacy
 - d. Recorded 2017 Advocacy Briefing: <https://www.youtube.com/watch?v=xxRVJYik728&feature=youtu.be>
2. **Real People. Real Dollars. Campaign:** Thank you to all who contributed to the campaign! We collected 70+ photos of people from around the Hudson Valley who have calculated their approximate annual savings to help communicate how critical library services are to Hudson Valley families. This will be made into a poster and social media posts to catch the eye of library advocates and legislators. This campaign is also being piloted statewide this year, thank you for leading the way!
3. **2017 Bullet Aid Prediction:** Senate Finance staff have hinted that the member item/bullet aid program for educational institutions, including public libraries, may make it into the budget again this year. To refresh your memory, this is the program that brought in over \$500,000 to MHLS member libraries last year. While we can't request what doesn't exist at this time, **what should be happening on your end is thinking about your needs that you can convey to your legislators later this legislative season.** Identify items from your strategic and facility plans that would make a big difference, look great in a press release and be a great photo op!

Consulting & Development Services

4. **2017 Get Out the Vote Campaigns:**
 - a. Over the past month I have been busy at work with libraries that are gearing up for their 2017 campaigns. **Please let me know if your library is pursuing a 259 vote this spring or a 414 vote this November.**
 - b. I have been looking at the trend lines and will be in touch with some of you if your **library's voter turnout and/or yes vote margin is slipping** to see if you'd like to get a bit more strategic this year about voter turnout. Feel free to proactively reach out to me!

c. It is always a good time for **voter registration drives** in your library, don't delay, be strategic about when to push voter registration, it would be preferable if that didn't coincide with the launch of your campaign or too close to voter registration deadlines for your vote.

5. **Influx of New Directors:** Already this year I have done four orientations for new directors. We have reached a notable time in the history of our System, an unprecedented number of new directors in a one year period:
- Almost 20% (13) of member library directors are new within the past calendar year
 - Almost 50% (31) of member library directors are new within the past five years

Our proposed action plan includes items to address this large number of newer directors to help them be confident and comfortable in their important leadership role.

6. **Minimum Standards for Public Libraries:** The NYS Division of Library Development and the Public Library Systems Directors Organization (PULISDO) are teaming up to upgrade the Minimum Standards for Public Libraries in NYS. These were last updated in the 1980s. Work has been done to bring these standards into the 21st Century and activate some of the goals found in the Regents Advisory Council on Libraries Report, "Creating the Future: A 2020 Vision and Plan for Library Service in New York State" [<http://www.nysl.nysed.gov/libdev/future/index.html>] Stay tuned! Member libraries will soon be given an opportunity to provide feedback on a new draft of the standards.

7. **Policy Map Demonstrations:** We are offering an introduction to the Policy Map product we have been using to generate demographic reports at the county and legislative level. 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:
- 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
 - In grant writing, this data provides great context to justify why you may be applying for a grant for a particular program or service
 - 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.

These presentations are available to any county directors group. We will be in touch with the chairs of each county group to offer this.

Construction

8. **The State Aid for Public Library Construction grant cycle** is dependent on construction aid being included in the next state budget. We should know by April 1.
- Once that is certain we will launch our process here at MHLS. This starts with a MHLS Action Memo to each member library director asking you to provide (a) an estimate of your library's foreseeable construction needs and (b) to declare your intent to apply in the coming grant cycle for a specific project. After that a series of webinars will be offered to help you get ready for the grant application.
 - If you haven't already refreshed your facility plan with your board for 2017 now is the time to do so. You will be asked to file your board approved facility plan with this action memo which will be due in May. A sample

plan outline is available on our web site: <http://midhudson.org/wp-content/uploads/2013/04/Facility-Plan-Outline.docx>

Professional Development & Training

9. Upcoming Workshops & Webinars

- a. Trustee Essentials Workshops
 - i. Saturday, March 4 at 9:00am @North Chatham
 - ii. Thursday, April 6 at 10:00am @Kingston Library
 - iii. Saturday, April 8 at 9:30am @MHLS
- b. Facility Planning Webinar Series
 - i. Drafting a Basic Facility Plan – March 15
 - ii. An Introduction to the State Aid for Public Library Construction Program – April 5
 - iii. Sustainable Design: An Introduction – May 9
- c. Be Sustainable! Public Libraries & Green Business Certification – a collaboration brought to you the Green Business Council of Westchester County and the NYLA Sustainability Initiative – Introductory Webinar: March 22
- d. New Directors Round Table – after the April DA meeting: April 5
- e. Get Out the Vote Toolbox [Webinar]: April 7
- f. County Funding Advocacy Group – TBD by county chairs for March or April
- g. Leadership Circle for Directors – after the May DA meeting: May 5

Thomas O'Connell, Acting, 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 Gerry Formby and myself. 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 cataloging 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

- a. I will offer my usual lunchtime webinar of training and Q&A on March 21st at noon. The topic will be Basic Create Lists. 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://midhudson.evanced.info/signup/calendar> if you would like to attend.

- a. If you have ideas about topics you would like to see covered in potential future sessions, please contact me at toconnell@midhudson.org or call me 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. 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.