

Consultant Reports
MHLS Directors Association
Meeting of Wednesday, April 5, 2017

Merribeth Advocate, Assistant Director

Administration

1. **Movie Licensing:** To show movies at the library you need a public performance license to keep legally copyright compliant. Here are 2 companies that provide this, that are used by MHLS libraries. Check to be sure that your company covers what you need it to – sometimes multiple licenses are needed in order to ensure comprehensive copyright coverage for the different movie studios.
 - a. **Movie Licensing USA (MLUSA):** Information at <https://www.swank.com/movie-licensing-usa>
 - i. What's Covered: <https://www.swank.com/public-libraries/faq/#whatwedo5>
 - ii. Libraries that have licenses with MLUSA:
 1. Libraries that are part of the MHLS group-buy¹ have been contacted and need to **let me know before May 16** if you will be renewing through the discounted group-buy for the term 6/16/17 - 6/15/18.
 2. Some MHLS libraries are currently grandfathered in at a low rate. If those libraries are continuing to license through Movie Licensing USA, joining the group-buy will not get you a better rate.
 - iii. Interested libraries that do not have a current license with MLUSA can contact me for a quote **before May 10** to become part of the discounted group-buy on licenses for the term 6/16/17 - 6/15/18.
 - b. **Motion Picture Licensing Corporation:** Information at <http://library.mplc.org/>
 - i. What's Covered: <http://library.mplc.org/about-2/whats-covered>
 - ii. Rates based on Service Area Population
 1. 1 - 10K : \$130
 2. 10K - 50K : \$195
 3. 50K - 100K : \$245
 4. 100K+ : \$305
 - iii. If interested in a license, contact Motion Picture Licensing Corporation directly.

Digital Collection Access

2. **New App Coming for TumbleBooks**
 - a. TumbleBooks has announced they are about to launch brand new Android and IOS apps for TumbleBook Library – an eResource that all member libraries have access to. MHLS has provided the barcode ranges to the vendor and will update you when we know more.



3. **NOVELny Database changes as of July 1:** Provided by the New York State Library, NOVELny databases are funded by with temporary federal Library Services and Technology Act funds from the Institute of Museum and Library Services (IMLS). The following changes are anticipated:

¹ Brewster, Claverack, Clinton, Desmond-Fish, Greenville, Grinnell, Hurley, Pine Hill, Phoenicia, Red Hook, Saugerties, Starr, Valatie

- a. New: **Research in Context** (Gale, a Cengage company) and **Encyclopedia Britannica** (Britannica Digital Learning, a division of Encyclopædia Britannica, Inc.): Includes Britannica School, Britannica Academic and Britannica Escolar
- b. Removed: eLibrary Elementary, Scholastic Go! and Gannett Newsstand Complete

4. OverDrive eBooks & eAudio

- a. **Recommend to Library Function Live on April 3:** At the March DA meeting, directors voted to have the built-in OverDrive ‘Recommend to Library’ function turned on, so that individual libraries would be able to get recommendations from their patrons of OverDrive titles that would like the library to purchase.



- i. **What patrons see:**

- 1. In the OverDrive interface there is an automatically generated preview row (which shows up at the bottom of search results pages) displaying similar titles that are not owned by the collection, with the heading “*Didn’t find what you’re looking for? We can add titles that aren’t in the collection to your search results so you can recommend them.*” When a patron clicks on a title they want to recommend, they see a ‘Recommend’ button.
 - 2. When making a recommendation, a patron can choose to be notified if the title is purchased and/or be automatically placed on the waiting list. A patron would not be notified if their recommendation is not accepted, but OverDrive Marketplace does show the email of the user who recommended the title if you choose to contact them. At this point, patrons are each limited to 4 recommendations per month.

- ii. **How to know what your patrons are recommending:** In Marketplace, select the Insights tab, then Reports, and select the Recommendations report. In Report Options click on your library name to select it. If you want to view more than one library at the same time (for instance if you have a branch or if you want to see the results for all libraries in your county), click on the libraries you want to select.

- b. **Monthly Statistics:** Each month MHLS generated OverDrive 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.
- c. Please contact me if you would like to get an OverDrive account set up for your library, or to be reminded of your OverDrive login.

5. Zinio eMagazines

- a. **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 phone training session on the Zinio admin interface.

Adult Literacy

6. MHLS Adult Literacy Mini Grant Program 2017/8 – applications due June 5

- b. Adult Literacy Library Services 2017/18 funds, received from the NYS Library Division of Library Development, will be used to fund mini-grants of \$1,000 each for up to 9 eligible member libraries for this initiative to help them to develop and expand adult literacy programs (which will enhance workforce development services in public libraries, improve adult literacy on the job and in the home) and increase participation of adults in library literacy programs which will improve their career and educational opportunities.
- c. Applications, Mini-Grant Information and Requirements available at <https://tinyurl.com/MHLSAdultLit17-18>
- d. Eligibility Criteria:
 - i. The library must have a new or existing partnership with a Literacy Partner Organization to be considered eligible for the funds.
 - ii. The Literacy Partner Organization must be local public schools, colleges or other organizations that are operating adult literacy programs, which is designed to initiate, enhance or extend services to adults to increase their literacy skills.
 - iii. The library must have a related infrastructure component (such as a public computing center in the library; a literacy office in the library; the library is in a designated Literacy Zone).

Coordinated Outreach

7. MHLS Outreach Mini Grant Program

- a. MHLS Coordinated Outreach services focus on supporting improved library services for persons² who are educationally disadvantaged, members of ethnic or minority groups in need of special library services, unemployed, blind, physically disabled, have developmental or learning disabilities, or who are aged or confined in institutions.
- b. Below is a chart of the member libraries that participated in the 2016 Outreach Mini-Grant Program (funded by NYS Outreach Categorical Aid) to develop programs and services to attract and connect to outreach target populations and form relevant community partnerships at the local level. We are anticipating being able to provide similar grants in 2017, and will have more information at the May DA meeting, based on the state budget.

LIBRARY	CATEGORY	PROJECTS	GRANT AWARDED
Claverack Free Library	aged	Optimistic Aging program to support senior engagement with life; Expansion of homebound services; Technology programming for seniors eBook access; Program for seniors to socialize & learn to cook for themselves; Large Print materials	\$1,200.00
Clinton Community Library			\$1,200.00
Dover Plains Library			\$1,200.00
Hurley Library			\$1,200.00
Pleasant Valley Library	unemployed	Individualized, on-demand help for people who are seeking jobs	\$1,200.00

² [as defined in Education Law §273 (1) (h) (1)]

Highland Public Library	confined in institutions	Service to housebound seniors in housing residences; Mobile library services for assistive living, nursing homes and rehabilitation centers	\$1,200.00
Philmont Public Library			\$1,200.00
Town of Ulster Library			\$1,086.22
LaGrange Association Library	have developmental or learning disabilities	Enhancement of programs for children/teens with developmental or learning disabilities, including sensory story times & art classes for SEPTA students; Resources for people with dyslexia & other written language-based disabilities; Enhancement of off-site programming for parents of children with developmental delays & learning disabilities	\$1,200.00
Plattekill Public Library			\$1,200.00
Stanford Free Library			\$1,200.00
Brewster Public Library	members of ethnic or minority groups in need of special library services	Spanish story time program; Bilingual family story time program; Translation of programming materials; English conversation class for Spanish speaking adults; Spanish language film/book discussion group; Materials to support new users through partnership with WIC; Computer classes in Spanish through partnership with Ulster BOCES; Spanish language and bilingual materials including newspapers	\$1,200.00
Howland Public Library			\$800.00
Hudson Area Association Library			\$1,200.00
Kent Public Library			\$1,200.00
Kinderhook Memorial Library			\$700.00
Mahopac Public Library			\$1,000.00
NorthEast-Millerton Library			\$1,200.00
Reed Memorial Library			\$625.00
Town of Esopus Library			\$1,047.90
Woodstock Public Library District			\$1,143.95
Beekman Library			physically disabled
Patterson Library	\$1,190.00		
Sarah Hull Hallock Free Library	\$1,200.00		

Youth Services

8. NYS Mentoring Program Materials

- a. The NYS Mentoring Program is a statewide program that creates supportive relationships for students who are at risk of dropping out of school. The program is trying to reach more people to make them more aware of the mentoring program (started in 2015), and also to recruit more mentors who might help at-risk students.
- b. Posters and brochures will be available at the April DA meeting, as well as information on how to request additional materials if needed. Additional information about the program can be found at <https://www.ny.gov/programs/new-york-state-mentoring-program>

9. Web Literacy Training coming to MHLS Auditorium - June 13

- a. Library staff are key to promoting information literacy as a vital 21st Century skill and helping to develop critical thinkers. This class will discuss key information literacy concepts, share teaching activities already at play in your library, and create new activities to help reinforce the concepts for your users and patrons. This training will help you meet the growing need of the diverse audience using today's online resources. This class will also introduce Mozilla's Web Literacy Framework, which was designed "To help people become good citizens of the web." For more information and to register:
<http://www.senylrc.org/WebLiteracyTraining>

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

Awareness & Advocacy

1. Albany Update

- a. **One House Budget Bills** reveal that library advocacy is working, keeping hope alive that the Governor's proposed cuts will not go through.
 - i. Senate proposal:
 - State Library Aid: +\$8M (\$99.6M total)
 - State Library Construction Aid: +\$15M (\$29M total)
 - ii. Assembly proposal:
 - State Library Aid: +\$4M (\$95.6M total)
 - State Library Construction Aid: +\$11M (\$25M total)

"+" = over Governor's Executive Budget

- b. **The NYS budget should be passed by the time we meet in person** for the DA meeting so I will have the latest information for you there.
- c. Reminder: Once the budget passes, hopefully on April 1, we move to the **legislative advocacy portion of the state advocacy season**. NYLA 2017 Legislative Agenda:
https://www.nyla.org/max/userfiles/Documents/2017_NYLA_Budget_Construction_&_Legislative_Priorities_2-22.pdf

- 2. **Federal Funding for Libraries Threatened #SaveIMLS**: The President's proposed **elimination of the Institute of Museum and Library Services (IMLS) and the Library Services & Technology Act (LSTA) funds will have a significant impact** on the New York State Library infrastructure. LSTA funds and mandated State matching funds support almost all of the statewide programs and services of the State Library entirely, or in part.

LSTA now represents 43% of the State Library's operating revenues. Some 55 FTEs are supported with LSTA funds, **more than half of the State Library staff**. All but 2 of the 16 positions in the Division of Library Development are supported with federal LSTA funds.

LSTA funds currently support:

- New York Online Virtual Library (entirely LSTA)
- Summer Reading at New York Libraries (in large part)
- Ready to Read at New York Libraries (in large part)
- Statewide Library Data Collection and Data Dissemination
- Statewide Support for a Skilled Library Workforce and Library Trustees (e.g. Web Junction, Public Librarian Certification, Trustee Education, Webinars)
- Statewide Services and Programs from the Division of Library Development such as staff support and technical assistance
- State Library Websites and social media tools for use by the public and the library community
- Research Library Services such as ILL, Digitization Initiatives, History and Genealogy Services, Public programs and exhibits

The elimination of the IMLS and LSTA funds would forever alter the face of library service in New York State. Please speak up. ALA's Online Advocacy Center provides you with all the tools you need! Their system will provide you with editable, pre-drafted messages that will be automatically delivered to your representatives.

Send an eMail to Your Representatives in Washington: <http://bit.ly/2mz7nmf>

Even Better: Make a Phone Call - the system provides a script and the number: <http://bit.ly/2nYWC9T>

3. County Funding Advocacy Group to meet on Thursday, April 13th @2:00 in the MHLs Auditorium. This event is designed for those working to advocate for county-level funding for member libraries. Directors, staff, trustees and Friends are welcome. At this event we will discuss:

- County funding updates from each county
- Effective strategies to position libraries to receive county funding
- Grassroots advocacy efforts that work

Please register online for this event: <http://calendar.midhudson.org>

Consulting & Development Services

4. Policy Map Custom Demographic Reports: Each member library will receive a custom demographic report that is based on their library's legal chartered service area. This report was generated by MHLs Marketing & Program Assistant Kerstin Cruger using the product Policy Map. For libraries with non-traditional chartered service area boundaries (e.g. a town or school district) Kerstin created custom maps to match your chartered service area – no small task in some cases! At the suggestion of the System Services Advisory Committee, reports will be hand-delivered and reviewed at upcoming county directors meetings. For any director unable to make the meeting at which these are distributed we will send them to you via the delivery.

5. Certifiably Sustainable: A clear path forward for your library – If you were intrigued by [the announcement earlier this year](#) about the collaboration between the New York Library Association and the Westchester Green Building Council you can now learn more about how your library and community can become a certified “Green Business” through the recorded webinar: "***Certifiably Sustainable - A Clear Path Forward For Your Library***" with Jill Davis, Director of the [award-winning Hendrick Hudson Free Library](#) & Dani Glaser, creator and Co-Director of Westchester Green Business.

- a. Webinar recording and slides: <http://bit.ly/2mUBLCY>
6. **If your library is planning a 259 or 414 vote this year** please let me know via email: rsmith@midhudson.org So far I have two libraries on my list:
- a. Clinton Community Library (414)
 - b. Hudson Area Association Library (414)

Construction

7. **Construction Needs & Intent to Apply Action Memo** will be coming to you via the MHLS Alerts List in early April and is due on May 19, 2017. This is a memo that *all directors* are expected to fill out. Why?
- a. This information helps to identify the statewide need for construction aid to help with advocacy efforts for the State Aid for Public Library Construction Program
 - b. This is the **mandatory first step to apply** for the next round of funds available through the State Aid for Public Library Construction Program.
8. **Getting Ready to Apply for a State Construction Grant:**
- a. **An introductory webinar to the State Aid for Public Library Construction Program is being offered by MHLS on Tuesday, April 4th @10:00am.** This event will be recorded and available for on-demand viewing on the MHLS State Aid for Public Library Construction Grant Program @MHLS web page: <http://midhudson.org/nysconstructiongrant/>
 - b. **MHLS Board Priorities for Funding:** Because this is a competitive grant program the MHLS board annually sets their "Priorities for Funding." The following were approved at the March 25th meeting of the MHLS Board of Trustees.

To be considered for funding a project must:

1. ***Meet eligibility requirements as defined in NYCRR Title 8 – Education §90.12***
[http://www.nysl.nysed.gov/libdev/excerpts/finished_regs/9012.htm]
2. ***Be part of the library's board approved, prioritized facility plan*** which is reported to MHLS through the Construction Needs Action Memo issued annually in April. *If a library is breaking a large project into phases this must be itemized with a timeline within the facility plan, and*
3. ***Provide for at least one of the following outcomes (points are awarded for each outcome the project addresses, so, the more the better!):***
 - ***An increase in services*** through an increase in usable public space or increased staff efficiencies (e.g., new buildings, additions to current buildings, renovation of existing areas for new uses); and/or
 - ***An increase in access*** (e.g., compliance with the Americans with Disabilities Act (ADA); improved broadband; optimization of a space to bring in a new or underserved

population); and/or

- **Energy conservation in the context of a professional's recommendations or with an historic preservation element.** For the purposes of the MHLS board's ranking, a "professional's recommendation" will, at least, include the results of an Energy Audit by a qualified professional and/or professionally qualified organization. Libraries are expected to comply with the MHLS "Useful life energy conservation standards" for the purposes of this grant; and/or
- **Disaster recovery in the context of a substantial loss of access to library services due to a low probability-high consequence event(s) (e.g., fire, flood).** This will apply to libraries: (1) located within a declared state or federal disaster area, or (2) not located within a declared disaster area if sufficient evidence documents a low probability-high consequence event resulted in substantial loss of access to library services. Within the grant narrative the library must adequately describe: a) length of forewarning; b) magnitude of impact; and c) duration of impact, meaning lack of access by the public to library services; and/or
- **Leadership in sustainable design in the context of pursuit of certification through the Leadership in Energy and Environmental Design program (LEED); Green Globes; Living Building Challenge; Energy Star; Net Zero Energy Building Certification and/or Passive House.**

- c. **First Steps** that you can *work on now* are explained on the MHLS State Aid for Public Library Construction Grant Program @MHLS web page: <http://midhudson.org/nysconstructiongrant/>

9. **Drafting a Basic Facility Plan** – A required component of your path to a successful application for a Construction Grant, as well as a best management and governance practice, a basic facility plan helps your library extend the useful life of your facility and its components, clarifies priorities and helps with financial planning and grant seeking. There are now two new resources to help your library develop a basic facility plan available from MHLS:
 - a. Drafting a Basic Facility Plan webinar recording: <https://youtu.be/kpvTDt0sqGY> and presentation slides: <http://midhudson.org/wp-content/uploads/2012/11/Drafting-a-Basic-Facility-Plan2017.pdf>
 - b. New Sample Outline for a Basic Facility Plan: <http://midhudson.org/wp-content/uploads/2015/04/Facility-Plan-Outline-2.docx>

Professional Development & Training

10. Upcoming Events:

- a. April 4: Introduction to the State Aid for Public Library Construction Program Webinar
- b. April 5: Roundtable for New Directors with special guest Patti Haar, Director, Patterson Library. Topic: Tips for developing a good working relationship with your board
- c. April 6: Essential Trustee Duties & Responsibilities @Kingston Library
- d. April 7: Public Library Vote Toolbox Webinar
- e. April 8: Essential Trustee Duties & Responsibilities @MHLS

- f. April 13: County Funding Advocacy Group @MHLS
- g. May 5: MHLS Leadership Circle with Evelyn Neal, Director, William K. Sanford Library (Colonie, NY) & President of Successful Change Consulting Practice
- h. May 9: Sustainable Facilities: An Introduction webinar

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 Webinars

- a. I will offer my usual lunchtime webinar of training and Q&A on April 20th at noon. The topic will be Advanced Create Lists. The session will take place via a GotoMeeting session and last about 45 minutes. There is a 15 person attendance limit, and pre-registration is required through the MHLS calendar at <http://mid-hudson.evanced.info/signup/calendar>. Registration closes the day before at noon. Log-in information for the webinar will be sent to your email address in advance of the event. This session is open to all member library staff members!
- b. 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.

3. Clearing Out Unwanted Reports: Speaking of Create Lists (and Web Management Reports as well), please remember to clear out any old reports when you are done with them by Emptying the Review File, for Create Lists, and/or Deleting the report in Web Management Reports. I understand that sometimes these are reports that you would like to use again, perhaps monthly, and they can be tricky to compose. But there are better ways to create a re-usable report. If you would like to know more about saving your search queries, please feel free to contact me.

4. Circulation Reports in Knowledge Base: Reports periodically generated by the Tech Operations Department are now being posted to the Knowledge Base. I would encourage each library to view these reports for data applicable to their library. Recently (well, somewhat recently) added reports include the Items in Repair (4+ Months) & Items Renewed (4+ Times).