

MHLS REPORT TO MEMBER LIBRARY DIRECTORS - OCTOBER 2017

The format of this report is based on the MHLS service priorities as determined by MHLS stakeholders.

1 DELIVERY SERVICES

1.1 NO REPORT FOR THIS MEETING

- a. If you have questions about this service area contact Tom Finnigan, Delivery Operations Manager

2 INTEGRATED LIBRARY SYSTEM SERVICES (LAURIE)

2.1 SIERRA UPGRADE TO 3.2

- a. Scheduled for 3am 10/4/17
- b. Bug fixes and Patron API availability

2.2 SECURING PATRON DATA

- a. Patron API moving to encrypted port
- b. WAM table authentication with encryption
- c. Transition to patron API in Sierra 3.2
- d. Request for authorization for exporting patron data

3 CATALOGING SERVICES (LAURIE)

3.1 ONSITE WORKFLOW CONSULTING

- a. Pilot : Putnam Valley Library

4 COORDINATED IT SERVICES (LAURIE)

4.1 AEROHIVE ROUTERS PROGRAM

- a. 18 Routers have been shipped; we have four left to send.

5 PROFESSIONAL DEVELOPMENT & CONTINUING EDUCATION

5.1 BUDGETING & FINANCIAL MANAGEMENT FOR DIRECTORS (REBEKKAH)

- a. Monday, December 11 from 10:00am-4:00pm in the MHLS Auditorium
- b. Instructors: Lauren Moore, Executive Director, Pioneer Library System & Tom Lawrence, Executive Director, Poughkeepsie Public Library District
- c. Please register online for this free event. Lunch will be provided.

5.2 FINAL TRUSTEE WORKSHOP OF THE FALL SEASON: TRUSTEE ESSENTIALS @RHINEBECK (REBEKKAH)

- a. Saturday, October 7 from 9:00am-12:00pm @Starr Library in Rhinebeck
- b. Please have your trustees register online for this event through the [MHLS Online Calendar](#).
- c. Directors are welcome to attend.

5.3 LYNDA PRO LICENSES FOR STAFF – GROUP BUY DEADLINE OCTOBER 10 (MERRIBETH)

- a. Annually MHLS offers member library directors the option to order reduced-cost subscriptions for staff to the Lynda Pro (lynda.com) video library of engaging, top-quality courses taught by recognized industry experts. **The rate is the same as last year - \$195 per license** for the year (12/19/2017 - 12/18/2018). If purchased without the discount that we get through this project of the NY3R'S Association brought to you by MHLS, each license would cost you \$375.
- b. ACTION NEEDED: I need to hear from the director of every library that will be subscribing for the coming year **by October 10**. Use the online form at <https://www.surveymonkey.com/r/MHLSLyndaPro> to indicate your commitment to the number of licenses you need.
 - Libraries who are current subscribers through MHLS, your subscription ends 12/18/17 and you need to indicate if you are renewing and how many licenses you are renewing. Those libraries are Clinton, Coldspring, Desmond/Fish, Kent, Kingston, Mahopac, Plattekill, PPLD, Reed, Rhinecliff, Saugerties, Tivoli, Town of Esopus, Town of Ulster, West Hurley.
 - If you are not a current subscriber, but would like to get in on this discounted group-buy, now is the time.

6 CONSULTING & DEVELOPMENT (REBEKKAH)

6.1 NYS PAID FAMILY LEAVE PROGRAM

- a. Goes into effect on January 1, 2018
- b. Applies to all private employees (employees of association libraries); Public employers may opt into the program.

- c. Questions about eligibility may be directed to the NYS Paid Family Leave Helpline: 844.337.6303 Monday-Friday, 8:30am-4:30pm
- d. General information about the program is available at <http://on.ny.gov/2wIBhPk>

6.2 PLATTEKILL LIBRARY COMPTROLLER AUDIT RELEASED

- a. The purpose of the audit of the library by the Office of the State Comptroller (OSC) was to determine whether the library's revenue and expenditure projections were reasonable for the period of January 1, 2016 – February 16, 2017.
- b. Recommendations to the library include fine-tuning estimates for revenue and expenditures and the "use of surplus funds as a financing source for funding one-time expenditures, funded needed reserves or reducing property taxes."
- c. You can read the full report here: <http://bit.ly/2wEVmM1>
- d. For more information on Reserve Funds please see the OSC Local Government Management Guide on Reserve Funds: <http://bit.ly/2xuLqJo>
- e. *Reminder:* All public libraries (municipal, school district and special district libraries) will eventually be audited by the OSC. You can learn a lot by reading the audits of other libraries and aligning your library's financial controls with recommended best practices from the OSC: <http://osc.state.ny.us/localgov/pubs/listacctg.htm#ic>

6.3 REMINDER: NEW FORM I-9 MUST NOW BE USED

- a. The U.S. Citizenship and Immigration Services (USCIS) has released a new version of and instructions for Form I-9, Employment Eligibility Verification.
- b. Form I-9 is used for verifying the identity and employment authorization of individuals hired for employment in the United States. All U.S. employers must ensure proper completion of Form I-9 for each individual they hire for employment in the United States.
- c. The new version went into effect on September 18, 2017.

6.4 FRIENDS SUPPORT GROUP: FUNDRAISING IDEA EXCHANGE

- a. Thursday, October 5th from 5:30-7:30pm in the MHLS Auditorium
- b. Event will include:
 - o Panel Discussion:
 - Dine Out for the Library: Joyce Lapenn, Chair, Development Committee, Roeliff Jansen Community Library
 - Raffle Calendar, Gillian Thorpe, Julie L. Butterfield Memorial Library
 - Road Ramble Scavenger Hunt, Bob Linville, Trustee Staatsburg Library
 - o Tweet Out: Attendees will share, in 1 minute or less, their #1 fundraising success from the past 12 months
 - o Online registration is required for this free event. Dinner will be provided.

7 COOPERATIVE COLLECTION DEVELOPMENT & DIGITAL COLLECTION ACCESS (MERRIBETH)

7.1 TUMBLEBOOKS URLS – NOW UNIQUE TO YOUR LIBRARY

- a. In support of MHLS Digital Collection Access efforts, which focus on access to shared digital collections for all member libraries, here is information about TumbleBook Library K-4 Deluxe, which all MHLS member libraries have access to. In the past, MHLS libraries used the same URL as each other, but now you need to insure that you are using the URL specific to your library on your webpage, in your E-Newsletters and social media postings. This is because now that the new app is available, it is important that every library uses their own unique URL, so that your app and desktop statistics are combined.
- b. Libraries can get their statistics through their own TumbleBooks page by scrolling to the bottom and clicking on 'Tumble Admin'. You may notice you do not have a history of statistics with your unique URL, if you have not been using it before. Graphics and bookmarks are also available in the 'Tumble Admin' section. If you have questions about TumbleBooks contact Merribeth at advocate@midhudson.org . If you have questions about linking TumbleBooks to your library website contact techsupport@midhudson.org .

7.2 OVERDRIVE READING HISTORY COMING EARLY OCTOBER

- a. A highly-requested feature from users is being added to the OverDrive site in early October - a History page.
 - o This page automatically displays titles a user has borrowed (beginning the day the feature is live), and users have the option to manually add titles previously read (through OverDrive or other sources).
 - o Each time a title is borrowed, it is added to the user's history. At launch, a user will see an empty history until they borrow a title, or manually add it.
 - o Users can remove individual titles from the History page.
 - o A user can choose to hide their history from the Settings page.

8 AWARENESS & ADVOCACY SERVICES

8.1 PR EXCHANGE AT THE NOVEMBER DIRECTOR'S ASSOCIATION MEETING (REBEKKAH)

- a. Thursday, November 2 as part of the regularly scheduled DA meeting
- b. Please send in your #1 PR/promotional item that garnered the most attention over the past 12 months. Due: October 3. (for example: program flyer, annual report to the community, screen capture of your highest engagement social media post, publicity for your budget vote, et.c)
- c. At the event:
 - o Tweet Out: Each director will be asked to talk about their #1 item that caught the attention of their community in the past year in 30 seconds.

- Panel Discussion:
 - Gillian Thorpe, Julia L. Butterfield Memorial Library in Cold Spring, will talk about the graphics they use online to draw attention to new services and programs
 - AnnaLee Giraldo, Kinderhook Memorial Library, will share how they produce a professional print newsletter as a smaller library
 - Daniela Pulice, Pleasant Valley Free Library, will talk about her library’s high performing Instagram account
- Gallery Walk: Items sent in will be on display for you to get a closer look at and to talk to directors who are doing things you would like to learn more about

8.2 LOVE YOUR LIBRARY FUND CHECK OFF BOX (REBEKKAH)

- a. The Governor has signed into law the “Love Your Library Fund Tax Check-off Bill.” This will enable New York taxpayers to make contributions directly into the state “Love Your Library Fund” when completing their annual tax filings.
- b. The Love Your Library Fund is earmarked to support the Summer Reading Program in New York State via the public library systems. The only source of money for this fund up until now has been “Love Your Library” custom license plate orders: <https://dmv.ny.gov/custom-plates/love-your-library>. There is currently \$75,000 in this fund.
- c. The New York Library Association is working on promotional materials to help you publicize the new check-off during the 2018 tax season.

8.3 PILOT PROJECT – THEMED MESSAGES REGARDING CONSUMER REPORTS (TOM S)

- a. Consumer Reports E-Message #1 (Summer) - Release date: June 28
 - OUTPUT: The Consumer Reports e-mailing was sent to 60,729 library patrons. The e-mail was opened by 30% or 16,884 times, which is higher than national average open rates (i.e., 23.7%) provided by Constant Contact for government agency or services. We received only 0.4% or 259 requests to unsubscribe.
- b. Consumer Reports Facebook Ad #1 - Release date: August 8
 - OUTPUT: Universe 460,000, 59,272 unique people served the ad based on a \$300 ad budget; Impressions 164,030 serves/exposures; 51 Comments, Shares, Reaction
- c. Consumer Reports Usage
 - June use was a 81% increase over May
 - July use was 123% increase over May & a 23% increase over June
- d. Future Timeline
 - Consumer Reports Facebook Ad #2 - Release date: October 1
 - Consumer Reports E-Message #2 (Winter) - Release date: November 2
 - Assess with the Central Library/Collection Development Committee any changes in patron use of Consumer Reports
 - Based on assessment of the Consumer Reports Pilot Project, determine with the Central Library/Collection Development Committee & Directors Association if and how to proceed with additional campaigns for e-Resources targeting registered library patrons

9 INTERLIBRARY LOAN SERVICES

9.1 NO REPORT FOR THIS MEETING

- a. If you have questions about this service area contact Tara Stohr.

10 CONSTRUCTION PROGRAM SERVICES (REBEKKAH)

10.1 MHLS BOARD MAKES FUNDING RECOMMENDATIONS FOR THE 2017-2020 PROGRAM

- a. Thirteen member library applications and an application from MHLS have been recommended for an award through the State Aid for Public Library Construction Grant. Pending acceptance memos from each library, these applications will advance to the state level for two more rounds of review. All who applied have been recommended for a grant. Grant amounts will be finalized in June/July 2018.

10.2 MEMBER LIBRARY DIRECTOR INPUT SOLICITED ON BOARD PRIORITIES FOR FUNDING

- a. In October, you will receive an MHLS Action Memo providing you with the opportunity to better understand the MHLS Board's priorities for funding under the State Aid for Public Library Construction Program and to provide feedback and suggestions to the Incentives Committee of the MHLS Board which makes funding recommendations for the program.

11 COMMUNICATIONS AMONG MEMBER LIBRARIES (REBEKKAH)

11.1 MHLS BULLETIN ASSESSMENT

- a. Thank you to all who responded to the MHLS Bulletin impact survey and the Print Bulletin Survey.
 - o 90% of respondents indicated that information discovered in the MHLS Bulletin made a difference for their library and/or community
 - o 99% indicated they would recommend the MHLS Bulletin to a colleague at their library or in the System
 - o 80% of member library directors have indicated that the print version of the MHLS Bulletin is important to them to facilitate the delivery of information to staff.

12 SPECIAL POPULATIONS (MERRIBETH)

12.1 EARLY LITERACY – MHLS EARLY LITERACY COHORT PROJECT 2018-19

- a. MHLS Early Literacy efforts focus on training for member library staff in support of making their library a vital community partner and early learning hub in their community. Based on the

successful model of the current Phase I MHLS Early Literacy Cohort Program, we are announcing Cohort II with a new group of libraries.

- b. The MHLS Early Literacy Cohort Program is a great opportunity if your library would like to really work on building its capacity, as part of your library's long range/strategic planning, to provide early literacy services in your community based on the best practices of this parent education initiative. Participants will receive additional support and resources to implement early literacy related services in their library and incorporate research based methods into enhanced early literacy story times. Limited to 12 libraries, Cohort II will run from January 2018 to June 2019. Applications will be available in December and are due February 2, 2018.

13 COOPERATIVE EFFORTS WITH OTHER LIBRARY SYSTEMS

13.1 2017 PUBLIC LIBRARY SYSTEMS DIRECTORS ORGANIZATION (PULISDO) SUMMER CONFERENCE (TOM S)

- a. The Conference was organized based on three tracks. Tom S attended system administration track events, Linda V attended finance/human resources track events, Laurie S attended IT track events.

13.2 NEW YORK ALLIANCE OF LIBRARY SYSTEMS (NYLAS) MEETING ATTENDED 9.8.17 (REBEKKAH)

- a. NYALS is a coalition of System Directors from all types of systems in New York State: Public, School and Reference & Research Library Resource Systems (3Rs)
- b. At this meeting, the Advocacy Launch meeting, the group received an review and assessment of the 2017 legislative session, an update from the New Yorkers for Better Libraries Political Action Committee and a review of where we are with the 2020 Vision Plan.
- c. An interactive discussion of the "Libraries are Education" mantra and the beginning of a visioning discussion regarding what advocacy efforts will look like should "full formula funding" be achieved.

14 ADMINISTRATIVE (TOM S)

14.1 ACTION PLANNINGⁱ

- a. [Phase I: Delivery; Integrated Library System; Cataloging; Coordinated Services \(IT\)](#)
- b. [Phase II: Professional Development/Training; Consulting/Development Services; Awareness/Advocacy; Construction; Communication Among Member Libraries](#)
- c. [Phase III: Cooperative Collection Development; Interlibrary Loan; Digital Collection Access; Cooperation Efforts With Other Library Systems](#)
 - o A discussion draft of the Action Plan Phase III has been reviewed by the Personnel & Planning Committee and the SSAC.
 - o DA Comments and/or Questions Regarding Phase III Discussion Draft?

14.2 DISCUSSION DRAFT - REPORT ON ACTION PLANS ACTIVITIES

- a. A discussion draft of the [Report on Action Plan Activities](#) has been reviewed by the Personnel & Planning Committee and the SSAC.
- b. DA Comments and/or Questions Regarding the Report Discussion Draft?

14.3 REPORTING ON MHLS SERVICES/CONSULTANT REPORTS TO MHLS STAKEHOLDERS

- a. New format supports MHLS reporting: (1) organized by service priorities as set by stakeholders; (2) organized in the same manner as the MHLS Plan of Service, allowing more efficient composition of the MHLS Annual Report to NY State; & (3) in consideration of new member library directors and new MHLS trustees seeking to understand MHLS service priorities and Plan of Service.
- b. New format of the report was emailed to DA when the July DA meeting was cancelled and was presented at the July meeting of the MHLS Board & September meeting of the SSAC
- c. DA Comments and/or Questions Regarding the Report?

14.4 BETTER WORLD BOOKS – MHLS DROP BOX

- a. MHLS has received \$310.07 from Better World Books based on books deposited by member libraries in the MHLS Better World Books Box. Based on the recommendation of the SSAC, MHLS will expend these funds in support of the annual maintenance cost of the new 10 Sierra simultaneous login (user) connections, which are not being assigned as a charge to any specific library.

ⁱ Action Plan

- (a) The process would group services based on priorities/service areas:
 - (i) Phase I: Delivery; Integrated Library System; Cataloging; Coordinated (IT)
 - (ii) Phase II: Professional Development/Continuing Education; Consulting/Development; Awareness/Advocacy; Construction; Communication Among Member Libraries
 - (iii) Phase III - Cooperative Collection Development; Digital Collection Access; Interlibrary Loan; Cooperative Efforts with Other Library Systems
 - (iv) Phase IV: Coordinated Outreach; Youth Services; Adult Literacy; Early Literacy; Correctional Facilities
- (b) The process would develop, report, review, and adopt Action Plans based on a three (3) month cycle for each phase:
 - (i) First Month – MHLS Staff Develop Discussion Draft of Action Plans per Phase
 - (ii) Second Month – Focus Groups for Stakeholders (i.e., MHLS Trustees, Library Directors, MHLS Staff) Review Actions Plans per Phase
 - (iii) Third Month – Action Plans Finalized and Presented to MHLS Board & Directors Association per Phase
- (c) The process timeline would cover the period of October 2016-September 2017:
 - (i) Phase I – Oct-Dec 2016
 - (ii) Phase II – Jan-May 2017
 - (iii) Phase III – June-Sept 2017
 - (iv) Phase IV – Oct-Dec 2017