

County Funding Report | 2018

County	Amount Received (2018)	How this compares:	What fund are used for	Timing/Key Players
Columbia County (11 libraries)	\$69,393	2017: 67,700 2016: 67,700 2015: \$57,000 2009: \$65,000; 10% loss since 2007	2018: \$10,000 will be spent collectively. \$3,000 to each library in the county + \$29,393 divided proportionally, based on the latest available circulation statistics. 2017: \$4,000 to each library in the county; \$58,700 divided among libraries using the MHLS Assessment formula; \$5,000 to purchase materials (digital; PR materials; giveaways) that will be accessible to all county residents 2016: \$62,700 divided evenly amongst libraries; \$5,000 to purchase digital materials that will be accessible to all county residents 2015: Divided evenly amongst libraries; to be used at their discretion	Decision Makers: Board of Supervisors Influencers: Governance Committee oversees library aid from the county; town supervisors Timing: Year round outreach with town supervisors; Presentation to committee in July/August; Decision made in the last quarter of the year. Libraries have decided to advocate for an increase every other year and are considering “non-monetary” asks in the off years. Conduit: Columbia County Library Association (becoming more active); Columbia County Directors meetings (ad hoc)

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Dutchess County (22 libraries)	undetermined	2017: \$15,000 2016: \$0 2015: \$0 2014: \$30,000 2009: \$249,893	2018: ? 2017: Grant from the Dutchess County Department of Community & Family Services “Our focus is on patrons with special needs, and the grant will pay for someone to visit Dutchess County libraries & evaluate their appropriateness for patrons with special needs. It will also support a survey of national programs in order to choose one or a few to implement within our libraries, and staff will be trained to implement these programs. The goal is to have two pilot programs in two libraries this year as a model.” 2014: Now comes in the form of a competitive grant with double the number of agencies competing for less funds Specific grant project: Teen Geeks. Majority of libraries participate but not all.	Decision Makers: Grant making agency Timing: No report Influencer: County Executive Conduit: Dutchess County Directors meetings (ad hoc with bylaws); PPLD serves as pass through

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Greene County (8 libraries)	\$32,700	<p>2017: 32,700</p> <p>2016-2010: \$32,700</p> <p>2009: \$39,000</p>	<p>2018: \$20,500 for Resident Support; split equally amongst 8 libraries; carry-over is sometimes added to this amount; helps offset costs of serving patrons from unserved areas and other library districts; \$3,800 for Technical Support; \$3,000 for Online Databases; \$3,200 for E-books and Audio Books; \$1,000 for GCLA Outreach including brochures; \$ 600 for Book Page subscription; \$ 600 Tax Prep</p> <p>2017: \$20,500: Greene County Resident Support divided equally among libraries; \$3,800: Technical Training / Support divided equally; \$3,000: Online Databases; \$3,200: Downloadable eBooks & Audiobooks; \$1,100: GCLA Outreach; \$600: Book Page Subscription; \$500: Preparation of Annual Tax Report</p> <p>2016 & 2015: -Pays Greene County share of MHLS database and ebook charges -\$2,000 per library for discretionary spending</p> <p>2009: -Pays tech support for libraries. Reimbursed upon request</p>	<p>Decision Makers: County Administrator & County Legislature</p> <p>Influencers: Education Committee oversees funding and makes recommendations</p> <p>Timing: Written budget request due in early August; Public hearing in November; Legislative vote in December; Annual Report due April 1; Presentation to the legislature in May and periodically throughout the year.</p> <p>Conduit: Greene County Library Association</p>

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Putnam County (8 libraries)	\$435,707	2017: \$435,707 2016: \$435, 707 2015: \$400,000 2009: \$368,116	2018 & 2017: -\$380,907: General -\$27,540: Software, ebooks, Online Resources, Homework Help -\$11,300: Reference Center -\$9,460: Literacy Volunteers of Putnam County -\$5,000: Telecommunications -\$1,500: Local History 2016: \$380,907 divided proportionally based on population among libraries to be spent at their discretion. The rest goes for the databases purchased through Mid-Hudson, e-books and downloadable audiobooks through Overdrive, homework help, Internet access, Ancestry Library, literacy materials, and reference materials for the Mahopac Library. 2015: Similar to description above.	Decision Makers: County Executive (elected) & County Legislature (9 members) Timing: Libraries ask for a 3% increase each year. Budget voted on before Election Day; Public hearings in October; Spring: Proclamation by the county legislature using ALA template for National Library Week (start advocating for this in March so that it is done by April, good photo op/press release for National Library Week); Ongoing: visible presence at the legislature meeting routinely – sit together, wear identifying buttons/stickers; bring teens to speak publicly Influencers: Budget drafted by the Commissioner of Finance → County Executive presents budget to the legislature; *Rules Committee oversees library budget line (3 members of the committee); PCLA is routinely in touch with the county executive Conduit: Putnam County Library Association (501c3)

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Ulster County (17 MHLS libraries/21 total)	\$79,250	2017: 74,250 2016: \$74,250 2015: \$74,250 2009*: \$90,000	<p>2018: Collectively spent on databases, e-books and Zinnio; increase in amount spent on PR materials; working with a professional to develop a marketing plan for one area of our shared services in 2019</p> <p>2017: Collectively spent on databases, e-books and Zinnio; increase in amount spent on PR materials; developing a print map of county libraries with hours and info to distribute.</p> <p>2016: Supports the county InfoPortal [http://uclib.org/infoportal/] Pays for Ulster County share of MHLS database and ebook charges; \$1,000 towards publicity</p> <p>2015: (Same as above.)</p>	<p>Decision Makers: County Executive (elected) & County Legislature (23 members)</p> <p>* This is a line item in the county budget rather than being considered one of the “outside contract agencies”</p> <p>Timing: Request letter sent in July/August. Attend three public hearings held in various locations throughout the county; November budget gets approved. Presentation to the Programs Committee, a committee where the UCLA attends their meetings regularly throughout the year. UCLA now pursues a National Library Week proclamation for April annually.</p> <p>Influencers: Programs Committee meetings; get on their agenda to update them, build case for ask; routinely invite county legislators to libraries</p> <p>Conduit: Ulster County Library Association (501c3)</p>

County Advocacy Techniques: What Works?

Top Tips from our 2018 Conversation:

- Show up. Be visible. Make sure county legislators and the county executive know your name.
 - “Equal access” / shared resource model is ideal.
 - Know your talking points:
 - Be able to articulate why county money for libraries matters to the residents of the county
 - Be familiar with what is going on in all the libraries in your county, not just your own
 - Increase your awareness of special projects/areas of focus of your county legislators as well as trending issues in your county. Work to be able to tie what people are focused on to how libraries can help.
 - Market ourselves as a county collective (e.g. Ulster County Library Association map and web site; library presence at county fairs)
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Tips shared during previous County Funding Advocacy meetings:

- Show up. Be visible.
- Keep things basic; do not assume legislators know anything about libraries
 - Check out the annual report template (MS Word) now available to all libraries thanks to the Putnam County Library Association!
<http://midhudson.org/topics/sustainable-libraries/marketing-pr/>

- Present budget in a professional manner
- Get legislators into libraries within their district: to read to children, for photo opportunities, for a VIP/behind the scenes tour
- At public hearings:
 - Use data
 - Be organized – line up speakers, dole out talking points – don’t have each person say the same thing
 - Have patrons speak, particularly kids and teens
 - Know what you are asking for
 - Numbers matter in the audience, even if not speaking, library supporters should be visible (buttons, signs, all sit together...)
 - Speak to the value of libraries in context of pressing issues (Putnam County: “after the storm”; Healthy Ulster County; Veterans Home project of the Ulster County Executive)
- All libraries in the county need to be on the same page; know what each other is doing; county funds should be an agenda item on each county director’s meeting agenda
- Track WHEN action is needed
- Work on county advocacy year round, not just at decision time
 - Start early
 - Putnam County asks the legislature to do a Proclamation for National Library Week. They use the ALA template as the foundation of the proclamation and begin working on this early in the year so it is ready to go in April for NLW.
 - Four times a year, attend county legislature meeting, get on agenda, report on good things going on at libraries around the county
- Someone has to “take point” – at least one director need to keep track of the timeline, help everyone get organized, keep people informed, delegate work/speaking engagements/etc.
- Cultivate comfort/trust/understanding with legislators; Prepare for the next election and for turnover of legislators
- Find ways to convey you are working together with the legislature and county executive towards common goals
- Ensure patrons, trustees and Friends are visible as speakers/writers/attendees
- Use “return on investment” message
 - See “*Real People. Real Dollars.*” DIY Campaign. [MHLS]
<http://midhudson.org/topics/sustainable-libraries/marketing-pr/>
- Understand who knows who and who is best to speak with/influence a particular stakeholder
- Invite legislators to your county-based events and to local libraries – routinely

- Recognize the need to utilize different communication styles and methods (data, anecdotes, graphics and photos – mix them up); use humor
- Frame your ask – tie to trending topics; understand the political agendas at play
- Seek informal opportunities to speak with executive and legislators. Be in the right place at the right time.
- If you need more funds, ask for more funds. If you don't ask, you won't get. When you don't get what you ask for, don't sulk, say thank you for what they were able to give you
- Build strong community partnerships – if other organizations view you as a partner they will help advocate for you
- Be visible county wide, like at the county fair!
- Be good at talking about how libraries help with community-wide issues, not just “library issues”
- Have clear answers to the question of whether or not county funds = double taxation. Example messages:
 - Equal access for all county residents, including those in unserved areas
 - Savings by working together via collective purchasing