



**PLS System Meeting – Summary**  
**May 20, 2011**  
**@ Pioneer Library System**

Beth Gladding, **AHill**; Jeanne Ruter, **AVO**; Laurie Newell, **BLO**; Diana Thorn, **BRI**; Renate Goff, **CAL**; Mary Ferris, Jenny Goodemote, Ron Kirsop, **CAN**; Erin Robinson, **CAS**; Linda Nichols, Beth Horn, Tanya Thompson, **GPL**; Wendy Krause, **HPL**; Cathy Allen, **LIM**; Theresa Streb, **LYO**; Darlene Virkler, **MAC**; Sharon Stanley, **MM**; Blanche Warner, **NAP**; Elly Dawson, Peg Pelletier, **NEW**; Sandra Hylan, **ONT**; Patricia Baynes, **PAL**; Peggy Parker, **PER**; Andrea Tillinghast-Thompson, **RJ**; Donna Norris, **ROS**; Carol Garland, **SOD**; Angel Wright-Sackett, **SS**; Lynne Madden, **VIC**; Sarah Matthews, **WADS**; Liz O'Toole, **WAL**; Cheryl Gravelle, **WIL**; Dottie Patt, **WOL**; Chris Edgar, **WC Literacy Volunteers**; Cassie Guthrie, Betsy Morris, Ellen Reynolds, Lindsay Stratton, Bob Wicksall, Aaron Zsembery, Jim Frey, Jeanne Hayes, **PLS**.

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**Birds of a Feather: Deep Six with Deep Freeze – 8 attendees**

**Announcements**

Cassie (PLS): Congratulations to all libraries with votes, so far all passed! Perry's will be June 7<sup>th</sup>.

June's system meeting will be about building a base of year-round support for libraries and will include a panel of library directors & trustees who have been through the library districting process.

The May 5<sup>th</sup> trustee workshop had 45 attendees and feedback was very positive.

Save the date: Saturday, September 24<sup>th</sup>, 1-5pm, a staff/trustee workshop on legal updates. Attorneys Bob Schofield and Ellen Bach of *Whiteman Osterman & Hanna LLP*, a law firm in Albany will be speaking. Please send questions ahead of time to Cassie to help the program run smoothly.

Cassie will participate in a conference call to investigate the possibility of NYLA partially sponsoring a legal consultation program with libraries paying an annual fee.

Patricia (PAL): Palmyra used the law firm and knows that the NYLA costs would be well worth it. Individual library costs can cost into the thousands—rate is \$225/hr.

Ellen (PLS): The company Movie Licensing USA is offering a group discount to libraries for blanket public performance rights licenses needed to show movies in the library legally. Those who already have a contract from this company can get a pro-rated cost. Please contact Ellen if you are interested, deadline June 7.

Calendars from Family Partnership out of Ithaca will be available earlier and have a June 17 deadline for ordering. There will be a drawing for 2 books offered with early-bird ordering. Reminder: The calendars can only be used as give-aways and cannot be sold. Some friends groups offer to cover the cost for their libraries. [Email Kathryn at [kriedener@pls-net.org](mailto:kriedener@pls-net.org) and provide quantity to order, library name and name of person ordering.]

Ellen is posting a list of books featured at today's afternoon program, Inclusive Library Programming for children with autism spectrum disorders (ASD), on Twiki. Some of the titles are borrowed from Cassie's personal collection.

Cassie (PLS): Having materials and programs about disorders such as this is newsworthy and helps parents who may feel isolated.

Lindsay (PLS) is doing Summer Reader training this year and has helped 11 libraries so far. New sessions next week, see calendar of events.

Elly (NEW) believes the Summer Reader contract with the state is being negotiated and will be extended. The company reviews and considers feedback from the field.

Lindsay (PLS): Ellen shared user feedback from 2010. Please email Lindsay with additional comments about the software and Lindsay will forward to the company.

Reminder: Please use the *closed dates editor* in Evergreen. Doing this in advance of your longest loan period is essential, so entering these dates ASAP is a good idea. Saturdays that libraries are closed in the summer have to be entered individually. See Twiki for clear and explicit instructions.

Jim (PLS) announced an Evergreen update scheduled for Tuesday night, May 24. Will be done after hours—after 9p.m. This upgrade should address ‘bug’ issues, i.e. holds that go into limbo.

Bob (PLS): Most folks won't notice any changes.

Lindsay (PLS) is looking forward to one of the new fixes that will allow a non-owning library to mark an item damaged and send it back to the owning library.

Aaron (PLS): The morning Birds session topic was on Deep Freeze. If you have any questions or need to consult, contact Aaron.

Beth (GPL, Central Library): Wed., June 1 is an OWWL2go workshop in Warsaw. Contact Beth or Wendy if you want to attend or schedule a workshop.

Geneva's children's room has added another hour open.

Patricia (PAL): The renovation is coming along and an open house to show the progress is June 5, 1-4pm. This is a family friendly event. A poster listing grants and special recognitions will be displayed.

Donna (ROS): Congratulations to Dottie Patt who is celebrating 20 years at the Wolcott library.

## Program Collaboration with Targeted Populations in Mind

Facilitator: Ellen Reynolds

Presenters: Nancy Herzig (PLS), Chris Edgars (Literacy Volunteers of Wayne County), and Andrea Tillinghast-Thompson (RJ)

### Nancy, PLS:

- Is in contact with and attends agency meeting in the PLS 4-county service area (OCCSAM, Livingston County Career Resources, Wayne County Agency, WC/OC jails)
- Shares what libraries are doing and what services they can provide

Examples of needs and services:

Agency focus:	What libraries/PLS can provide:
Increase of teen pregnancies	Materials & program space, Summer Reading activities, volunteer opportunities
Jail transitional services	PLS Community Connections brochure listing area service agencies
Literacy	PLS Theme kits, library materials, tutoring space at libraries
Senior nutrition/wellness	library materials, New PLS theme kit on Alzheimer's materials, Talking books new downloadable materials program (BARD)

- Betsy and Nancy participated in a teleconference of system outreach librarians. Ideas shared included:
  - Large print materials shared with nursing homes
  - Materials mailed to seniors
  - Assistive device fairs
  - Technology ‘petting zoo’; people get to see and use devices and gain a comfort level
  - Booth at public market

### **Chris Edgar, WC Literacy Volunteers:**

- Currently he is a member of PLS's state mandated COSAC (Coordinated Outreach Services Advisory Council)
- Represents those who speak English yet struggle to read/write and those with English as a second language
- Libraries need to overcome other cultures' perception that the library is for the elite and need to overcome those who don't see that libraries are for them
- Chris suggested ways that libraries can help:
  - providing one-on-one space for tutors & students
  - providing larger areas for group meetings
  - having literacy collection
  - useful children's collection, especially materials with real photographs that adults will be more willing to try to read
  - loves the theme kits
  - consider giving book discards to Literacy Volunteers
  - collaboration for grants, i.e. the Wayne County Literacy Grant that Kim at PLS and Darlene at Macedon worked on
  - collaborating in Literacy Zones as described by State Education Dept., i.e. Wyoming Works in Town of Warsaw, includes 7 libraries, banks, schools, BOCES, labor dept., etc.
- Other suggestions:
  - Library programs can include Community agencies, they love to be out & give presentations
  - Libraries invite agency representatives to give book reviews at library program
  - Ask organizations to feature what they use at the library
  - Literacy Volunteers is always looking for tutors and board members
- Literacy Volunteers programs:
  - Books from birth program through hospitals, WIC, migrant centers
  - Read for Adventures program gift baskets
  - Used Book Shelf program located through communities; and has free book store on Canal St Lyons
  - Events around literacy theme, i.e. International Literacy Week

### **Andrea Tillinghast-Thompson, Red Jacket Community Library:**

PowerPoint presentation: Making Libraries Invaluable through Outreach.

<http://plum.pls-net.org/twiki/bin/view/Members/Meetings/SystemMeeting20110520>

- Also view Outreach as part of a larger marketing strategy
- There must be mutual benefit—a give and a get between the library and agency collaborations
  - First consider what is on the community agency's agenda—what are their needs
  - How can the library help fill the need
  - What will be beneficial to the library in addressing the outside agency need
- Keep your ears open. Questions from patrons to library staff may spark program and collaboration ideas.
- Hold concurrent programs, one for adults and one for children, so that adults can concentrate and both age groups can enjoy a program
- **Act as if...** Approaching community folks may not be your strong suit. Act as if it is and your approach will improve.
- Remember you are making the case for your library. The goal is to be indispensable to as many groups as possible.

Impact of library/community agency collaboration:

- Expand circle of involved people
- Improved awareness of other agencies repositions the library in people's minds
- Discover other *key* people in the community
- May also help when it is time to go to the voters for a funding increase

Borrowed from Anna Grace, Wadsworth:

"Everyone's heard this. Take a minute while I read this, do you still believe it?"

Quote from the Farmer's Calendar February 1880

The chores at the barn and the care of stock will fill up a part of this month, and there will still be left some time to read and to think. A few books, well read, are better than many, and hence the choice ought to be the best that can be made. A good free library is a great boon to any town. It makes every farm worth more, and puts it in the power of every citizen to grow better and more intelligent. But it is of no use to have it, unless you're going to use it, and now is just the time."

**Programming/collaboration Ideas sparked from the day's program:**

- Dispense info at migrant centers
- Bank/library collaboration- education seminar on estate/planned giving. Lyons did this program and sent individual invites as well as opening to the public.
- Work with other agencies for annual appeals
- Offer free books that are leftover from a book sale. Geneva did this, advertised it, and many came.
- Big display of income tax forms. Avon does and it brings in many people.
- Recording stories for military families
- Library Walk/Talk
- Book discussion by school/college history department (CAN)
- Sign up for health care or WIC. Palmyra had a weekly sign up program.
- Day care visits and do storytime
- Go to WIC for storytime
- Retired tutors in the library
- Books on wheels
- Health fair, hospital collaboration
- Nursery school/daycare fair – opportunities for parents to see what is available
- Art classes
- Programs for gamers, including board games and Bridge
- Art & craft displays, i.e. quilts, students
- Head start
- Booths at Festivals, include Booker
- Booths at Farmers Markets, include Booker
- Book reviewers from agencies/materials
- School fairs
- Red Cross, Safety, Babysitting, blood drives
- First Aid for Pets
- Homeschool network
- Historical society
- Williamson provided a spot for folks to vote on Town Mural
- DEC – Department of Environmental Conservation – fishing pole kits
- Sponsor storytellers at other festivals, Williamson did this
- Invite agency representatives to participate in book review program
- School/curriculum fair to promote summer reading, Bloomfield and Bristol did this, take Booker
- Ask organizations to feature what they use at the library
- Greyhound adoptions program (CAN)