



PLS System Meeting – Summary
June 17, 2011
@ Pioneer Library System

Beth Gladding, **AHill**; Sue Reding, **ARC**; Jeanne Ruter, **AVO**; Laurie Newell, **BLO**; Diana Thorn, **BRI**; Renate Goff, **CAL**; Ron Kirsop, **CAN**; Melissa Correia, **CS**; Beth Horn, **GPL**; Wendy Krause, **HPL**; Darlene Virkler, **MAC**; Sharon Stanley, **MM**; Blanche Warner, **NAP**; Elly Dawson, Peg Pelletier, **NEW**; Sandra Hysten, Anne Rehor, **ONT**; Patricia Baynes, **PAL**; Peggy Parker, **PER**; Louise Furber, Deb Dennis, **PHE**; Allen Tompkins, **RC**; Andrea Tillinghast-Thompson, **RJ**; Donna Norris, **ROS**; Carol Garland, Carol Sergeant (trustee), **SOD**; Angel Wright-Sackett, **SS**; Pat Evans, **VIC**; Mary Zingerella, **WAL**; Cheryl Gravelle, **WIL**; Dottie Patt, **WOL**; Cassie Guthrie, Betsy Morris, Ellen Reynolds, Lindsay Stratton, Jim Frey, Bob Wicksall, Aaron Zsembery, **PLS**.

Birds of a Feather: Twayne's Authors Online with Beth Horn – **6 attendees**

Announcements

Cassie (PLS): Provided a brief legislative update on 75/25 construction grant match and 2% tax cap bill pending vote, which is expected by Monday (or later if the legislative session is extended).

Announced PLS has signed up for the NYLA July 12 webinar on *Communicating with Your Community* and we have asked whether we can open attendance to members. We will keep you posted. It's a good fit for today's topic and will address newsletters in print and electronic formats.

Betsy (PLS): The 2011 Public Library Construction Grants will be completed online, and those who intend to apply must register to get a username and password to the online application. It is expected that the applications will be due at PLS at the end of August for approval by the PLS Board at the September 14 meeting. The due date at DLD has not been determined, but is expected to be in early October. Call Betsy or Cindy with any construction grant questions.

PLS will host two ALA TechSource webinars on *Integrating E-Books and EReaders into Your Library*, August 4 & 11. You can register on the calendar of events. More information is available at http://www.pls-net.org/webinar_descriptions. OWWL2go checkout limit has been increased from 3 to 4 now that there is more content—BUT, please continue to purchase both audiobooks and ebooks. PLS is also developing a “suggest a title” form for patrons – and libraries! – to use for content requests. We are also working on a patron survey. These will be linked to the OWWL2Go page.

Jim (PLS): All Ages has been removed as an Age Level stat cat in item attributes. Items that had no obvious age level have been changed to Fix Me. Most records have been automatically cleaned (as per prior email); records not fixed were sent to directors via email. Where libraries had large number of records, the barcodes were sent as a text file which can be uploaded into Item Status. For details on that process, see: <http://plum.pls-net.org/twiki/bin/view/Evergreen/UploadFromFile>. Item Attribute templates will also need to be fixed. See: “All Ages” item attribute change and templates attachment and <http://plum.pls-net.org/twiki/bin/view/Evergreen/ItemAttributeTemplates>

- Laurie Newell (BLO) mentioned a template has disappeared – JF will follow up
- Peggy Parker (PER) requested all holdings related messages be sent to the holdings staff email list

Bob (PLS): demonstrated the new look and features of Zimbra which will be upgraded on Sunday. Users will be able to recover deleted messages, add multiple attachments at a time, generate read receipts, sort messages by size, create trusted user lists, and schedule times messages are sent. NOTE: IE6 no longer supported—will not render new Zimbra features.

Aaron (PLS): Demonstrated receipt template creation which became an issue after the latest Evergreen upgrade. They are now stored locally, and will have to be updated on every circ workstation—but update can be exported to flash drive or emailed for import into different machines. Instructions are at <http://plum.pls-net.org/twiki/bin/view/Evergreen/ReceiptTemplateConfiguration>.

Lindsay (PLS): Lindsay and Aaron will offer hands-on sessions in the lab to help create receipt templates.

The June OWWLAC meeting is cancelled. Forward any OWWLAC issues to Lindsay or an OWWLAC rep.

Ellen (PLS): Wayne County libraries are asked to pick up 2 bundles of the Wayne County Community Resource Guide, and check off their name on the list so duplicates won't be put in delivery. Additional copies are available in the professional collection area. Promotional posters are also available for the taking.

Group orders: asked for any last minute orders for Read to Me calendars; 24 libraries signed up for the movie licensing group order, which allowed us to get 3 free months. Sharon Stanley is coordinating a group order for a book on Mount Morris which was circulated around the room. Ellen thought a promotional campaign for a locally based story about a young female hobo during the depression was worth consideration and passed around the info; she also wanted to draw attention to *Bugelette*, written by an author from Castile.

Resource Sharing:

Jeanna Ruter (AVO) reviewed *The Johns Hopkins White Papers*, a 2-volume compilation of papers by leading specialists on current research and treatments for a variety of medical conditions. Volume 1 covers Arthritis -- Back pain and Osteoporosis -- Coronary heart disease -- Depression and anxiety -- Diabetes -- Digestive disorders, and Volume 2 covers Heart attack prevention -- Hypertension and stroke -- Lung disorders -- Memory -- Nutrition and weight control -- Prostrate disorders -- Vision. Jeanna said one down side of the book was that there is no overall index, rather each section has its own index. Avon interfiles this with their regular circulating collection for better visibility, but it does not circ.

Laurie Newell (BLO) talked about a series of *What to Do When...* books by Dawn Huebner that were requested by a member of the local support group for kids with special needs. *See list attached*. They cover topics like coping with fear, negativity, and anger, and are written in text that kids can understand. Cassie was familiar with and also recommends the series.

Central Library (Beth): There is an August OWWL2go training at Livonia. Beth is finalizing two OWWL2go help videos, on placing holds and on transferring ebooks to a Sony Reader, which will be posted to Geneva's YouTube page soon.

Darlene (MAC) Lots of free DVD cases available in the hall outside the meeting room.

Wendy (HPL) This summer will be the 11th summer concert series. Originally funded by a grant, it is now totally supported by donations, and costs about \$10,000. She raved about the promo pads, and thanked Blanche, from whom she stole the idea. Big news from Honeoye is an endowment grant that will allow the addition of a meeting room, computer bar, and rest rooms. The need for these emerged from the long range planning process.

Sandra (ONT) introduced Ontario's new children's librarian, Anne Rehor.

Pat (VIC) Brought CD jewel cases for the taking, and has DVD cases if anyone needs them.

Andrea (RJ) RJ has been awarded an absolute charter! —The only joint-use library in NYS to do so; result of 5-year effort to meet NYS/DLD requirements. Congratulations, Andrea!

Ellen (PLS) Thanked the Ontario Public Library Friends group for the donation of a book discussion kit for *Red Garden*, by Alice Hoffman, which should become available next week.

Program Growing Community Support

Facilitator: Cassie Guthrie

Presenters: Cassie (PLS), Elly Dawson & Peg Pelletier (NEW), Patricia Baynes (PAL) and Carol Garland and Carol Sergeant (SOD-Trustee)

Cassie opened the program with a recap of the results of 2011 library votes in Pioneer. Of the 23 who went out for a vote, 22 passed, 1 failed. She went on to explain the role of creating community support not only in relation to votes, but as a good general practice for every library. She recounted the Caledonia story as an example of how community support can pay off for libraries that are funded by municipal appropriations. Using the [Growing Community Support](#) section of the Mid-Hudson Library System *Public Library Vote Toolbox*, Cassie discussed the *whys* and *hows* of building community support. She asked members for examples of ways in which they engage in community involvement.

-Renate talked about the measures taken to generate community support at Caledonia: signage at library explaining the issues; word of mouth; community emails / kids' petitions / letters to local officials – not initiated by the library.

-Cassie mentioned the need to think like a politician, not a librarian; consider the skills needed when recruiting potential trustees (legal, financial, marketing); get involved in local service agencies.

-Pat attends monthly Round Table meetings of local agencies in Victor; some libraries include brochures and registration cards in *welcome to town* packets; real estate agents were also mentioned as contacts to promote library services; asking patrons to spread their positive library interactions by word of mouth was also suggested. Andrea suggested thinking in terms of how users can thank the library—what they can do for the library in return for what the library does for them—such as to be sure to share their positive library experiences with others. A white board in the lobby for testimonials was suggested, as was displaying postcards written about the library (done at CS during National Library Week).

Cassie referred to the Magic Quadrant (<http://midhudson.org/vote/Toolkit/magic-quadrant.htm>) tool to help identify and target your community based on voting and library use habits. The quadrant breaks the community into 4 groups: registered voters, high library use; unregistered voters, high library use; registered voters, low library use; unregistered voters, low library use. Target your outreach efforts to those groups where the potential YES votes are greatest.

Library comments:

Louise Furber (PHE): Used the toolkit a lot for their 414 process; purchased CD of registered voters, used info to encourage library patrons to register to vote, etc.

Sandra Hylan (ONT): ONT and WAL also used the voter registration list for supplemental school aid votes; ONT used the toolkit for the Q&A model to help staff answer questions re: funding/votes

Elly & Peg talked about the importance of an informed staff and strategies to get staff comfortable with answers to questions they may be asked. A good public relations tool is a competent and informed staff. They created an email account where staff can ask questions of a panel of senior staff. They have created information sheets, and a simple quiz to determine knowledge levels. The aim is to have users leave with a desire to come back.

Patricia, Carol & Carol responded to questions from Cassie about the process of becoming district libraries.

Q: How did you start the process / pre-vote prep?

PAL – strategic plan. Plan helped articulate the library goals, needed more money and space to accomplish those goals. No other way to increase funding than special district.

SOD – also started with strategic plan.

Follow up question (from PAL comment): Non-library supporters on start plan committee? How did library ID them?

PAL – came about at time of vote.

SOD – purposefully asked known non-supporters to join the start plan committee

SOD – asked Peggy Parker (PER) to speak to the board re: district vote, advice: focus on the yes voters, also used planning for results process. Created a very, focused community survey (placed in Penny Saver, other places in larger community – high return rate.)

Q: How did you handle the public education part of the campaign?

PAL – spoke with town board for political support to get legislative bill passed. Then info to public. FAQ sheet, info sessions at library, news coverage, mailed information. Trustees also had to run for board positions, so they were out campaigning / talking to people.

SOD – created a “Library Story” DVD, providing information about / history of the library; Carol & trustees “roadshow” presentations to service groups, churches, etc.; FAQ sheet and pamphlets; friends group very active, formed an advocacy group, created brochures, signs, presentations, etc.

Audience Qs

Dottie Patt (WOL): do/did libraries have board term limits? What about trustee turnover?

A: process very work intensive, changed board work load/expectations of the board. SOD – high turnover, some members decided they didn’t want to / weren’t up to the change.

Mary Zingerella (WAL): What about a Plan B if vote unsuccessful?

PAL – would have been able to maintain operations on previous budget, planned to try again.

SOD – same

Jeanna Ruter (AVO): (on role of trustees) she had a trustee who attended PLS workshop, info on 2% tax cap – came back to AVO talking about the necessity to plan for the cap and impact on funding. Sometimes it just takes the right message at the right time for things to change.

SOD board president: big change for trustees, expect some attrition – afraid of change, do not want to do extra work. Capitalize on trustee skills – MANY ways to participate, tasks for different interests / skills.

General take-away – these types of initiatives rely on:

- Hard work
- Inspiration
- Impetus
- Overcoming fear

Parenting a Child with Special Needs

New Books at the Library

What to Do When.....Series

Written especially for school-age children and their parents

What to Do When Bad Habits Take Hold: A Kid's guide to overcoming nail biting and more

By Dawn Huebner, Ph.D

Call Number (~~on order~~) 155.4

What to Do When You Dread Your Bed: A Kid's guide to overcoming problems with sleep

By Dawn Huebner, Ph.D

Call Number (~~on order~~) 618.92

What to Do When You Grumble Too Much: A Kid's guide to overcoming negativity

By Dawn Huebner, Ph.D

Call Number 155.2

What to Do When You Worry Too Much: A guide to overcoming anxiety

By Dawn Huebner, Ph.D

Call Number 155.4

What to Do When Your Brain Gets Stuck: A Kid's guide to overcoming OCD

By Dawn Huebner, Ph.D

Call Number 618.92

What to Do When Your Temper Flares: A Kid's guide to overcoming problems with anger

By Dawn Huebner, Ph.D

Call Number 155.4