



PLS System Meeting – Summary
August 19, 2011
@ Pioneer Library System

Beth Gladding, **AHill**; Sue Reding, **ARC**; Jeanne Ruter, **AVO**; Linda Lavery, **BLI**; Laurie Newell, **BLO**; Diana Thorn, **BRI**; Renate Goff, **CAL**; Mary Ferris, Ron Kirsop, **CAN**; Melissa Correia, **CS**; Terry Dearing, **DAN**; Beth Horn, Wendy Freier, **GPL**; Wendy Krause, **HPL**; Theresa Streb, **LYO**; June Hamell, **MAC**; Blanche Warner, **NAP**; Elly Dawson, Dorothy Morehouse, Peg Pelletier, **NEW**; Sandra Hysten, Anne Tobin, **ONT**; Patricia Baynes, **PAL**; Peggy Parker, **PER**; Louise Furber, Deb Dennis, **PHE**; Allen Tompkins, **RC**; Andrea Tillinghast, **RJ**; Donna Norris, **ROS**; Carol Garland, **SOD**; Angel Wright-Sackett, **SS**; Pat Evans, **VIC**; Anna Grace, Sarah Matthews, **WADS**; Mary Zingerella, Liz O'Toole, **WAL**; Cheryl Gravelle, **WIL**; Betsy Morris, Lindsay Stratton, Jim Frey, Bob Wicksall, Aaron Zsembery, Jeanne Hayes, **PLS**.

Birds of a Feather: Google + — 11 attendees

Announcements

Betsy (PLS):

- Cassie is in Albany at PULISDO & NYALS meetings. She asked Betsy to announce an extension to the Pioneer Award Nomination deadline – from Sept 6 to September 12, a great opportunity to recognize local efforts. See PLS home page for nomination forms for Advocate of the Year, Director/Manager of the Year, and Trustee of the Year.
- Trustee Talk has been mailed to the 301 member library & PLS trustees.
- Just in: Mary Ferris sent an email this a.m. that Jenny Goodemote had a baby girl.
- Upcoming: webinar *Letting Go of Legacy Services*, Sept 15; Trustee workshop Oct 1, *Legal Issues for Libraries*; Annual Dinner, Oct 12 at Valley Oak Event Center in Geneseo; Fall Support Staff workshop, Oct 28.
- Diana Thorn from Bristol has won a full scholarship to the NYLA conference in November.
- Monthly Circ report revised (see Announcement link on system meeting Twiki page and starts in September) to exclude the column for In-House circ from the Total Circ figure. Those who want to include it for local reporting can add In House #'s into the total. And, DLD has recently clarified that ILL sent should not be included in Total Circ. ILL received can be counted as ILL received when it is received at the borrowing library, and circ when it is checked out to the patron. More information to follow.

Aaron (PLS) reminds all to update their computers.

Lindsay (PLS) will repeat the morning's Birds session about Google + and allow more time in the schedule.

Beth (GPL):

- Expecting Civil Service list for library director to come out sometime today.
- Geneva available to do OverDrive training.
- After system meeting: Central Library Advisory Council meeting.

Louise (PHE): The library is pursuing 414 funding. A resolution has gone to the Town & been sent to the Ontario County Board of Elections to be place on the November ballot. Information is on library website.

Anna (WADS): The new Wadsworth Library was chartered as a school district public library in 2008. The old Trustees of Wadsworth Library (legal name) was incorporated by an act of the legislature in 1869. In order to dissolve the original library and legally transfer assets to the new library, a bill had to be passed in the senate and the assembly and it was just signed into law by the governor.

Andrea (RJ) introduced new Youth Services staff member Liz King. The increase of funding approved by the voters allowed RJ to hire for this position.

Jeanna (AVO): The library was named as beneficiary of an insurance policy of former Treasurer who recently died—amount of \$10,000.

Laurie (BLO) brought in book from local author Tim Boebel – Hydrangeas in the North. She will contact author about getting a discount for libraries to place a group order.

Betsy (PLS): MCLS has new program offering discount passes to cultural organizations in Monroe County. (see TWiki link) Betsy showed the two that Cassie borrowed from Brockport's Seymour Library. There is a cost to the library that is paid to the individual participating organizations.

Is there interest for a similar program for PLS libraries? Email PLS and Betsy will mention in PLS notes.

Discussion:

- Challenge with PLS geography
- Huge PR value
- Patrons have asked about program at member libraries after seeing write-up about MCLS program
- Partnership, collaboration—bridging cultural divide
- Project that Friends can support
- Similar program in NH that allowed reserving passes for specific time frame; also program in Boston area
- Include free organizations? i.e. Hoffmann Clock Museum, As a way to get the word out and have program be bigger

Resource Sharing – What's Hot and What's Not:

Betsy encouraged libraries to share *What's Hot/What's Not* and win coins (as in chocolate gold coins).

Diane (BRI) had successful Geocaching program with write up in the paper.

Linda Nichols (GPL) announced that Geneva just received notice that the civil service list was ready

Gizmos, gadgets, apps, and services to engage and delight your patrons

Presenters: Betsy (PLS), Beth Horn, Wendy Freier (GPL), Ron Kirsop (CAN), Cheryl Gravelle (WIL), Lindsay (PLS)

See also links on PLUM: <http://plum.pls-net.org/twiki/bin/view/Members/Meetings/SystemMeeting20110819>

Digipalooza Recap – OverDrive conference

- attended by Betsy Morris, Ellen Reynolds, Beth Horn, Wendy Freier
- OverDrive committed company and listens to customers
- eBook use growing leaps and bounds
- 7,500,000 Kindle users and 11,000 OverDrive libraries
- Rethink ordering strategy—order more often and more copies
- *Improvise, Adapt, Overcome*. Forrester research predicts for 2014 that eBooks will make up 50% of units sold.
- Libraries have adapted to many 'other than book' formats: Video, DVD, Audio, and needs to adapt to eBooks
- Promote, train, prepare: Training is needed for staff, more allotted in budget for eBooks, promote the virtual branch of libraries
- One of Betsy's favorite comments from conference: adapt or die.



eReaders – Ron Kirsop (CAN)

- Pulling together eReader loans for patrons
- eReader loans not for all libraries; alternatives – instructive program for patrons, having devices available and secured on table for individuals to look at and try out
- Involves preparing staff with lots of training
- Developing flyer of instructions by asking staff to take eReader home, use the instructions, and give feedback so can fine tune
- being knowledgeable about new technologies show libraries as moving to newer, being cool, and helps dispel stereotypes
- eReaders are expensive and involve more staff time for checking in and prepping for next checkout. Working on loan period, fines/replacement costs, repair know-how, credit card policy

*Betsy and Ellen are both working on grants to obtain eReaders.

Geocaching – Ron Kirsop (CAN)

- Wood received grant from Thompson Health that enabled them to hire Jim Hooper, 4H to develop geocaching program at the library and around town, and to purchase 10 units with cases.
- Geocaching.com
- Geocaches are everywhere. Fun outdoor and social activity, and bonus possibility to lose weight.
- Devices are sturdy
- Working on loan program of 7 days

Facebook Reader's Advisory – Cheryl Gravelle (WIL)

- Developed second facebook page to devote to Reader's Advisory, like an online book club.
- Share thoughts on reading, "Books—all sorts, all formats, readers everywhere."
- Open invite to libraries to join Williamson, like their page & contribute
- Visits to site growing steadily

QR code – Lindsay Stratton

- A 2D barcode that can quickly link people via their smartphone to interactive content (register for PLS ce events), text, webpages, videos, contact info, etc.
- Use a QR generator to turn your url into a QR code



Foursquare – Lindsay Stratton

- Location-based social networking site using GPS on mobile device: meet up with others at geographic locations, i.e. restaurants, library; make a game of and earn badges, search nearby venues
- RJ and WAL have claimed their venue

Mobile Credit Card Payments – Betsy Morris

- Paying and receiving payment via smartphones using app and card scan device
- Use at non-traditional sites, i.e. garage sales
- Two sites to easily set up: Go Payment (has credit check) and Square (no credit check)
- Nothing is stored on device and is secure
- Cost is low percentage of transaction