**PLS System Meeting – Summary**
**March 16, 2012**
**@ Pioneer Library System**

Sue Reding, **ARC**; Nancy Burns, **ATT**; Laurie Newell, **BLO**; Diana Thorn, **BRI**; Jenny Goodemote, **CAN**; Melissa Correia, **CS**; Terry Dearing, **DAN**; Beth Horn, Deb Elliotto, **GPL**; Wendy Krause, **HPL**; Cathy Allen, **LIM**; Tracy Whitney, **MAR**; Blanche Warner, **NAP**; Dorothy Morehouse, Peg Pelletier, **NEW**; Sandra Hylen, Anne Tobin, Michelle Goodenough, **ONT**; Patricia Baynes, **PAL**;, Peggy Parker, **PER**;  Louise Furber, Deb Dennis, **PHE**; Liz King, **RJ**; Donna Norris, **ROS**; Pat Evans, **VIC**; Cheryl Gravelle, Michelle Byrne **WIL**; Dottie Pat, **WOL**; Betsy Morris, Lindsay Stratton, Jim Frey, Bob Wicksall, Aaron Zsembery, Jeanne Hayes, **PLS**.

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**Birds of a Feather: Ask 24/7 Widget w/ Chris Finger — 6 attendees**
[Handout is available on the twiki]
**Twiki: http://plum.pls-net.org/twiki/bin/viewauth/Members/Meetings/SystemMeeting20120316**

## Announcements

Betsy (PLS):
- Is there interest in a group order for OWWL mouse pads? Consensus – Yes.
- Verizon Wireless discount for library staff is worth getting. 2 PLS staff signed up and saving $20/mo. Link on Twiki with steps to take:  http://plum.pls-net.org/twiki/bin/view/Members/VerizonWirelessDiscounts
- ChiliFresh – Betsy highlighted this software used for patron book reviews via the OWWL catalog. Reviews are moderated and any inappropriate responses are deleted or edited. (One reviewer told ending of story and that portion was taken out.) Can get stats such as, # reviews, how many anonymous vs. account holders, how many reviews deleted, Top 10 reviewed items, Top 10 reviewers (with an account), etc. Can also suspend reviewers from outside PLS if find inappropriate.

Lindsay (PLS) suggests reviewers use a fake name to ensure privacy, especially if is a minor.

Aaron (PLS):

Post upgrade Kaspersky issues:
1. Intermittent Blue Screen Of Death (BSOD) on startup (before Windows really starts)
   o Some have been caused by not installing the Intel update. Always accompanied by iaStor errors in the System logs
   o Some (where Deep Freeze is involved) have been harder to troubleshoot as Deep Freeze wipes out the logs. We are currently trying the removal and re-installation of Deep Freeze to see if that fixes the issue (on a test machine).
2. Constant BSOD just after the Windows login
   o All have been caused by not installing the Intel update. Always accompanied by iaStor errors in the System logs
3. Slow Startups
   o These are generally caused by various "quickstarters" or "updaters" (for Adobe, Java, Google, Apple, etc.). See the directions at http://plum.pls-net.org/twiki/bin/view/Members/ComputerMaintenanceProcedures#Computer_Cleanup for how to disable them
4. General slowness
   o This version takes a little bit more CPU horsepower to run as it is scanning a little more than the previous one did. We are going to review the protection settings next week and see if we can disable some of the protections to make it faster

General Statistics: 450 installed; ~180 left to go; ~35 incomplete installs that will require attention

***The license grace period runs out the end of March.*** – Libraries need to install update or will not receive updates after that. Kaspersky protects your machines and the entire network.

Heidi (PLS) – NYSLAA conference is June 6 – 8 and a good deal at $115 for Wed-Fri. NYSLAA members are considering becoming a NYLA section and weighing pros & cons.  Pro: would be tax exempt; may help increase membership, joining with others will give louder voice. Cons: Will get lost in shuffle? Lose money or control of conference?

*Do directors have any thoughts about NYSLAA?*  Answer: Joining is a leadership opportunity; NYSLAA would operate as other NYLA sections and have autonomy; will be more visible as a group within NYLA.

Jenny (CAN): Wood proceeding with proposition for $600,000 ballot vote on May 15. Works out to be 29cents/$1,000 and home owner of $160K property would pay $46/year. Gave exclusive to local paper – is vehicle to get the facts out. Submitted letter to donors with the facts of the vote. Friends group is funding advocacy effort of library.

Hired part time young adult person, Kelley Blue, who also works for a Rochester library.

Beth (Central Library, Geneva):
- Have met the required 10 hours commitment to participate and answer Ask 24/7 inquiries. More helpers will be appreciated; Melissa from Clifton is one volunteer. Contact Beth.
- Chris Finger gave presentation at the morning Birds session. Libraries can use the widget and paste the chat window on their websites. Sodus, Marion, and Canandaigua have added, Livonia has link to form. Contact Beth if you'd like bookmarks and pencils that market this service.  *See PLUM for Chris's handout: http://plum.pls-net.org/twiki/bin/view/Members/Meetings/SystemMeeting20120316.*

[Betsy will track down how to get widgets on Facebook page. UPDATE, widgets can only be added to FAN pages, and may not work for all widget types. Will try and test]
- Wendy Freier and Deb Elliotto belong to the RRLC library assistants group and encourage other support staff to join. See handout.

Betsy (PLS) gave recap of PLA Virtual Conference Day 1. Program was not live where audience saw presenters in real time – was more like a webinar.

- 11am Teens. Presenters were from large libraries— their *shoestring* budgets are different than PLS libraries.
- Constant marketing suggested for using products. Betsy saw this as a problem. If product works well, do not need constant marketing.
- Poster idea – Borrow Designs from teen magazines, looks great!
- WOW – WithOut Walls Virtual service program
- Social Media – Marketing strategy: do a few things well, use analysis tools, schedule continuous updates for online presence, it's a living organism.
- Pearl – uses Twitter as a way to journal about the books she's read; suggests adding the book your currently reading to your email signature; rule of 50 – if do not enjoy a book at the 50 page mark, stop reading it.
- IPads use in libraries covered eReaders in general.

Dorothy (NEW): Wish this program addressed programs that didn't work—would have been a good learning tool. Also wished heard suggestions for getting kids in the door.


## Program Palooza

**PLA Virtual Conference Day 2: 60 programs in 60 minutes**. Jennifer Lawson, Program Services Librarian, San Diego County Library (33 branches + 2 mobile libraries)

See PLUM: http://plum.pls-net.org/twiki/bin/view/Members/Meetings/SystemMeeting201202316

**Highlights**
- Focused on making their libraries community places for customers; averaged 54 programs per month per branch. Attendance to libraries increased.
- Key to success: All staff lead and plan programs and focus on customers and outcomes
- Monthly eNewsletter http://www.sdcl.org/newsletters.html
- Each branch had a signature event. Customers identify with a library and look forward to the event.

- Some events:
  - Dog Day Fashion show & parade – outside event
  - All-County Chess Tournament
  - Family Game Day
  - Read for a Reason – altruistic program where readers earn prizes for charity. E.g. Donor gave pet food and readers earned for the animals.
  - Toastmasters Public Speakers series
  - Conversation Cafes
  - Mini golf at the library
  - Art/Photo workshops and then display at local art center and in the library
  - Passive programs – i.e. post its for users to say why they like their library; word search/crossword puzzles left out on table; Faces, Places, & Pets – users take photos featuring library cards and they are displayed. Folks love to show photos of their pets.