



**PLS System Meeting – Summary  
December 14, 2012  
@ Pioneer Library System**

Laurie Newell, **BLO**; Diana Thorn, **BRI**; Renate Goff, **CAL**; Mary Ferris, Ron Kirsop, **CAN**; Melissa Correia, **CS**; Erin Robinson, **CAS**; Beth Horn, **GPL**; Wendy Krause, **HPL**; Theresa Streb, **LYO**; Darlene Virkler, **MAC**; Tracy Whitney, **MAR**; Blanche Warner, **NAP**; Krystina Hardter; Peg Pelletier, **NEW**; Sandra Hylan, Kris Moeller, **ONT**; Patricia Baynes, **PAL**; Deb Dennis, **PHE**; Donna Norris, **ROS**; Stacey Wicksall, **RJ**; Carol Garland, **SOD**; Pat Evans, Lynne Madden, **VIC**; Beth List, **WAL**; Lisa Gricius, **WAR**; Dottie Patt, **WOL**; Cassie Guthrie, Betsy Morris, Jim Frey, Bob Wicksall, Aaron Zsembery, Lindsay Stratton, Cindy Gardner, Pat Finnerty, Heidi Jensen, Jeanne Hayes, **PLS**.

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**Birds of a Feather: Text message Notifications for Available Holds – Lindsay Stratton; 9 attendees**  
**Twiki:** <http://plum.pls-net.org/twiki/bin/viewauth/Members/Meetings/SystemMeeting20121214>

### **Announcements**

Cassie (PLS): Introduced Pat Finnerty, Consultant Librarian/Outreach Coordinator at PLS. Pat's title encompasses many jobs including Youth Services and working with Kathryn Riedener, Collection Development and programming.

Pat (PLS): Pat has a background in public relations, marketing, teaching, and received her MLS Dec 2011. Cassie and Pat have visited 7 libraries and Pat is looking forward to visiting others. Please give Pat a call!

For January's system meeting, Pat and Lindsay are working on the topic of library themes and successful library programs and want to feature what member libraries have done. i.e. Would you like to be a panelist? Please contact Pat.

Please take a look at the Autism theme kit on display. Other kits will be available soon.

Cassie (PLS): As of today, 15 have registered for the Jan 11 DIY Survey workshop. It would be helpful for folks to register as soon as they know they'll be attending!

Reminder: Please review the PLS [Meeting Cancellation policy](#) on the Twiki. Inclement weather may affect workshops scheduled this winter.

Please INTERRUPT ME! Buttons – Heidi called Grey House Publishing to request some. Each library will get buttons, a catalog, & a 20% savings coupon. Cassie saw this vendor at NYLA—see PLS notes 11/14/12.

March 5 – NYLA Advocacy Day. *Thoughts on SnapShot Day?* Last year Williamson did a postcard campaign and brought postcards to Sen. Nozzolio on 2012 Advocacy Day. Melissa at CS has a good story about helping a patron and working with WorkForce development. Cassie will work with member libraries to pull together ideas for advocacy.

After talking with contacts at Senate offices, Cassie may not organize group visits to local state representative offices in January & February. Their offices are ultra-busy that time of year.

[www.nylto.org](http://www.nylto.org) New York Library Trustees Online. Volunteers from DAN, BRI, ONT took a look at this site and had positive feedback:

i.e. ready to use with my board and incorporate into meeting agendas or director reports, it is one-stop shopping for trustee resources, the policy template is a huge benefit, there is a forum for trustees to discuss with each other, etc.

Funds from an LSTA grant are providing access to the site for Pioneer libraries and trustees. Contact Betsy for login. The site is meant for directors & trustees to sit down together to help review and formulate policies. Sandra Nelson & June Garcia pulled the site together. They have authored books on policies and have much knowledge and experience in this field.

Cassie, Betsy, and Pat will be attending training mid-January, and February's System Meeting program will be an in-depth look at this product.

At the 12/12/12 PLS Board meeting, the board reviewed and approved Cassie's goals and objectives for 2013. See [Twiki](#). The NYLTO project falls under these goals.

Jim (PLS): Implementation of text messaging of holds to patrons will begin Monday, 12/17/12. Please review 12/3/12 PLSnotes. Patrons will be requesting info on how to do this.

Lindsay (PLS): Today's Birds session was about text message hold notifications and we have bookmarks available for you to pick up that lets patrons know how to log in. The original source file will be emailed so you can print more as needed.

Aaron (PLS): As of this morning, 29,000 expired card emails have been sent and 1325 patrons have renewed. Of the 30-day notices sent to patrons alerting them that their card will expire, 51% have renewed.

Current wording of 30-day expire notice:

**Question: *Can the wording of the notice be changed?*** Victor and a few other libraries have had patrons discard their library cards thinking that they had to get a brand new one in order to renew.

**PLS**: The wording can be changed to encourage patrons' to bring their card in with them when they renew.

Wendy (PLS): Thank you to Aaron for getting the email reminders to patrons about renewing their library cards. Patrons are thrilled.

Betsy (PLS): Directors were sent a spreadsheet via email regarding OWWL2go collection development. The guidelines for purchase amounts are 3% of the 3-year average of each library's materials budget. Many libraries contributed more the amount on the spreadsheet – thank you! Please return your response by 12/31/12.

Cindy (PLS): To help reduce multiple emails regarding OWWL2go purchasing, PLS will invoice libraries 2x's/ year. Some libraries have already returned their funding commitments. Thank you.

Betsy (PLS): see year-to-date OWWL2go purchasing \$63,000+. Spreading OWWL2go purchasing across the year allows fresh content to be added on a regular basis. The Collection Development Team chooses the content. Pat Finnerty will take over the coordination of this from Betsy.

Pat (VIC) asked for a tally of what Victor has ordered on their own.

Betsy (PLS) will work with libraries that need this information.

OverDrive posted a [video](#) about their new look and features. After receiving feedback, they are tweaking a few things and expect the enhancements to be completed mid-January.

[Gale Virtual Reference Library](#) has the 15 virtual reference titles that can be accessed on the Online Database page via OWWL & PLS websites. Titles include Twayne author series, biographies, encyclopedias, etc. Don't let older copyright dates put you off, i.e. biographies, most likely that info hasn't changed.

Sandra (ONT): Thank you for these. Tweens love it for help with test preparation—enter author name in Gale Virtual Reference and it takes you right to a book that has the info. The 15 titles of the encyclopedias represents 896 items. Novel database has summaries & character notes.

Betsy (PLS) demonstrated the Gale [Access My Library](#) app, for android or iPad (using Kathryn's husband's iPad), and it connects users to Gale databases (PLS subscribed & member library subscribed), all free Gale virtual references, and includes NOVEL databases. Each library has a unique Gale ID. [each Pioneer library has been entered into the Gale configuration site and users will see nearby libraries pop up on the app map]

Bob (PLS) updated OWWL2go support request form with a link for password reset and patrons can reset without involving library staff. Also added a preferred contact method field & updated dropdown.

Lindsay (PLS): RRLC has 20 spots available for members to access their Lynda.com subscription, each slot available for 2 weeks. Lynda.com has many courses and tutorials of online tech instruction for learning business, design, photography, and website software. [Submit a request to RRLC](#) for an account and you will be on the waiting list. The instruction is very good and it'll be worth it.

Heidi (PLS): Thank you to those library staff already signed up to bring snacks to 2013 system meetings. [The 2 empty spots were filled by meeting's end]. Anyone who ordered PLS logo clothing, please pick up your order after the meeting.

Beth (GPL): Chris & Wendy have more OWWL2go training sessions scheduled for January. Please call if you'd like to schedule training.

Wendy (HPL): Further developments with the new addition: windows in, no doors, geo-thermal furnace in, pot lights, and lots of plugs! Aaron and Bob were very helpful suggesting placement of wiring in the ceiling.

Deb (PHE): Louise Furber is retiring the end of 2012 and there is a reception 1/16/12 at trustee Ginny Konz's house, 2pm. The new director, Leah Hamilton starts January 7, 2013. She comes to Phelps by way of Rush Rhees Library and she once did a PLS workshop on book repair.

Jim (PLS): Documentation for [Text Message Notifications for Available Holds](#) has been added to the Twiki.

## **Incredible Customer Service @ Your Library**

Speaker: Dan Trout

Facilitator: Cassie Guthrie

Dan's Prezi Presentation available on Twiki.

After sharing a bit about his background (Wegmans, love of libraries, and recent MLS graduate) Dan asked everyone to tell what their favorite book is and why. This exercise demonstrated that if you listen, you will learn something about someone, no matter what the conversation is about.

Highlights:

- Leave your problems at home
- Work on keeping co-workers informed and keep boss informed. Share stories of good and bad service.
- Say you're sorry the right way the 1<sup>st</sup> time and at the appropriate level. Choose how you say you are sorry—have that part of your procedures so all customers/patrons get the same, fair treatment.
- Your customer service makes your reputation
- Act as if the customer/patron is everywhere. Remember private talk is private.
- Put yourself in the person's position and flex to the patron's needs
- Take your own experiences and apply them to the library. Patricia in Palmyra shared that as a long-time customer of a store she had forgotten her bonus card. The bad customer service left her with very negative feelings about ever shopping there. Relating that experience to how a library patron must feel when they forget their card and are denied access to materials resulted in her changing Palmyra's policies regarding card usage.
- Act as if your name is being represented by the library
- Think of your library image
- How to handle loud conversations of patron's on cell phones? No one wants a disrespect issue. Dan recommends telling the person that you want to respect their conversations and want them to respect other people in the vicinity. Offer another area in the library for the person to finish their conversation.
- Cassie recommends the NYLTO website that lists questions regarding patron behavior and library policies
- Be aware of your tone when speaking to patrons
- How to navigate an angry customer? Keep voice level calm. Repeat – Tell patron "I understand...." Leave yourself wiggle room and don't give a Yes or No answer.
- Remember you don't know what kind of day an upset patron has had. (illness, death in family, financial trouble, etc.)
- Kill them with kindness
- Leave them with expectations, so they know something will be done