PLS System Meeting – Summary
April 19, 2013
@ Pioneer Library System

Jeanna Ruter, **AVO**; Laurie Newell, **BLO**; Diana Thorn, **BRI;** Mary Ferris, Ron Kirsop, Kelley Blue, **CAN**; Melissa Correia, **CS**; Teresa Dearing, **DAN**; Beth Horn, Chris Finger, Kelsy Hibbard-Baker, **GPL**; Wendy Krause, **HPL;** Cathy Allen, **LIM**; Darlene Virkler, **MAC**; Blanche Warner, **NAP**; Elly Dawson, Krystina Hardtner, **NEW**; Anne Rehor, **ONT**: Patricia Baynes, **PAL**; Peggy Parker, Janet Rossman, **PER**; Leah Hamilton, Deb Dennis, **PHE**; Marcy Gay, **RC**; Stacey Wicksall, Amy Alderman, **RJ**, Angel Wright-Sackett**, SS**; Anna Grace, Sarah Matthews, **WADS**; Lisa Gricius, **WAR**; Kim Iraci, **WIL**; Cassie Guthrie, Betsy Morris, Pat Finnerty, Bob Wicksall, Aaron Zsembery, Lindsay Stratton, Heidi Jensen, Nancy Herzig, **PLS**.

Birds of a Feather: Bob's Amazing Self-check Kiosk - Bob Wicksall; 12 attendees
- Bob showed his low cost patron self-checkout. Contact Bob with questions.

Twiki: http://plum.pls-net.org/twiki/bin/viewauth/Members/Meetings/SystemMeeting20130419

Announcements

Cassie (PLS):
- Congratulations to Anna & the Wadsworth Library for being chosen as the 2013 RRLC Public Library of the Year
- Cindy is home and doing well and may be back to work in 2 weeks
- The Emerging Leaders deadline final signup is 4/30

Nancy (PLS)
- Showed the new digital TBBL machine and asked that anyone with concerns or questions to call PLS office

Pat (PLS)
- Pick up your gift book and summer reading posters
- Visit the small meeting room to view Kathryn's "Discovery Kit" purchases

Lindsay (PLS)
- OWWLAC meeting is 4/23, send concerns to your representative
- OWWLUG meeting is 4/26, send concerns to Lindsay
- Next month, expect to see an agenda for the OWWLAC meeting ahead of time

Heidi (PLS)
- Several new Book Discussion kits have been added, Canandaigua alone has donated about a half a dozen
- Flyers have been updated with one each for YA titles, J titles and Adult titles
- A guide is still included with each kit

Betsy (PLS)
- Conclusions from the OWWL2go survey: 15% of the 161 survey respondents rarely visit the library, of the rare visitors, 75% get their needs met by OWWL2go, Kindle is the most popular eBook reader, and eBooks are more frequently downloaded than audiobooks
- 120 libraries have ordered mouse pads, but 150 orders are needed to get the discount. She will check to see the cost per pad for the lesser amount

Aaron (PLS)
- We viewed a PowerPoint on Age Protect. The following conclusions were noted: Without Age Protect, when an item is checked in, it will fill holds at the **Check-In** library first, after that it will fill holds for any other library in oldest first order and items return home only after all holds are filled **OR** they happen to be targeted to fill a hold at the home library. With Age Protect, when an item is checked in, it will be targeted to fill holds at the **Owning Library** no matter where it is checked in, if there are no holds at the owning library it will return to the shelf at the owning library and items will fill holds outside the owning library **Only** after Age Protect expires (2 months after copy create date) or when it is removed. Send any comments or concerns you have about Age Protect to your OWWLAC rep for discussion at the next meeting.

Resource Sharing:

- Stacy introduced Amy Aderman, Red Jacket's new YA Librarian
- Chris showed the new Trainer request form on the Geneva website (http://tinyurl.com/CentralLibrary-TrainingRequest)
- Beth introduced Kelsy Hibbard-Baker, Geneva's new Adult + Technical Services Librarian
- Wendy announced that Honeoye now has their certificate of occupancy. Their new addition seats 49, and has wonderful restrooms as well as a wonderful sound system
- Janet, from Perry, shared their World Book Night event coming up on 4/23. The library chose 10 titles this year, one being a Spanish edition of The House on Mango Street. The books come from publishing houses and authors. The goal is to give the books to members of your community who are light or nonreaders and ask them to give reading a try. The books will be passed out at various locations in Perry.
- Elly shared that Newark has acquired a part-time director, Melissa Correia. She will be the interim director until someone is hired which maybe a long process
- Melissa invited all to a reception for Elly at the Newark Library 4-6 pm, on Wed. 4/24
- Cassie announced that next month's system meeting will be fun so watch for upcoming information

Geek the Library

Facilitator: Pat Finnerty

Speaker: Jenny Powell, Field Marketing Manager, OCLC (e-mail: powelljc@oclc.org)

Highlights:

- Geek the Library is a community awareness campaign designed to highlight the vital role of public libraries and educate the public about the critical funding issues many libraries face.
- Funded by the Bill & Melinda Gates Foundation, the goal of this campaign is to connect with and educate library supporters who don't necessarily visit the library often, or at all.
- Geek the Library was originally a pilot program but has been so successful that it will run through 2015
- It is a free program
- This initiative drives new members to the library and friends groups and shows why libraries are important to their communities.
- You do not need a huge budget to promote this campaign and many small, rural libraries use Geek
- The program typically runs 6-12 months
- A launch kit is sent to each library which includes stickers, T shirts, posters etc.
- There are certain requirements: sit in on a 1-hour webinar, activate your CMC (Campaign Management Center) account, complete a short survey (10 questions), notify them when you start and end your campaign.
- This campaign takes libraries into the community and when you increase awareness, you change behavior.
- Check out the perception study at www.oclc.org/reports/funding
- The objectives of the campaign are as follows: to have 1,000 locations by 6/2015, to engage staff and increase advocacy, to obtain feedback
- They will give campaign support in every way possible. Two additional kits will be sent after the initial launch kit. Go to www.geekthelibrary.org to see downloadable items for patrons and www.get.geekthelibrary.org site for library information
- Enroll at www.getgeekthelibrary.org/agreement