Merribeth Advocate, Assistant Director

1. **Upcoming workshops that will help to increase circulation:**
   a. **Create Lists to Increase Circulation –** Hands-on by Thomas O'Connell
      i. Mar 11 & 12: for beginners
      ii. Mar 18 & 19: for people who use it regularly
   b. **Enhancement of Create Lists Through Excel –** Hands-on by Bev Santero
      i. Dates TBA
   c. **Web Management Reports for Circ Analysis** – Live Webinar by Thomas O'Connell
      i. Apr 7 & 10
   d. **Throw the Bums Out – Effective Weeding for Increasing Circulation**
      i. Jun 2 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jun 3 at Saugerties from 10am-12pm.
   e. **Collection Development Through OverDrive – Best Practices for Increasing Digital Circulation**
      i. Jul 14 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jul 20 at Saugerties from 10am-12pm.
   f. **MHLS Removing Barriers Mini-Conference** – Keynote Speaker **Aaron Schmidt** (author of the 2014 book "Useful, Usable, Desirable: Applying User Experience Design to Your Library" and popular blogger at http://www.walkingpaper.org/)
      i. November 18 at MHLS (snow date if needed is 11/20)

Increasing Circ Initiative

2. **Summer Reading Mini-Grants:** This year the summer reading mini-grants are focused in 2 distinct areas. Libraries can apply for one.
   a. **Inquiry Based Programming for Families:** 20 mini-grants of $500 each are available to MHLS member libraries to incentivize collaborations with agencies that affect their community, and provide interactive inquiry based programs for families. Information & guidelines at http://midhudson.org/wp-content/uploads/2012/11/SRP-application-for-members-2015.pdf. **Applications must be received by April 9, 2015**. This is funded through Family Literacy Library Service Program funds, received from the NYS Library Division of Library Development for "Summer Reading at New York Libraries through Public Library Systems".
   b. **Expanding Adult Literacy through Digital and/or Arts Programming:** 10 mini-grants of $500 each are available to MHLS member libraries to incentivize collaborations with agencies that affect their community, and expand adult literacy through digital and/or arts programming. Information & guidelines at http://midhudson.org/wp-content/uploads/2012/11/SRP-application-for-members-2015-Adult-Literacy.pdf . **Applications must be received by April 9, 2015**. This is funded through Coordinated Outreach Services Program funds, received from the NYS Library Division of Library Development.

3. **MHLS Early Literacy Outreach Mini Grant Program:** Be a part of this new early literacy strategy and reach out to your community. Information & guidelines at http://midhudson.org/wp-content/uploads/2012/11/2015-Early-Literacy-mini-grant-

The Very Ready Reading Program

Information.pdf. Applications must be received by February 19, 2015.

4. **Annual Report:**
    a. **MHLS Tips for Member Libraries for Completing the 2014 Annual Report**: At http://midhudson.org/mhls-tips-for-completing-the-2014-annual-report/ you will find tips and information to help making the process of completing your 2014 annual report easier. New tips will be added to this list as they are uncovered.
    b. **Report of Unusual Circumstances:** If your library experienced any situation or circumstances that affected the statistics reported for 2014 (e.g., natural disaster, closed for extreme weather, closed for renovations, construction on roads around library, massive weeding of collection, loss of programming staff, loss of funding for programs etc.) be sure to answer "yes" to this question as this is the first answer the state looks at when reviewing your annual report so they know to expect it to affect your statistics.

5. **'Teen Services Fundamentals' online education opportunity:** In the fall MHLS ran an incentive program for Children's Services Fundamentals, now we are doing the same for Teen Services Fundamentals. Teen Services Fundamentals is an Infopeople Online Learning Course, approved by ALA's Library Support Staff Certification (LSSC) program. It runs from February 11th to March 10th. The cost is $150 and **MHLS will refund $75 of the cost** to the member library (based on my receipt of the reimbursement form that was sent to library directors on 1/16, and a copy of the participant's certificate of completion before the end of March) from NYS 2015 Coordinated Outreach Categorical Aid to MHLS. Information and registration at http://tinyurl.com/mp7xblg.

6. **Wandoo Reader:**
    a. Since 2010, the New York State Library has offered the online summer reading registration tool, Summer Reader, provided by Evanced (http://www.nysl.nysed.gov/libdev/summer/smreader.htm). Summer Reader continues to be available for all public libraries in New York State. In addition, Evanced has created another online summer reading registration tool called Wandoo. **It is a game and a reading tracker.**
    b. Evanced has developed Wandoo based on input from library staff across the country: it has easy set-up features and is likely to be viewed as more user-friendly than Summer Reader. In addition, it incorporates an interactive component to further engage children and teens in summer reading.
    c. For 2015, **each MHLS library will be able to choose** to use either Summer Reader or Wandoo. Note that **once a library chooses to use Wandoo, they will not be able to switch back to Summer Reader**.
    d. A Wandoo introductory webinar, originally offered in November, has now been archived and is available on the State Library's website at http://www.nysl.nysed.gov/libdev/summer/smreader.htm. This webinar will provide answers to many of your questions about this product. A guided tour of Wandoo Reader is available at http://evancedsolutions.com/products/wandooreader.
    e. The New York State Library is still working out the details for Wandoo training and sign up.

Rebekkah Smith Aldrich, Coordinator for Library Sustainability

1. **Governor proposes flat funding for Library Aid in his budget proposal:** Last year the Governor had proposed a $4 million cut to library aid and the NY Library Community was able to reverse that cut and gain an additional $1 million, for a final number of $86.6 million. Despite early predictions that he would cut us back again, he did not – leaving our funding flat from last year.
    a. The Governor has proposed a 4.8% increase in education spending. Given that "Libraries ARE Education," we will be **advocating for a matched increase to library aid**.
    b. The Governor has included

i. a continuation of the $14 million for the State Aid for Public Library Construction program.
ii. $1.3 million reimbursement for libraries and library systems subject to the MTA Commuter Tax (impacting Dutchess & Putnam counties in our region). FYI: One of NYLA's Legislative Priorities for the coming season is the exemption of libraries and library systems from the MTA tax altogether.

What's next? Now that the Governor has proposed his budget each house in the NYS legislature will work to craft their proposed budgets in response. Our goals will be to

1) Achieve an increase to library aid = to the Governor's proposed increase to education aid;
2) Retain, in not increase, the amount the Governor has proposed for State Aid for Public Library Construction; and
3) Either through the budget bill or through a separate piece of legislation, ensure libraries and library systems are exempt from paying the MTA tax.

The next two months (February & March) will be the prime time for library advocates to be speak up with one voice as the goal is for a budget deal to be struck by April 1st. Thanks to the New York Library Association this effort is coordinated on our behalf. Below you will note the two major opportunities we have to speak up as part of the NY Library Community in the coming months.

2. **Library Advocacy Day is Wednesday, February 25th.** NYLA Advocacy Day in Albany is a shared experience for library advocates interested to help deliver the message to their State legislators that library aid needs to be increased. MHLS helps to facilitate the day by making appointments with all Senators and Assemblypeople in the MHLS service region on your behalf, coordinating a bus that stops along the NYS Thruway to help you get to Albany and avoid what can often be a parking hassle and works to facilitate each in-person meeting. Here's how you can help:
    a. **Help promote Library Advocacy Day to your stakeholders –** trustees, Friends Groups and patrons. Feel free to share the Advocacy Day flyer with them that details how to register and sign up for the bus (or drive up on their own.)
    b. **Once issued, please help get the word out about the NYLA Online Advocacy Center which facilitates the delivery of online/faxed messages to the Governor and State legislators.** The NYLA Legislative Committee has challenged every library system to "up their game" this year in terms of participation through the Online Advocacy Center.

    ## Will *you* commit to finding *21 people or more* over the next month to speak up for 21st Century library aid levels and send a message through this interface?

    If so, MHLS will be in the lead in what is shaping up to be a competition with the other 22 library systems throughout the state! Let's make this happen!!!

    We will certainly let you know as soon as NYLA issues the Call-to-Action for messages to be sent online.

3. **Starr Library Special District Legislation:** The Starr Library board has voted to re-introduce their special district legislation. We applaud the Starr Library board and director Steve Cook for this brave move in light of the

Governor's veto of their legislation at the end of the 2014 legislative season. A team of library advocates from around the state are working with Starr to help advance their legislation. MHLS is part of this team. It is likely the Starr Library bill will be selected as a NYLA legislative priority. Please note, the selection of a local library bill as a statewide legislative priority would be an unprecedented move by the NYLA Legislative Committee which is another piece of evidence of how important this issue is to the whole New York Library Community. For the full background on this issue please visit:

http://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=1321&MenuKey=advocacy

4. **Local Government Efficiency Plans:** For those libraries eligible for the Property Tax Freeze rebate program (those libraries that stayed below the cap for the current fiscal year and filed their form to report as such by January 21) the second part to secure the rebate for your taxpayers is the filing of an "efficiency plan" which is due later this year (May/June). The efficiency plan requires an entity to show a 1% savings for each of the next three years (2016, 2017, 2018). Given that we are a consortia focused on cost efficiencies, our feeling is that we can demonstrate this savings collectively, perhaps through the ILS, database, OverDrive, delivery cost shares. MHLS will be working to facilitate the development of either a shared plan or a plan template to assist you with this. It is likely MHLS itself will not be able to be the "lead agency" to author this report, Tom Lawrence, Executive Director of the Poughkeepsie Public Library District, has agreed to serve as the lead agency for a shared system-wide report should that model be the best course of action. We will be meeting later this month to put this in motion.

5. **Update: The portion of the NY Wage Theft Prevention Act cited in my January 2015 DA report related to written notice of wage rates has been repealed by the Governor.** While no longer required by law, it is still best practice to provide written confirmation of wage and benefits at regular intervals to your staff to facilitate clear communication.

6. **The next Leadership Circle event has been scheduled for April 8th after the DA meeting.** Please register online at http://calendar.midhudson.org

Robert Drake, Technology Operations Manager

Technology Operations Overview

1. **E-Rate**
   a. Form 470 Due Date: 2/26/2015
   b. Form 471: 3/26/2015
   c. For additional details around E-rate, please contact rdrake@midhudson.org visit:
      http://midhudson.org/topics/resource-sharing-2/technology-operations/e-rate/

2. **Teleforms:** III's "Teleforms" also called TNS is an automatic phone messaging system for Hold Pickup & Overdue notices. Currently a subset of libraries pay to use and access this service – however with the necessary purchase of a new server, a new funding proposal is being considered.
   1. Action Memo 15-01 – Because the actual price charged to each library is determined by the number of libraries participating, we are looking to establish a base level of interest so we can calculate the most correct cost projections possible. To those ends, please fill out Action 15-01 EVEN IF YOU ARE A CURRENT TELEFORMS USER and return by February 20th. [Memo will be available at DA meeting or put in delivery for any libraries unable to attend]

2. Appendix A (attached to action memo) – price current users of this service will pay if no additional libraries go on. This price represents either a likely (for libraries currently using service), or potential (for libraries similarly sized) cost for the service for the coming year.
3. Appendix B (attached to action memo) – price each library would pay if all libraries elected to use the teleforms service. This represents the LOWEST possible price any given library might pay.

To assist you in making this decision, I'm happy to answer any teleforms questions you might have. I'll also be providing a quick demo of the teleforms service at the DA meeting.

In future years, we intend to have a teleforms enrollment window toward the beginning of the year where libraries may go onto or off of the service.

IT/Technology

3. **Aerohive Devices?** Last year around this time, we asked if libraries were interested in wireless access points that kept session statistics. We are again attempting a group buy on these devices. Initial price is: $515. With a bulk order we hope to lower this amount. Please contact rdrake@midhudson.org if you are interested. Note the relevant details below.

   1. VERY IMPORTANT - After five years the licensing on these devices expires. At this point they will cease to work and must be replaced.

   2. Captive Portal allows you to force patrons to approve your wireless access policy before being given access to the wireless network.

   3. Cloud Manager frees you from managing router settings by allowing MHLS to modify this policy and other wireless settings remotely on your behalf. It also enables the other features below.

   4. Easy Replacement – Since policies are backed up externally from the router, if a wireless access point goes down, a new one can be shipped and plugged in. It can then have the same policies as the previous router pushed down – no additional support is required to configure the device. As part of the expected deal, replacement would be guaranteed for 5 years.

   5. Multiple networks – any single router can host multiple networks each with separate policy, for example a public network with a captive portal that is only available 9am – 5pm, and a separate staff network without a captive portal, available always.

   6. Improved reporting – improved statistics gathering is built into the devices. We can use this to provide you with your monthly wireless session account – statistic being asked in the annual report.

Sierra/ILS

4. **Sierra Questions Webinar**: Join Automation Coordinator Thomas O'Connell February 19th at noon for a lunchtime webinar of training and Q&A. In what we hope will become a regular practice, Thomas will provide a 20 minute presentation on a topic and then open the floor to any Sierra questions you might have.

   For the first session Thomas will cover running end of the month statistics in Web Management Reports. The session will take place via a GotoMeeting session and last about 45 minutes. There is a 15 person session attendance limit, so register on our calendar if you'd like to attend.

   If you have ideas about topics you would like to see covered in potential future sessions, please contact Thomas at toconnell@midhudson.org or call him at (845) 471-6060, ext. 221.

Cataloguing

5. **Database Statistics:** will be distributed at the DA meeting