

Vision 2020 *Smackdown II*



New York's Library Systems Foster Innovation

NYLA Conference | October 23, 2015 | Legends Room

Regents Advisory Council on Libraries

2014-2015

Laurie Conway Brooks

Claudia Depkin, Director Haverstraw King's Daughters Public Library

John Hammond, Executive Director Northern New York Library Network

Norman J. Jacknis

Mary Jean Jakubowski, Director Buffalo & Erie County Public Library

Sara Kelly Johns

Steven M. Manning, Director Regional Information Center / Computer Services Center,
Greater Southern Tier BOCES

Colleen D. Sadowski, Instructional Director of School Library System and Media Services
Rochester City School District

Michael E. Stoller, Associate Dean, Collections and Research Services, Elmer Holmes
Bobst Library, New York University

Ann Thornton, Vice Provost and University Librarian, Columbia University

Jacquelyn Thresher, Director, Nassau Library System

Kelvin Watson, Vice President Digital Services and Strategy, Queens Borough Public
Library



RAC Goals

- * Advise the Board of Regents & Department of Education on policies that affect libraries.
- * Strengthen the programs and services of the New York State Research Library, the Division of Library Development, and other programs and services of the State Education Department that affect libraries.
- * Ensure that effective communication takes place with the Regents and the Commissioner of Education regarding library matters



2020 Vision

<http://bit.ly/1jQADPf>

Creating the Future:
A 2020 Vision and Plan
for Library Service in New York State
Recommendations of the New York State
Regents Advisory Council on Libraries to the
New York State Board of Regents



University of the State of New York
State Education Department
Albany, New York



Agenda

- * Library Systems' Role in *Creating the Future: a 2020 Vision & Plan for Library Service in NYS*
- * What's Happening in Your Library?
- * NYSL Closing Remarks



Moderators

Mary Jean Jakubowski, RAC Member
Director, Buffalo & Erie County Public Library

Sara Kelly Johns, RAC Member
School Librarian, Consultant, Speaker



Public Library Systems

Mary Jean Jakubowski

Director

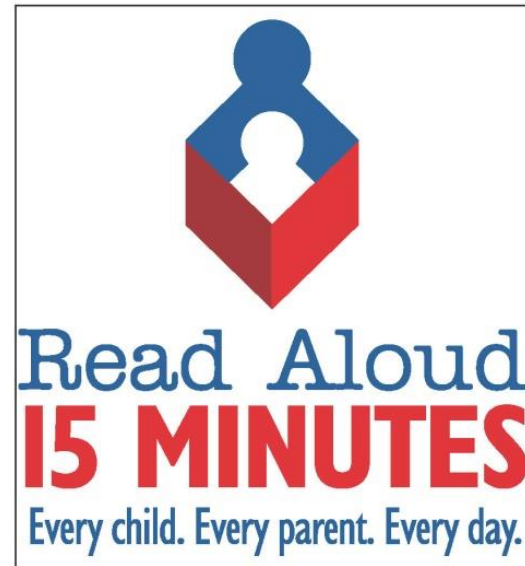
Buffalo & Erie County Public Library



Billboards



Direct Mailers



Buffalo & Erie County Public
LIBRARY

New
York State
Library

Custom Shirts = Easy Promotion



Partnerships = FREE Publicity



Public Library Systems

Rebekkah Smith Aldrich

Coordinator for Library Sustainability

Mid-Hudson Library System





LIBRARY BUDGET PASSES

394 YES 95 NO



Public Library Vote **oolbox**

Know-how for Your Library's Vote

<http://vote.midhudson.org/>



Increasing Circulation Incubator Project



The Future of Programming

Empowered

Engaged

Energized



Branding through Community Engagement

Deliverables:

- Message Models
- Brand Elements: logo, tagline, website, external communications
- Activation Tools: Staff & Trustees as “Brand Ambassadors”

Path 1:

Internal Alignment

“Everything you do and say must be reflective of your brand”: “Consistency Check” (checklist? PR Audit model) policy, customerservice philosophy, partners, programs

Alignment

Realign

Path 1:
“Strengthen Brand”

Path 2:
“Turn Outwards”

Path 2: Realign With Your Community

- Turning Outwards (Harwood Institute) and/or
- Strategic Planning Process

Stakeholder
Engagement

Toolkit for Directors:

- Community Scan Tool
- Staff worksheet
- Community Assessment Tool
(based on the MHLS Non-User Survey)

Board Belief

- Worksheet for board
- Facilitator Guide for directors

Personal Belief

Worksheet





To **create leadership** and provide tools to **mobilize libraries**
to **think sustainably**.

In a way that **builds awareness and consensus, inspiring action** in the
library community to own their role as **sustainability leaders**.

So that communities **thrive**, bounce back from disruption and are
infused with new and better life for everyone.



Public Library Systems

Erica Freudenberger

Director

Red Hook Library



Red Hook Public Library





JERRY BARTLETT

Angling Collection

AT THE PHOENICIA LIBRARY

[ABOUT THE
COLLECTION](#)

[A LITTLE
HISTORY](#)

[CATSKILL
TROUT](#)

[CATSKILL
HATCH CHART](#)

[CATSKILL FLY
TYERS](#)

[BOOKS &
RESOURCES](#)

[VISIT OR
CONTACT](#)

[HOW TO
DONATE](#)

[NEWS &
EVENTS](#)

Welcome to the Jerry Bartlett Memorial Angling Collection

We celebrate the history of Catskill Angling with an extensive collection of books about fishing and fly tying, rods, tackle, historical memorabilia and other resources. Dedicated to the memory of noted fishing guide Jerry Bartlett (1939-1995), the collection is housed in the public library in Phoenicia, New York and is open to the public during library hours. Join us and explore the world of fishing in the Catskill Mountains!









Public Library Systems

Mary Fellows

Manager, Youth & Family Services

Upper Hudson Library System

Judith Wines, Director

RCS Community Library



UPPER HUDSON
LIBRARY SYSTEM

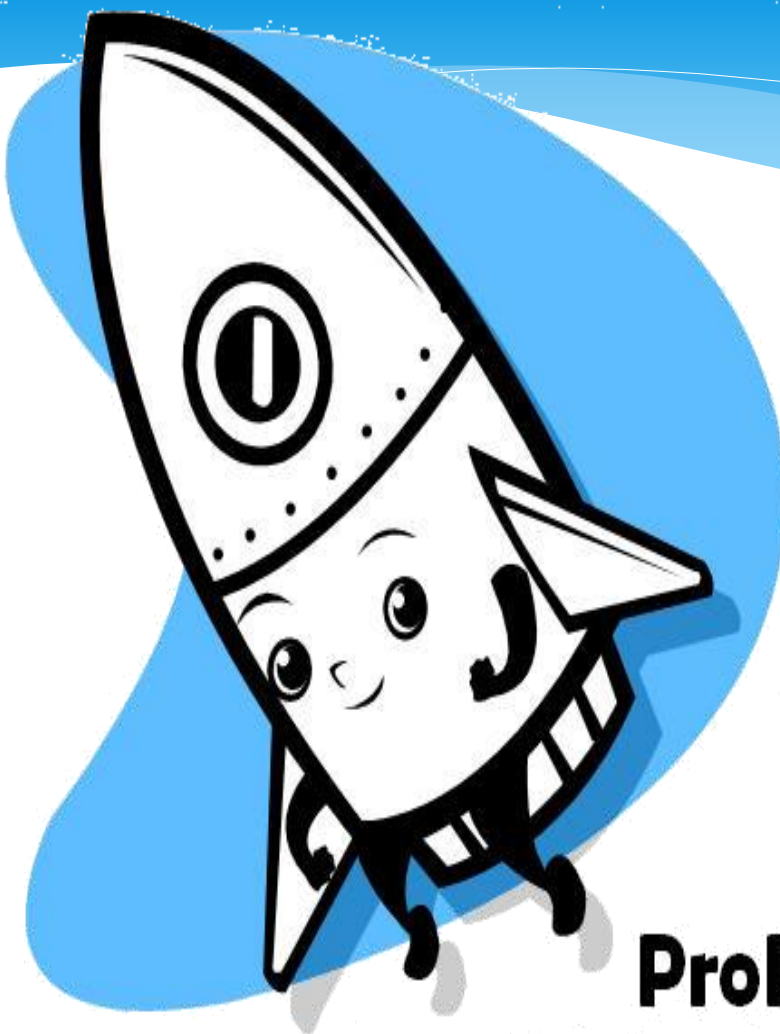
Together. For Better Libraries.











ProPEL: Prototype Project on Early Literacy

Upper Hudson Library System







Early Literacy =
System Priority

Public Library Systems

Sustainable Funding: Supporting Public Libraries

Margo Gustina, Member Services Consultant
gustinam@stls.org

Brian M. Hildreth, Executive Director
CommunityLibraryPartner@stls.org



STLS Library Sustainability Module

SOUTHERN TIER LIBRARY SYSTEM LIBRARY SUSTAINABILITY MODULE

2013 Edition



MEMBER LIBRARY: DUNDEE LIBRARY (YATES COUNTY)

CURRENT LEVEL OF LIBRARY FUNDING

Library	Increase Amount	Percentage Increase	School District	Actual Amount Increase	Voting Results	Approval Rating	Date
Dundee Library	\$2,755	5%	Dundee	\$55,094 - \$57,849\$	155 - 37	81%	5.21.2013

RESOLVED, that the Board of Education of Dundee Central School District be and hereby is authorized to enter into a "Contract for Educational Services" with the Dundee Library in the amount of \$57,849 and to levy the necessary tax for the above purpose. *(The current annual library appropriation is guaranteed at \$55,094. Approval of the proposition would ensure additional funds of \$2,755 for future years.)*

POTENTIAL LIBRARY REQUEST OPTIONS

Current Annual Tax Bill	Current Total Levy	% Increase	Potential Total Levy	Potential Annual Tax Bill	Library Tax Bill Increase	Increase per Week
\$ 13.00	\$ 57,849.00					
		25%	\$ 72,311.25	\$ 16.25	\$ 3.25	\$ 0.06
		50%	\$ 86,773.50	\$ 19.50	\$ 6.50	\$ 0.13
		75%	\$ 101,235.75	\$ 22.75	\$ 9.75	\$ 0.19
		100%	\$ 115,698.00	\$ 26.00	\$ 13.00	\$ 0.25
		125%	\$ 130,160.25	\$ 29.25	\$ 16.25	\$ 0.31
		150%	\$ 144,622.50	\$ 32.50	\$ 19.50	\$ 0.38
		175%	\$ 159,084.75	\$ 35.75	\$ 22.75	\$ 0.44

- * Current Funding Level
- * Potential Funding Requests
- * Community Tax Distribution
- * Library Benchmarks
- * Getting to "Yes" Calendar
- * Library Model Type



Case Studies: Cohocton & Jasper Libraries

COHOCTON VOTE 2015 CALENDAR

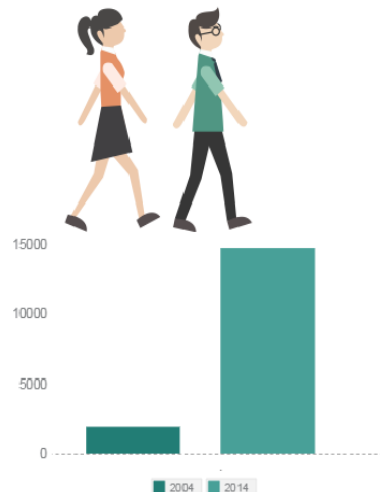
Action
dates

Deadlines

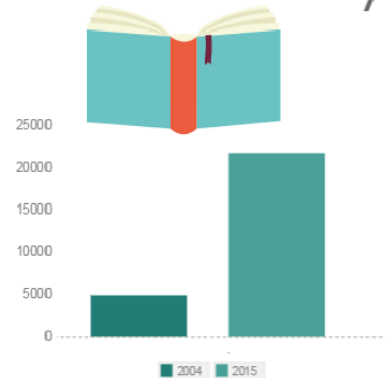
April 2015							May 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	30	1	2	3	4	5	3	4	5	6	7	8	9
6	7	8	9	10	11	12	10	11	12	13	14	15	16
13	14	15	16	17	18	19	17	18	19	20	21	22	23
20	21	22	23	24	25	26	24	25	26	27	28	29	30
27	28	29	30	1	2	3	31						

Mar 30	10	1
Call Mark Perkins to get an idea of the Board's reaction to	Have 2016 budget written at new funding amount	School Board Meeting Your community

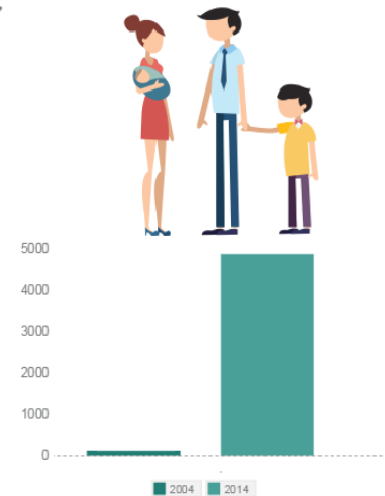
Ten Years:
growing in our
community



Library Visits
increased 7.8 fold



Circulation
increased 4.5 fold



Program Attendance
increased 41.2 fold



Listen to the Community - Community Conversation Guide

There are multiple valuable models for local Community Conversation. The models to assist members in finding

Purpose

A Community Conversation is about your community *not* about the library. Insights from what your community

Recommendations: Public libraries are viewed by the services in total that Materials, Organization & Access, Programs (Instructional & Entertaining), Access. STLS Consultants prioritized these elements:

- ☒ Print Materials: Weed the collection for look, feel, age, and use
- ☒ Organization & Access: Organize books so that they are more physically accessible to patrons.
- ☐ Organization & Access: Organize books so that their library location mirrors their catalog location.
- ☐ Programs: Make and implement a passive (self-directed) programming plan.
- ☐ Programs: Develop and implement a Summer Learning Program plan that includes:
 - o Weekly children's program
 - o Monthly YA program

Step by Step guides & Progress Reports

2014 Benchmarking Data

Library	Chartered to serve	Staff (FTE 37.5 hrs)	Budget	Circ/Cap	Visits/ Cap	Attend/ Cap	Staff/ 1,000 served	Current Card Holders % Chartered	\$/student
Atlanta	965	1.92	\$ 32,000	1.80	7.27	1.23	1.99	15%	\$ 175
Montour Falls	1711	1.07	\$ 37,635	3.01	6.95	1.25	0.63	17%	\$ 94
Addison	2595	1.33	\$ 35,198	3.40	2.41	0.15	0.51	22%	\$ 31
Friendship	2181	1.07	\$ 38,000	3.50	2.36	0.23	0.49	16%	\$ 107
Avoca	2264	1.23	\$ 42,500	3.84	2.59	0.19	0.54	12%	\$ 165
Wayland	6959	3.2	\$ 145,000	4.50	1.96	1.01	0.46	22%	\$ 175
Odessa	2393	0.85	\$ 32,949	4.64	4.49	0.47	0.36	18%	\$ 94
Belfast	2347	0.69	\$ 41,360	6.75	3.99	0.47	0.29	17%	\$ 120
Howard	1467	0.93	\$ 35,100	9.05	5.45	1.17	0.63	14%	\$ 165
Cohocton	1481	1	\$ 75,000	11.15	9.98	3.29	0.68	25%	\$ 175

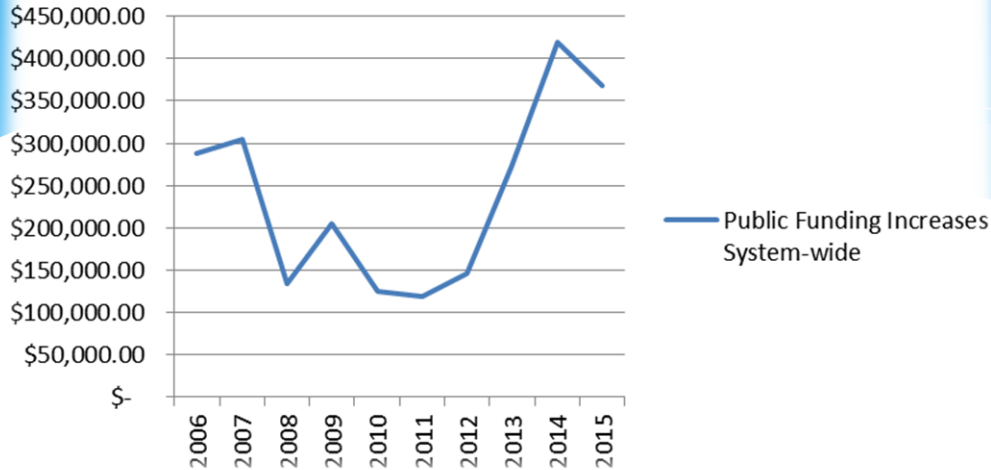
ation with library non-users to consultation on this topic.

n & Access elements, to make the action make-up has shifted to me

17
1%
74
0%

Measurements of Success

Public Funding Increases System-wide



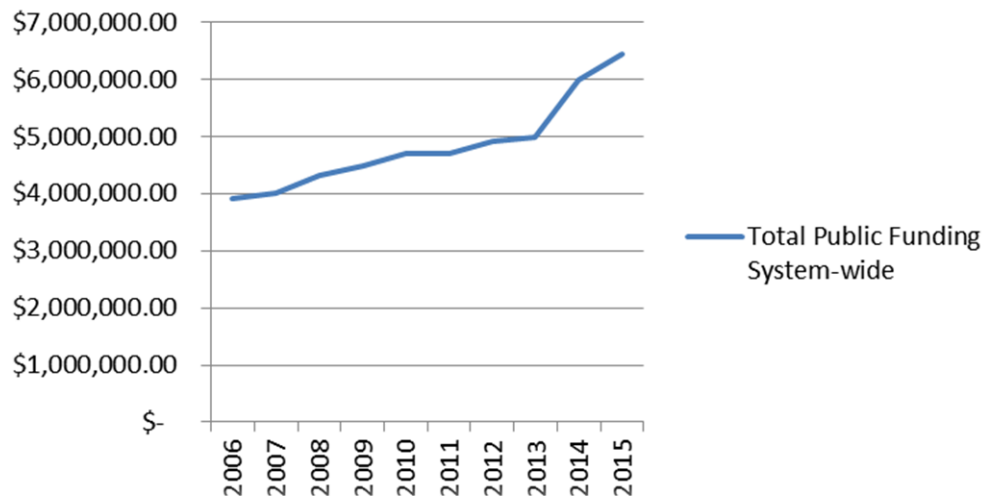
2014 PERCENT INCREASES

Dundee Library	151%
Wayland Library	26%
Corning Library	33%
Atlanta	31%
Cohocton	13%

2015 PERCENT INCREASES

Cohocton	93%
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Total Public Funding System-wide



UPCOMING VOTES	YEAR
Montour Falls Library	2016
Odessa Library	2016
Avoca Library	2017
Howard Library	2017
Jasper Library	2018

University Libraries

Joseph Patton

Exhibit & Outreach Archivist

University at Buffalo Libraries



University at Buffalo
The State University of New York

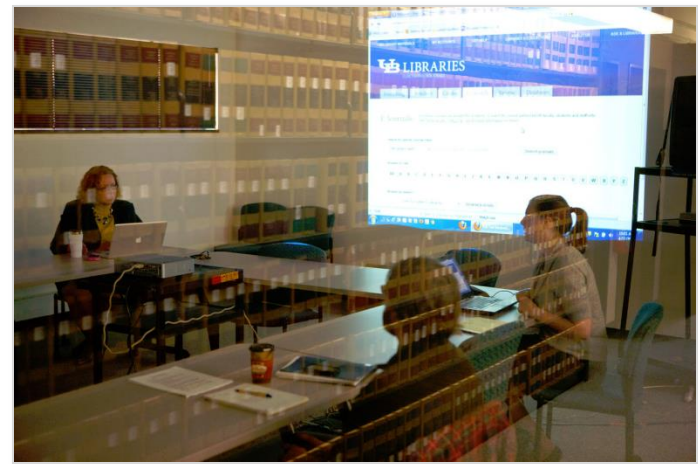


Innovation



Collaboration

Continued Education



Innovation



Collaboration



Continued Education



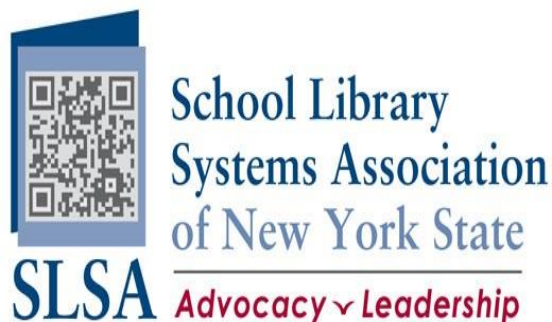
School Library Systems Association (SLSA)

J'aimé Pfeiffer

School Library System Director

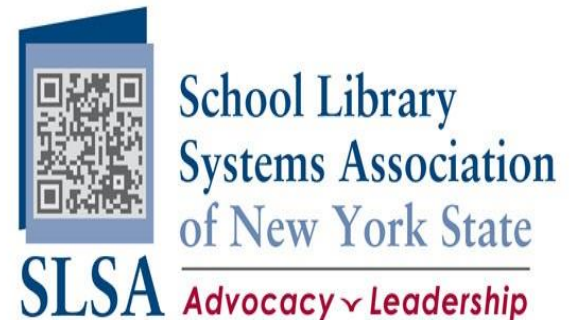
Washington-Hamilton-Warren-Saratoga-Essex
BOCES

<http://www.slsa-nys.org/>



School Library Systems Association (SLSA)

- * 30 Years (BOCES, Big Cities)
- * Provide Services, Support, Materials
- * State Funding for SLSAs = Equity
- * Communications
- * Professional Development
- * Inquiry
- * Work in Schools
- * Collaborations



School Libraries

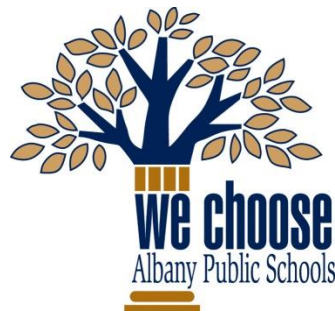
Alicia Abdul
School Librarian
Albany High School



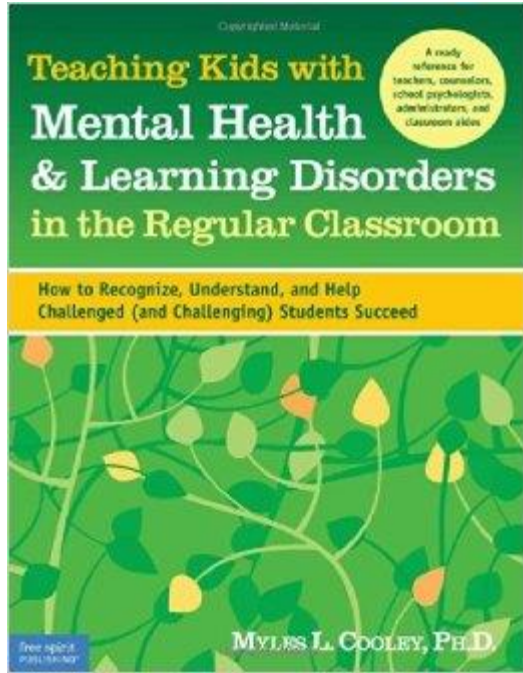
“Librarians are tour guides for all of knowledge”

Patrick Ness

Alicia Abdul, Albany High School Librarian







YA Book Group & Professional Book Groups



TeenReaderCon



Photography by Marisa Geraghty

School Libraries

Susan Polos, School Librarian

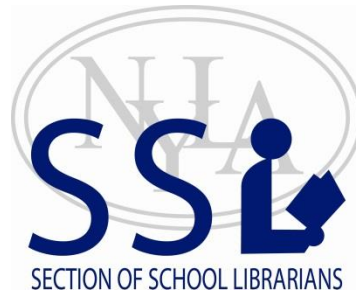
Bedford Central School District

Mt. Kisco Elementary School

Sue Kowalski, School Librarian

East Syracuse Minoa School District

Pine Grove Middle School



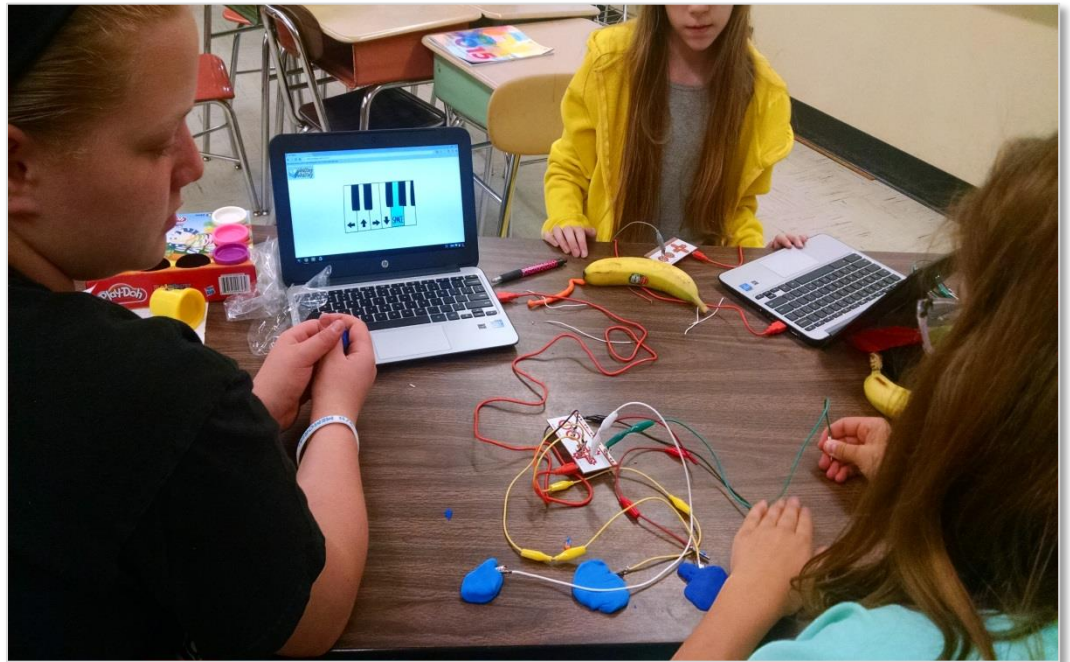
School Librarian as INSTRUCTIONAL LEADER

- ◆ Embedded Instruction
- ◆ Curriculum Planning
- ◆ Resource Evaluator



School Librarian as TECHNOLOGY SPECIALIST

- ◆ Integrated Technology
- ◆ Access, Training, and Development
- ◆ Modeling and student ownership



School Librarian as COMMUNITY ADVOCATE

- ◆ Seek, develop, & nurture partnerships
- ◆ Ongoing promotion & engagement



School Librarian as FACILITATOR of STUDENT ENGAGEMENT

- ◆ Create authentic leadership opportunities
- ◆ Foster culture of critical thinking



School Librarian as ADMINISTRATIVE PARTNER

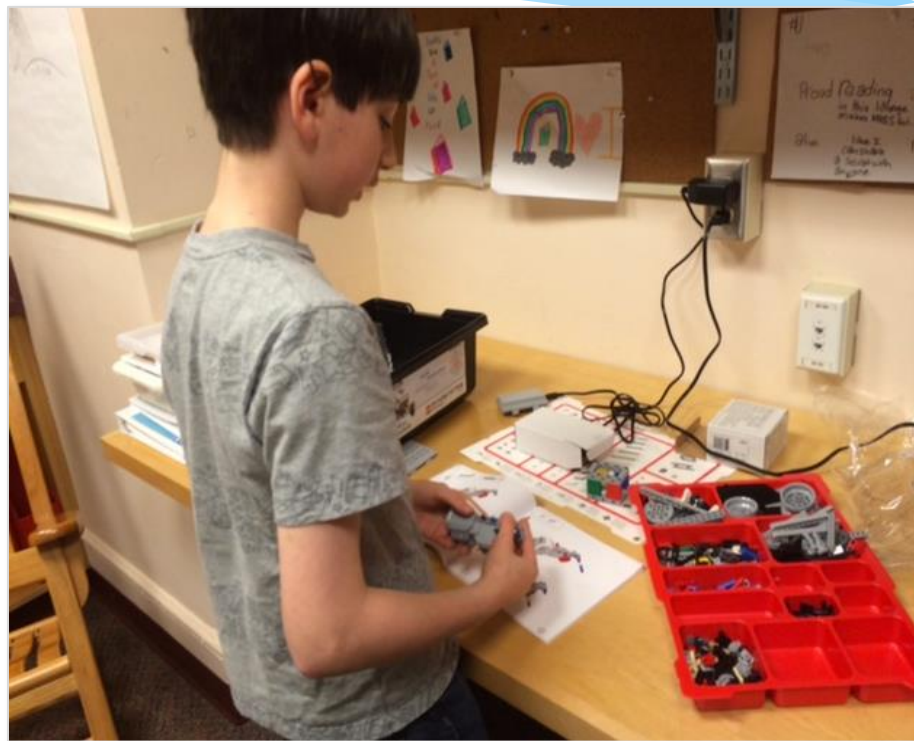
- ◆ Active involvement throughout school community
- ◆ Identify needs and provide leadership for strategies

*



School Librarians ADAPT TO NEW EXPECTATIONS

- ◆ At the forefront of innovation
- ◆ Compensate for underfunding



School Librarians BRING NEW INITIATIVES TO CONSTITUENTS

- ◆ Excel in areas of expertise
- ◆ Share services across library types



School Librarians RESPOND TO THE NEEDS OF THEIR COMMUNITIES

- ◆ At the forefront of outreach
- ◆ Build partnerships which add value



School Librarians

MODEL COLLABORATION, EFFICIENCY & COOPERATION

- ◆ Maximize opportunities by working with libraries across the state and library systems



Library Resource Councils

Sheryl Knab

Executive Director

Western New York Library Resource Council



Build and They Shall Come

Contributing NY 3Rs
Member Libraries
and Archives

New York Heritage

Empire State Digital
Network

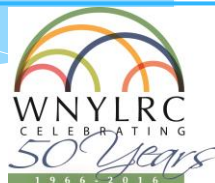
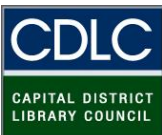
NYS Historic
Newspapers

Empire Archival
Discovery
Cooperative

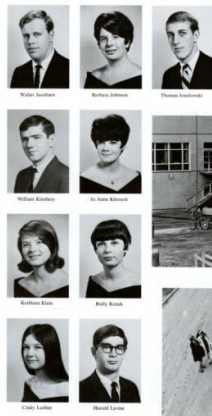
Digital Repository

NY3Rs

NY 3Rs ASSOCIATION, INC.
www.ny3rs.org



-



NYS Historic Newspapers

- * The NYS Historic Newspapers project provides free online access to a wide range of newspapers chosen to reflect New York's unique history.
- * Soon will have at least one title from every county in NYS
- * 4,357,797 pages
- * 349 titles and growing
- * Sits on LOC development platform



NYS HISTORIC NEWSPAPERS

Empire Archival Discovery Cooperative Pilot

Will collect encoded archival descriptive finding aids using EAD XML

- * Uses XTF as a platform but moving to a full EADitor framework – a tool developed by advisory member Ethan Gruber which will provide more linked data capabilities
- * Will harvest and ingest on the fly through EADitor
- * Can bring attention to collections or items in archival and special collections both digitized and not digitized
- * Highlights the rich archival and special collections located in larger and smaller NY libraries, historical societies, and museums
- * A place where the researcher can connect to local, unique resources.
- * Anticipate 40-60 institutions to contribute their finding aids
- * Contributors come from three types of organizations

NY3RS Demo Return to Search Results

Finding Aid to the Durr Friedley Records, 1906-1918 Archives.Friedley.1

Finding aid prepared by Brigid Harmon
This finding aid was produced using the Archivists' Toolkit 2013-12-20T09:13-0500
Describing Archives: A Content Standard
English

Repository The Metropolitan Museum of Art Archives [Contact Information](#)

creator Breck, Joseph, b. 1885
creator Kent, Henry Watson, 1866-1948
Title Durr Friedley Records
Dates: Bulk, 1914-1917
Dates: 1906-1918
Quantity 3.0 Linear feet (8 boxes)
Abstract Durr Friedley was a staff member of the Department of Decorative Arts of The Metropolitan Museum of Art from 1911 until 1917, serving as an assistant, Assistant Curator and Acting Curator. Records consist primarily of correspondence regarding prospective Museum acquisitions. Items of special interest include letters concerning the Museum's acquisition of early American colonial furnishings, later displayed in the American Wing.
Identification Archives.Friedley.1
Language

Table of Contents

- [Biographical/Historical note](#)
- [Scope and Content](#)
- [Arrangement](#)
- [Restrictions](#)
- [Subjects and Related Materials](#)
- [Administrative](#)
- [Bibliography](#)
- [Container List](#)
 - [Series 1](#)
 - [Series 2](#)
 - [Series 3](#)
 - [Series 4](#)
 - [Series 5](#)
 - [Series 6](#)
 - [Series 7](#)
 - [Series 8](#)
 - [Series 9](#)
 - [Series 10](#)
 - [Series 11](#)
 - [Series 12](#)
 - [Series 13](#)
 - [Series 14](#)
 - [Series 15](#)
 - [Series 16](#)
 - [Series 17](#)
 - [Series 18](#)
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 - [Series 168](#)
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 - [Series 240](#)
 - [Series 241](#)
 - [Series 242](#)
 - [Series 243](#)
 - [Series 244](#)
 - [Series 245](#)
 - [Series 246](#)
 - [Series 247](#)
 - [Series 248](#)
 - [Series 249](#)
 - [Series 250](#)

Biographical/Historical note

Curator and artist Durr Friedley (1888-1938) was born in Indianapolis, Indiana and received a degree in Fine Arts from Harvard University in 1911. (At Harvard and later in life his surname was spelled Freedley; in records from his time at The Metropolitan Museum of Art it consistently appears as Friedley.) He joined the staff of the Metropolitan Museum of Art in October, 1911, as an assistant in the Department of Decorative Arts. In 1912, after favorable recommendations by colleagues, Friedley

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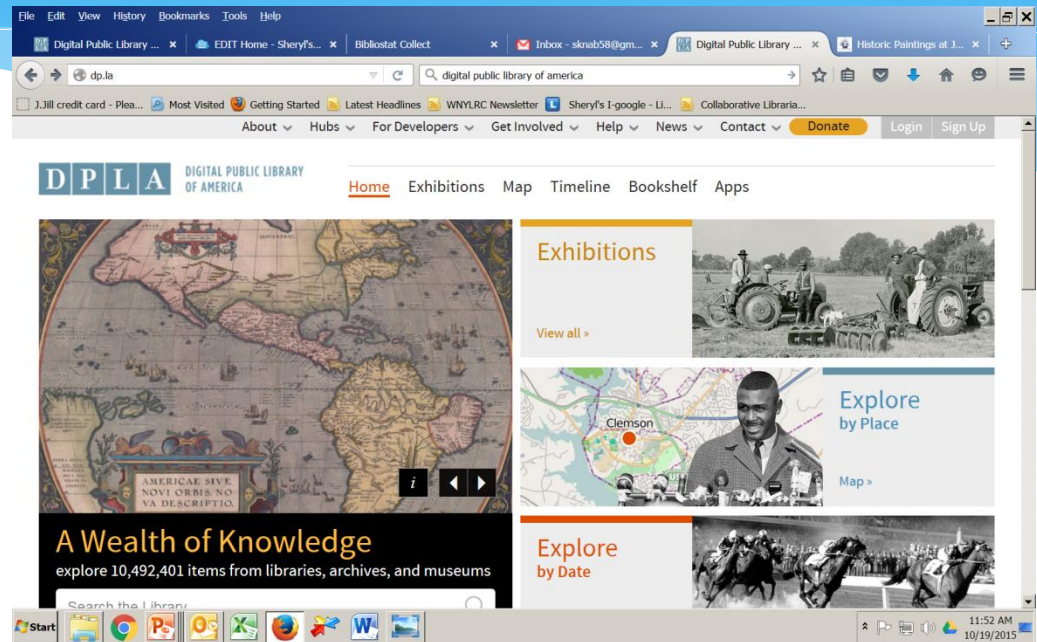
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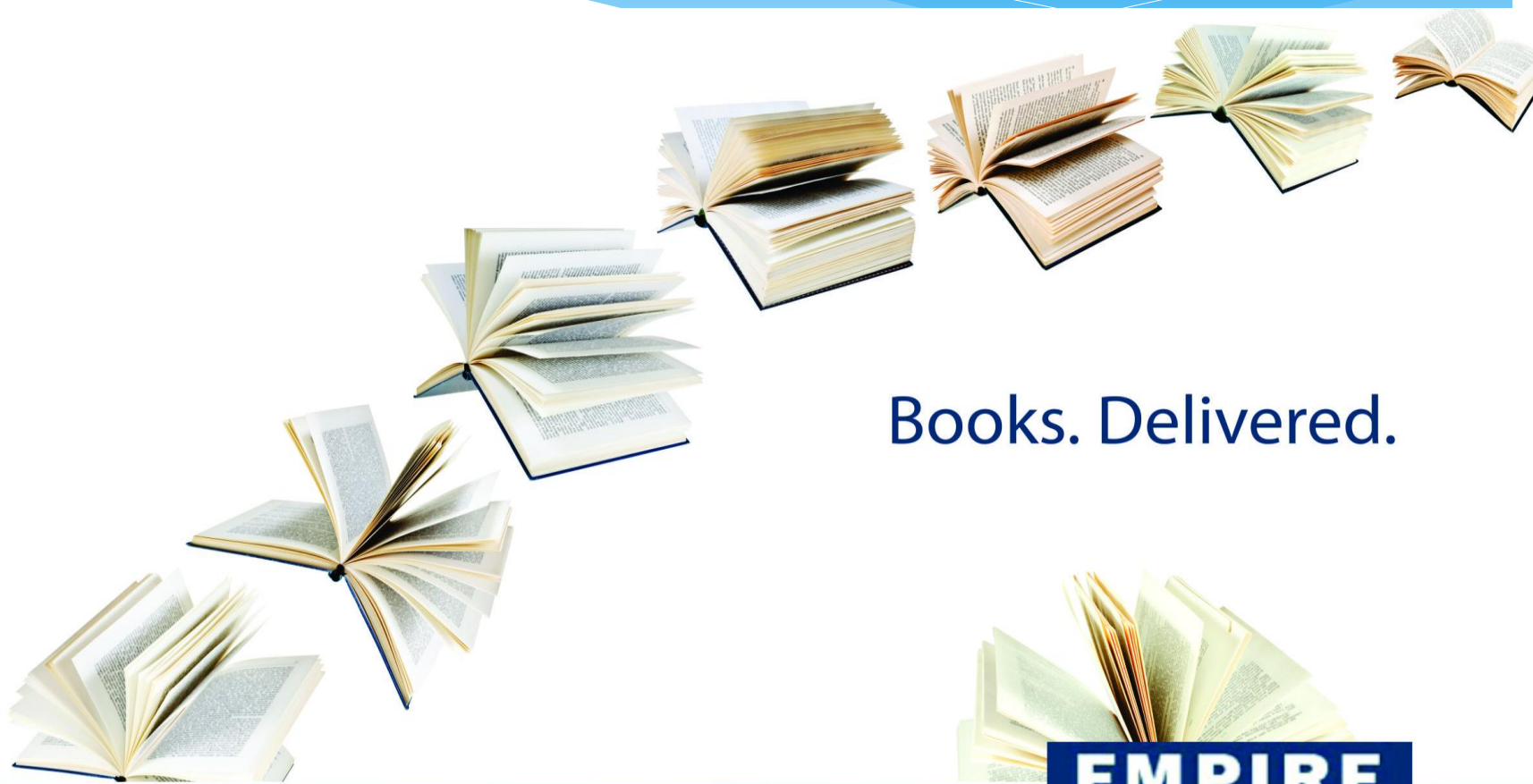
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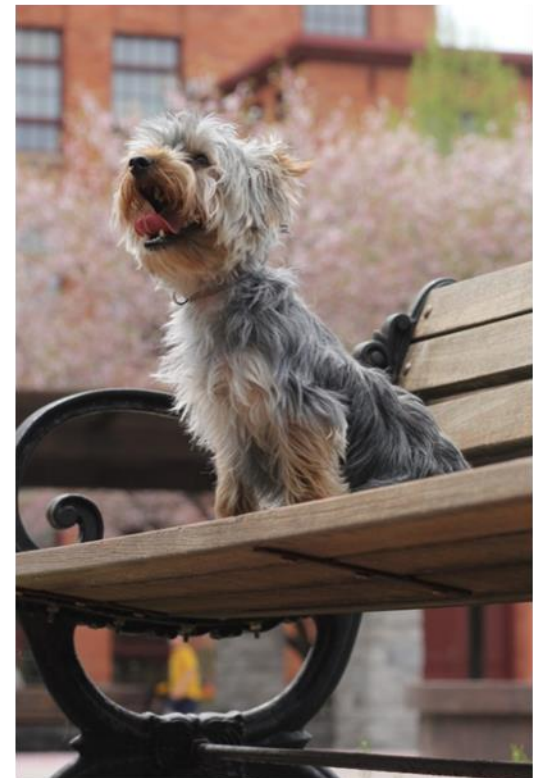


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Closing Remarks

Bernard A. Margolis
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