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 Threshner, Director, Nassau Library System
Kelvin Watson, Vice President Digital Services and Strategy, Queens Borough Public Library

New York State 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.
Agenda


* 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
Custom Shirts = Easy Promotion
Partnerships = FREE Publicity
Public Library Systems

Rebekkah Smith Aldrich
Coordinator for Library Sustainability
Mid-Hudson Library System
Public Library Vote Toolbox
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, customer service, philosophy, partners, programs

Path 2: Realign With Your Community
- Turning Outwards (Harwood Institute) and/or
- Strategic Planning Process

Stakeholder Engagement

Board Belief

Personal Belief

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

- Worksheet for board
- Facilitator Guide for directors

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
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 (1939–1996), 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!
Vote Yes on May 20 Proposition #3

Paid for by the Friends of the Red Hook Public Library
Public Library Systems

Mary Fellows
Manager, Youth & Family Services
Upper Hudson Library System

Judith Wines, Director
RCS Community Library
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

<table>
<thead>
<tr>
<th>Library</th>
<th>Increase Amount</th>
<th>Percentage Increase</th>
<th>School District</th>
<th>Actual Amount Increase</th>
<th>Voting Results</th>
<th>Approval Rating</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dundee Library</td>
<td>$2,755</td>
<td>5%</td>
<td>Dundee</td>
<td>$55,094 - $57,849</td>
<td>155 - 37</td>
<td>81%</td>
<td>5.21.2013</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Current Annual Tax Bill</th>
<th>Current Total Levy</th>
<th>% Increase</th>
<th>Potential Total Levy</th>
<th>Potential Annual Tax Bill</th>
<th>Library Tax Bill Increase</th>
<th>Increase per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13.00</td>
<td>$57,849.00</td>
<td>25%</td>
<td>$72,311.25</td>
<td>$16.25</td>
<td>$3.25</td>
<td>$0.06</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50%</td>
<td>$86,773.50</td>
<td>$19.50</td>
<td>$6.50</td>
<td>$0.13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>75%</td>
<td>$101,235.75</td>
<td>$22.75</td>
<td>$9.75</td>
<td>$0.19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
<td>$115,698.00</td>
<td>$26.00</td>
<td>$13.00</td>
<td>$0.25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>125%</td>
<td>$130,160.25</td>
<td>$29.25</td>
<td>$16.25</td>
<td>$0.31</td>
</tr>
<tr>
<td></td>
<td></td>
<td>150%</td>
<td>$144,622.50</td>
<td>$32.50</td>
<td>$19.50</td>
<td>$0.38</td>
</tr>
<tr>
<td></td>
<td></td>
<td>175%</td>
<td>$159,084.75</td>
<td>$35.75</td>
<td>$22.75</td>
<td>$0.44</td>
</tr>
</tbody>
</table>
Case Studies: Cohocton & Jasper Libraries

COHOCTON VOTE 2015 CALENDAR

**Action dates**

**Deadlines**

Mar 30

Call Mark Perkins to get an idea of the Board’s reaction to the 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
### 2014 Benchmarking Data

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

### 2014 PERCENT INCREASES

<table>
<thead>
<tr>
<th>Library</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dundee Library</td>
<td>151%</td>
</tr>
<tr>
<td>Wayland Library</td>
<td>26%</td>
</tr>
<tr>
<td>Corning Library</td>
<td>33%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>31%</td>
</tr>
<tr>
<td>Cohocton</td>
<td>13%</td>
</tr>
</tbody>
</table>

### 2015 PERCENT INCREASES

<table>
<thead>
<tr>
<th>Library</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochocton</td>
<td>93%</td>
</tr>
</tbody>
</table>

### UPCOMING VOTES

<table>
<thead>
<tr>
<th>Library</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montour Falls Library</td>
<td>2016</td>
</tr>
<tr>
<td>Odessa Library</td>
<td>2016</td>
</tr>
<tr>
<td>Avoca Library</td>
<td>2017</td>
</tr>
<tr>
<td>Howard Library</td>
<td>2017</td>
</tr>
<tr>
<td>Jasper Library</td>
<td>2018</td>
</tr>
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</table>
University Libraries

Joseph Patton
Exhibit & Outreach Archivist
University at Buffalo Libraries
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
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
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

NYS Historic Newspapers

Empire Archival Discovery Cooperative

Digital Repository

Empire State Digital Network
New York Heritage

- 643,251 images
- 580 collections
- 250+ institutions
- Sits on CONTENTdm
- Collections Harvested by DPLA
- Includes Landing Pages to many NYS Historic Newspapers titles
- Will include links to available finding aids in Empire Archival Discovery Cooperative (EADC)
- Will undergo a new website design
- Includes
  - Yearbooks
  - Photographs
  - Diaries
  - Pamphlets
  - Maps
  - Postcards
  - Scrapbooks
  - Correspondence
  - Directories
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
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
Empire State Digital Network

- Service Hub for Digital Public Library of America
- harvests metadata and thumbnail image from NY Heritage and other collections
- Redirects searcher via to NY Heritage which places the image in the context of the collection
- Exposes content to a larger audience
Library Resource Councils

Debby Emerson
Executive Director
Central New York Library Resource Council
The Healthy Pet Project

Pet First Aid and Emergency Preparedness Course
This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. HHS-N-276-2011-00003-C with the University of Pittsburgh, Health Sciences Library System.

With generous assistance from:
Our Workshops

- The Basics: How to be a prepared pet owner (3 hours)
- First Aid Skills & Techniques (3 hours)
- Nutrition (90 min)
- Winter Proofing Your Pet (90 min)
- Summer Proofing Your Pet (90 min)
- Everyday Skills (90 min)
What is First Aid?

We Use First Aid skills to:

- Preserve life
- Alleviate suffering as much as possible
- Promote the chance for recovery by preventing aggravation of injury

until veterinary care is obtained!

First Aid is:

NOT a substitute for medical care!
Closing Remarks

Bernard A. Margolis
New York State Librarian
* Alicia Abdul, Albany High School  aabdul@albany.k12.ny.us
* Rebekkah Smith Aldrich, Mid-Hudson Library System  rsmith@midhudson.org
* Claudia Depkin, Haverstraw King’s Daughters Public Library  cdepkin@rcls.org
* Debby Emerson, Central NY Library Resources Council  demerson@clrc.org
* Mary Fellows, Upper Hudson Library System  mary@uhls.lib.ny.us
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* Brian Hildreth, Southern Tier Library System  communitylibrarypartner@stls.org
* Mary Jean Jakubowski, Buffalo & Erie County Public Library  
jakubowskim@buffalolib.org

* Sheryl Knab, Western NY Library Resources Council  
sknab@wnylrc.org

* Sue Kowalski, Pine Grove Middle School  
kowalski423@yahoo.com

* Bernie Margolis, NYSL  
Bernard.Margolis@nysed.gov

* Joseph Patton, University at Buffalo  
jepatton@buffalo.edu

jpfeiffer@wswheboces.org

* Susan Polos, Mt. Kisco Elementary School  
spoloso882@bcsdnyc.org

* Judith Wines, RCS Community Library  
director@rcscommunitylibrary.org