# 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

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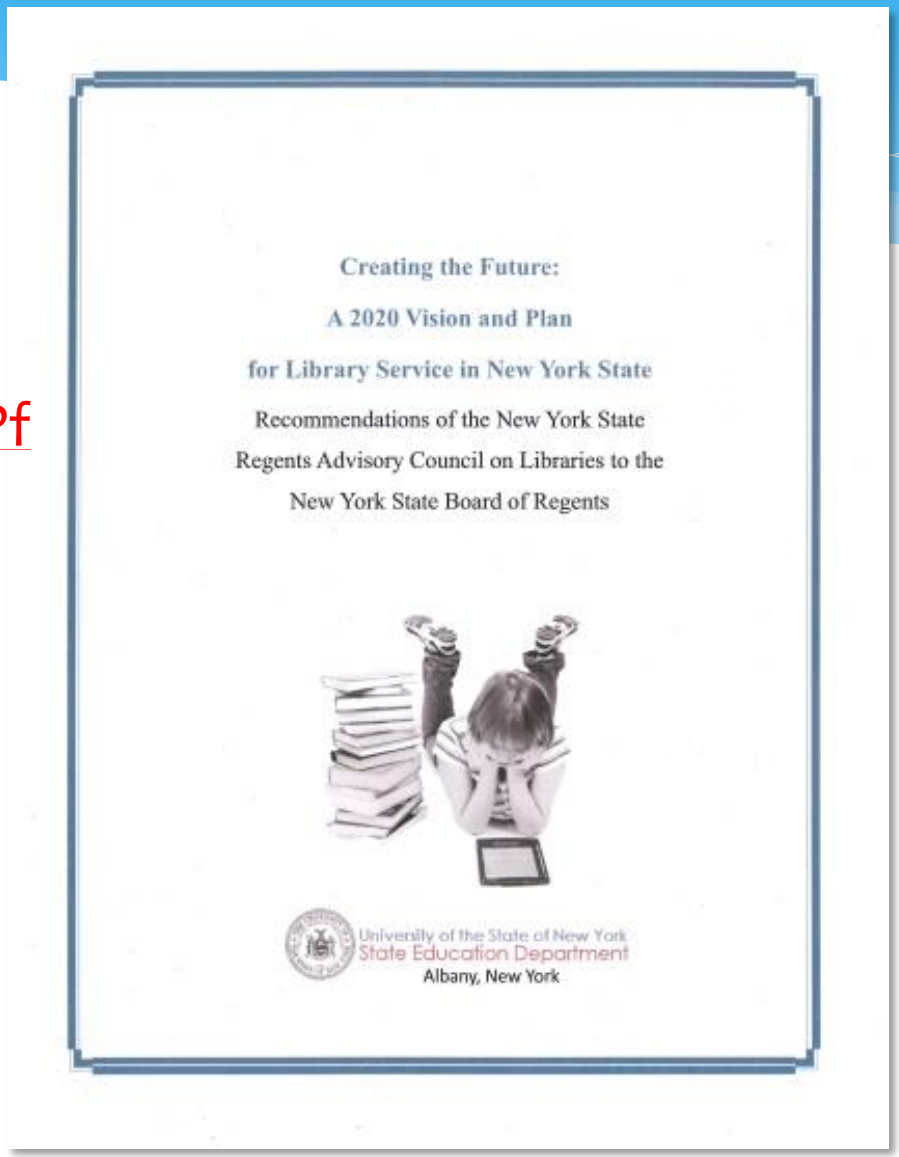
# RAC Goals

* 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

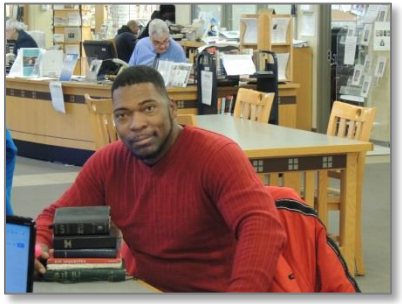
# 2020 Vision

http://bit.ly/1jQADPf



# 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

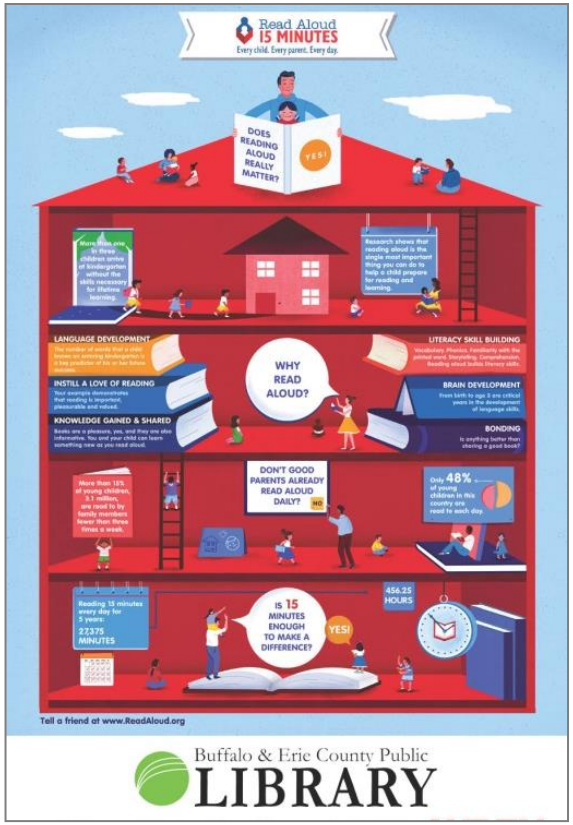
Buffalo & Erie County Public LIBRARY

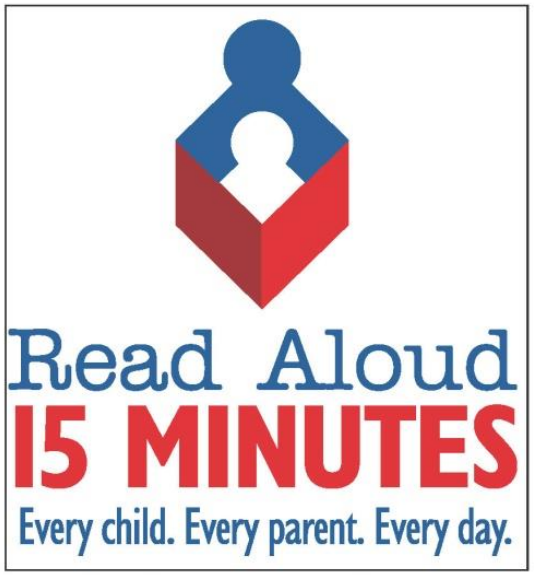
New York State Library

# Billboards

Read, Learn, Discover!
Buffalo & Erie County Public
LIBRARY
BOOKS
COMPUTERS
WiFi
MUSIC
www.BuffaloLib.org
LAMAR

# Direct Mailers

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# Custom Shirts = Easy Promotion

# Partnerships = FREE Publicity

# Public Library Systems

**Rebekkah Smith Aldrich**

Coordinator for Library Sustainability

Mid-Hudson Library System

MID-HUDSON LIBRARY SYSTEM

New York State Library

LIBRARY BUDGET PASSES

394 YES 95 NO

http://vote.midhudson.org/

MID-HUDSON LIBRARY SYSTEM

New York State Library

# Increasing Circulation

# Incubator Project

MID-HUDSON LIBRARY SYSTEM

New York State Library

# 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

**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

MID-HUDSON LIBRARY SYSTEM

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# NYLA
## SUSTAINABILITY INITIATIVE

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.**

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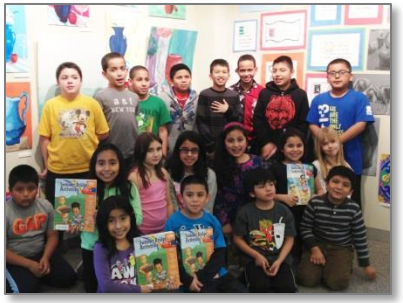
# Public Library Systems

**Erica Freudenberger**

Director

Red Hook Library



# Red Hook Public Library

New York State 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!

The University of the State of New York

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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

UPPER HUDSON LIBRARY SYSTEM

Together. For Better Libraries.

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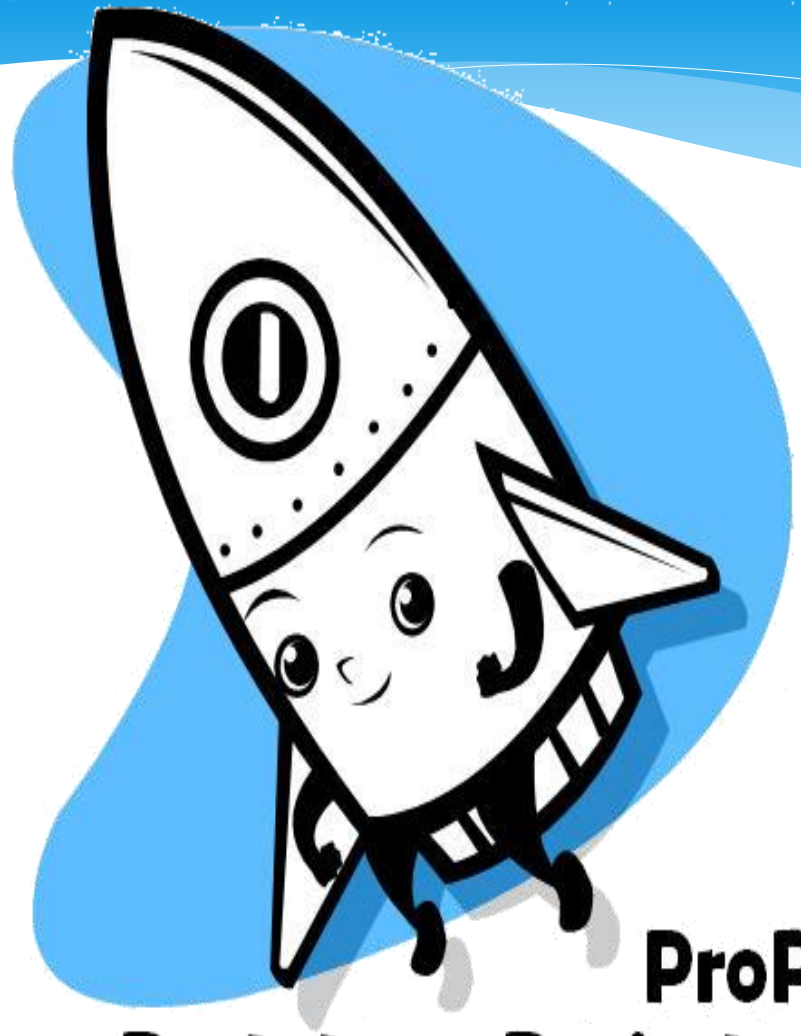
Ready to Read
at New York Libraries

Ready to Read
at New York 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
Southern Tier Library System
*Connecting Community Libraries*

New York State Library

# STLS Library Sustainability Module

**SOUTHERN TIER LIBRARY SYSTEM**
**LIBRARY SUSTAINABILITY MODULE**
***2013 Edition***

STLS Southern Tier Library System *Connecting Community Libraries*

**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**

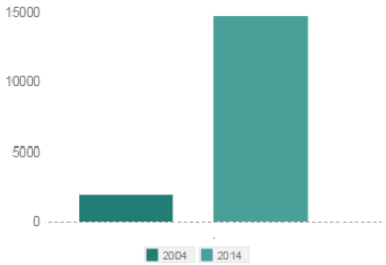
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | 30 | | | | | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | | | |
| 19 | 20 | 21 | 22 | | | |
| 26 | 27 | 28 | 29 | 30 | | |

**May 2015**

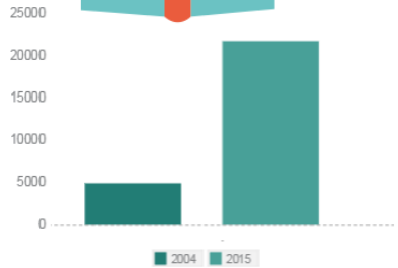
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

| Mar 30 | 10 | 1 |
|---|---|---|
| Call Mark Perkins to get an idea of the Board's reaction to | Have 2016 budget written at new fund- | **School Board M** Your communit |

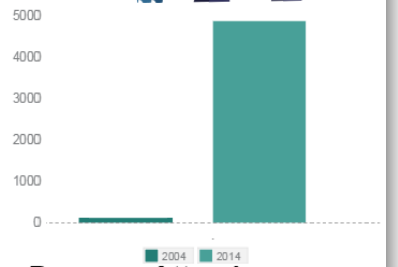
## Ten Years: growing in our community




**Library Visits increased 7.8 fold**




**Circulation increased 4.5 fold**




**Program Attendance increased 41.2 fold**

Get Together | Have a Vision | **Listen** | Take Stock | Align Services | Make a Calendar | Do the NEW | Listen

# Listen to the Community - Community Conversation Guide

There are multiple valuable mode
local Community Conversation. Th
models to assist members in findin

*Purpose*

A Community Conversation is
about your community *not* about the l
insights from what your community m

**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:
  - Weekly children's program
  - Monthly YA program

Step by Step guides & Progress Reports

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

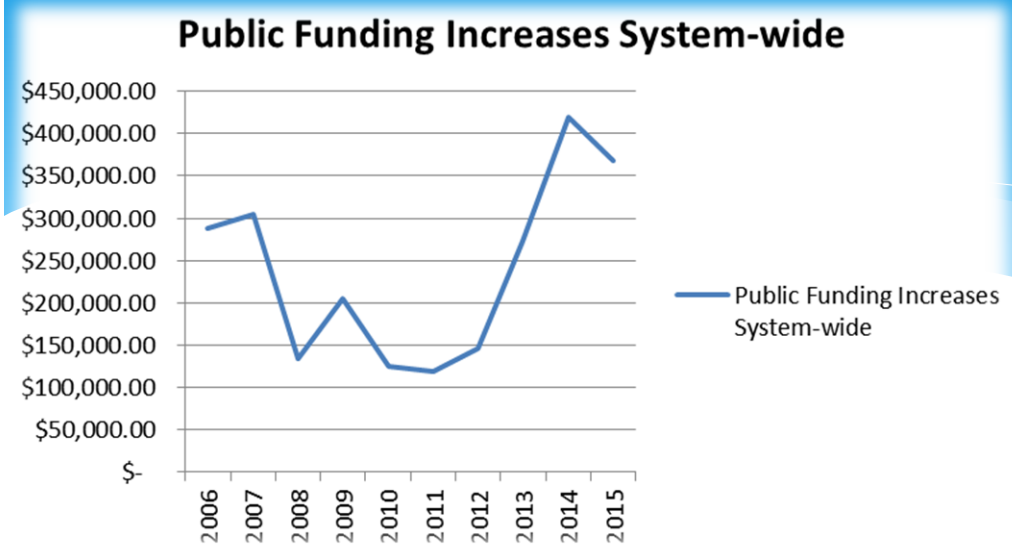
n & Access elements, to make the
ction make-up has shifted to me

## 2014 Benchmarking Data

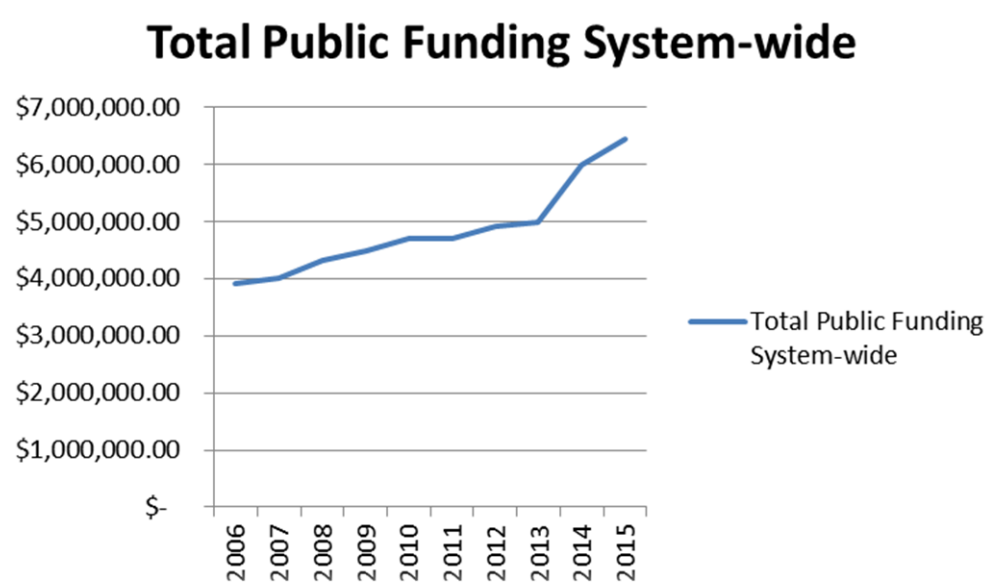
| Library | Chartered to serve | Staff (FTE 37.5 hrs) | Budget | Circ/Cap | Visits/ Cap | Attend/ Cap | Staff/ 1,000 served | Current Card Holders % Chartered | $/student |
|---|---|---|---|---|---|---|---|---|---|
| Atlanta | 965 | 1.92 | $ 32,000 | 1.80 | 7.27 | 1.23 | 1.99 | 15% | $ 175 |
| Montour 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 |

17
1%
74
0%

# Measurements of Success




| 2014 PERCENT INCREASES | |
|---|---|
| | |
| Dundee Library | 151% |
| Wayland Library | 26% |
| Corning Library | 33% |
| Atlanta | 31% |
| Cohocton | 13% |
| | |
| 2015 PERCENT INCREASES | |
| | |
| Cochocton | 93% |




| 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*

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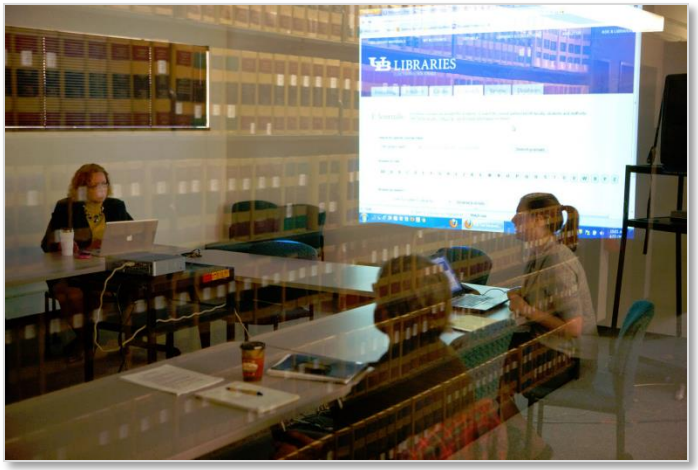
# Innovation

## Collaboration

## Continued Education

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# 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 of New York State

SLSA Advocacy ⌄ Leadership

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# 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 Library Systems Association of New York State
SLSA Advocacy ⌄ Leadership

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# 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**

we choose
Albany Public Schools

School Library System
CAPITAL REGION BOCES

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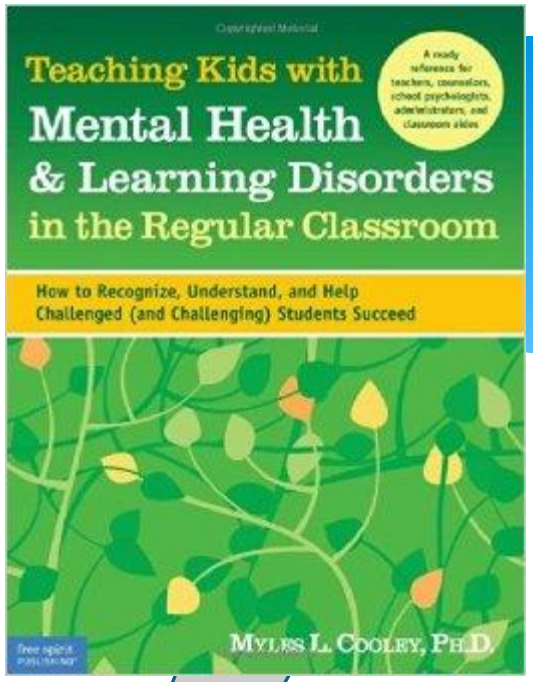
Visitor

# 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

SECTION OF SCHOOL LIBRARIANS

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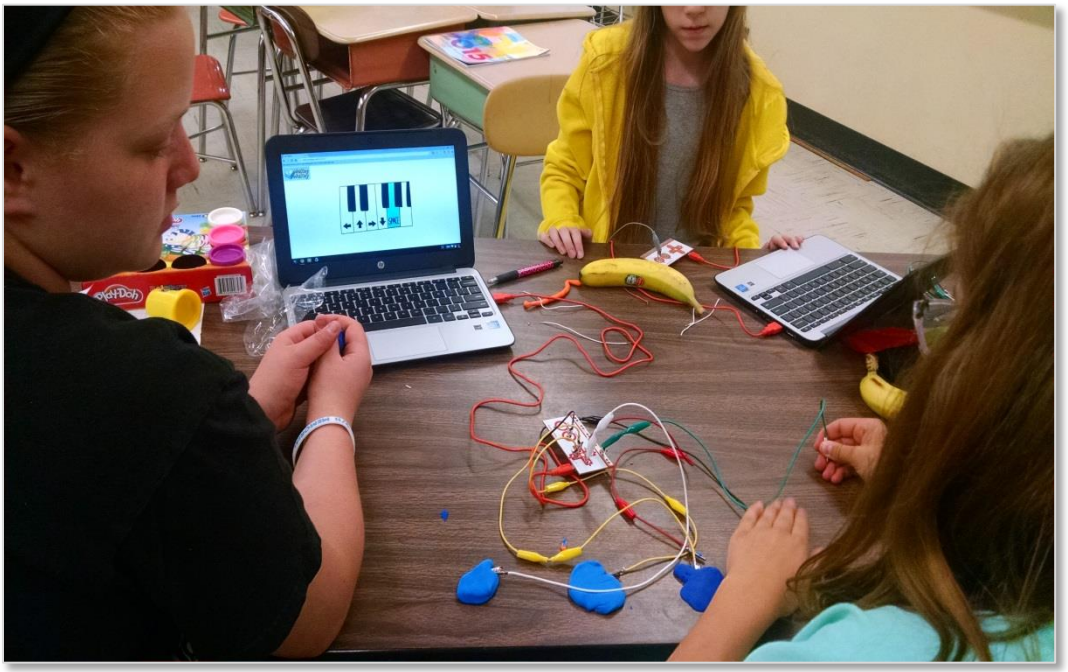
# School Librarian as INSTRUCTIONAL LEADER

- Embedded Instruction
- Curriculum Planning
- Resource Evaluator

# School Librarian as TECHNOLOGY SPECIALIST

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



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# 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

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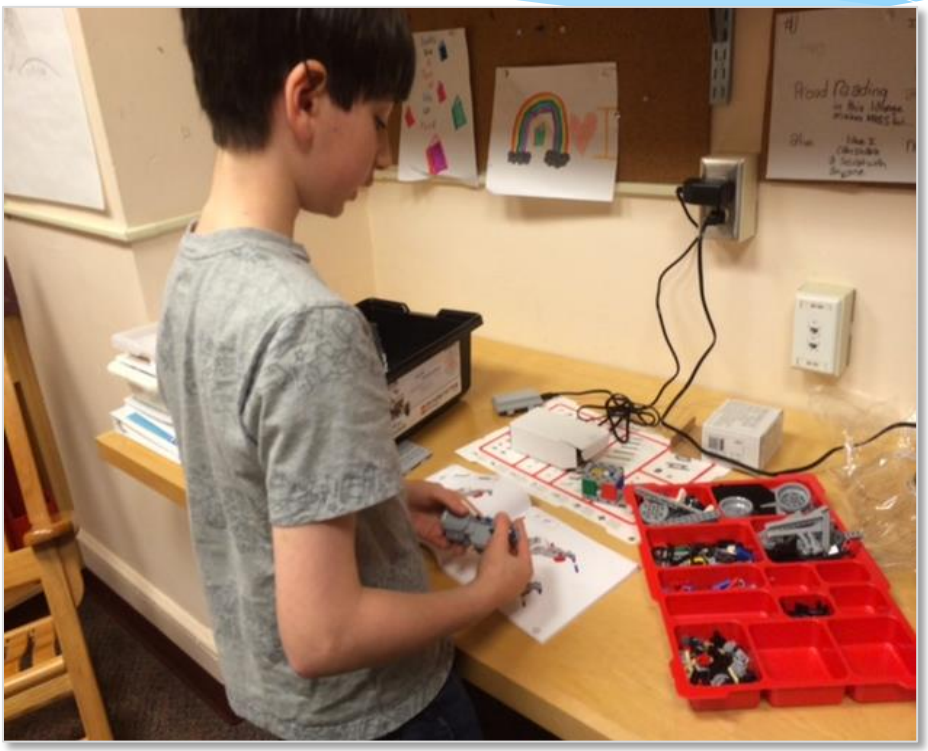
# School Librarian as ADMINISTRATIVE PARTNER

- 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 INITITIATIVES 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

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# School Librarians
# MODEL COLLABORATION, EFFICIENCY & COOPERATION

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

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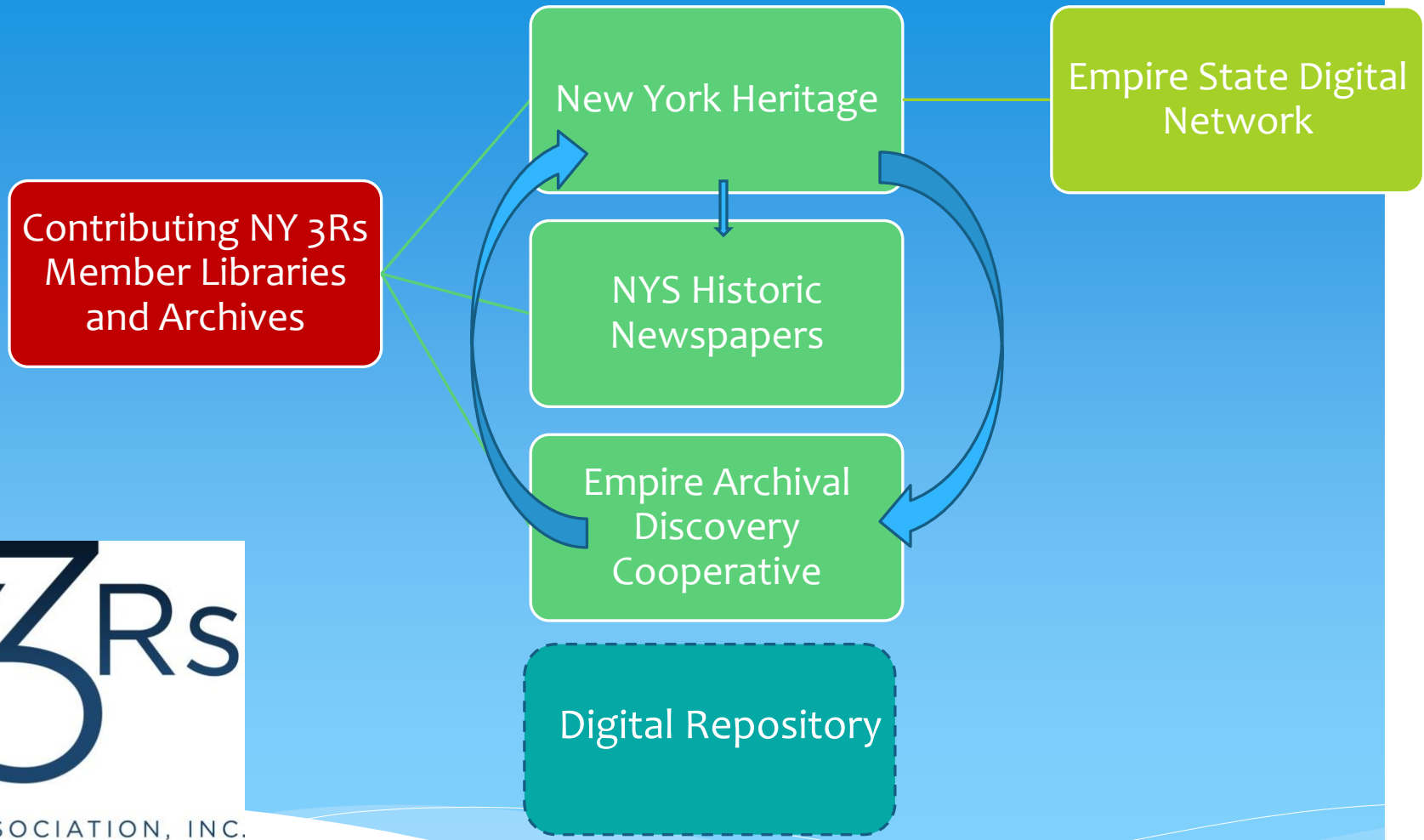
# Library Resource Councils

**Sheryl Knab**

Executive Director

Western New York Library Resource Council

# Build and They Shall Come




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

CDLC CAPITAL DISTRICT LIBRARY COUNCIL
CLRC CENTRAL NY LIBRARY RESOURCES COUNCIL
LILRC LONG ISLAND LIBRARY RESOURCES COUNCIL
METROPOLITAN NEW YORK LIBRARY COUNCIL
NNYLN
RRLC
SENYLRC SOUTHEASTERN NY LIBRARY RESOURCES COUNCIL
SOUTH CENTRAL REGIONAL LIBRARY COUNCIL
WNYLRC CELEBRATING 50 Years 1966-2016

# 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
  - Correspo
  - Directorie

new york heritage
digital collections

New York State Library

# 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

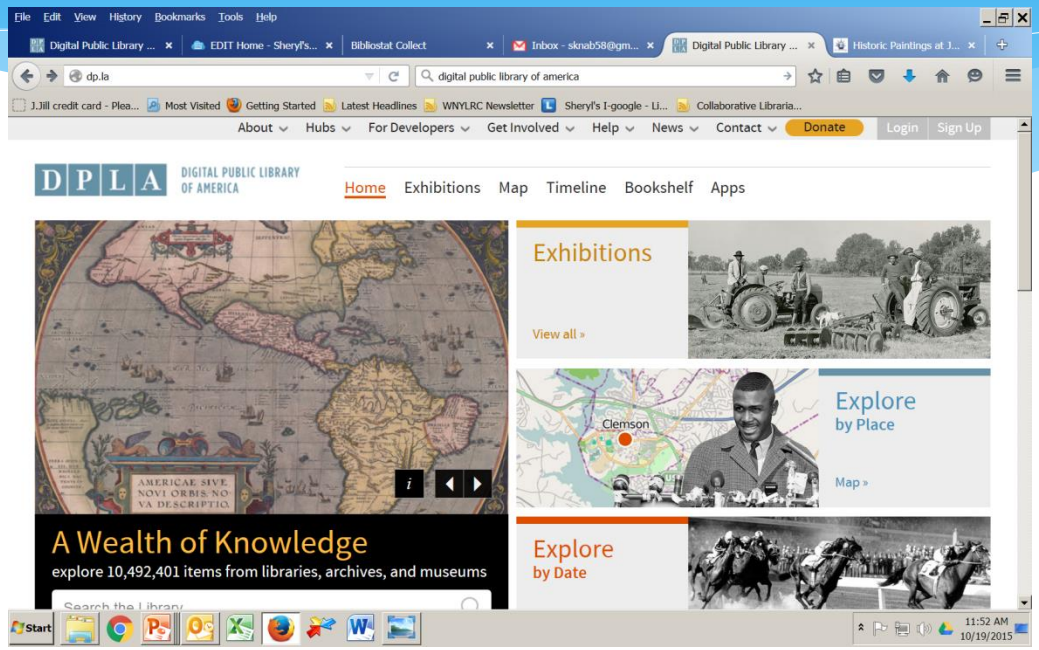
NYS HISTORIC NEWSPAPERS

# 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

# 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



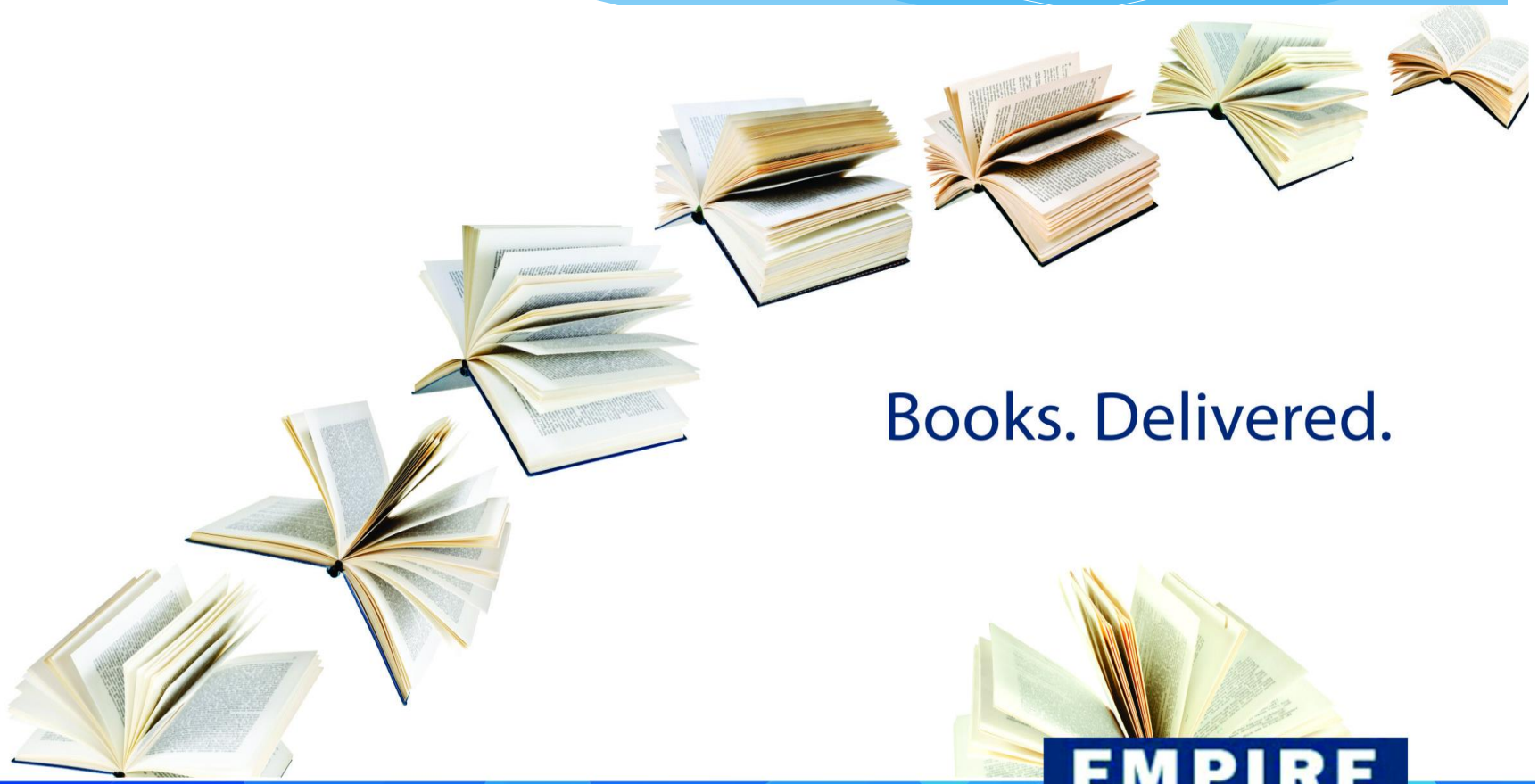

EMPIRE STATE DIGITAL NETWORK

# Library Resource Councils

**Debby Emerson**

Executive Director

Central New York Library Resource Council



Books. Delivered.

EMPIRE LIBRARY DELIVERY

ny3rs.org/eld

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# The Healthy Pet Project

Pet First Aid and Emergency Preparedness Course

New York State Library

# Brought to You by:

Veterinary Medical Center
Of Central New York

Upstate Medical University
http://library.upstate.edu/

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.

CLRC Central NY Library Resources Council

Fayetteville Free Library

## With generous assistance from:

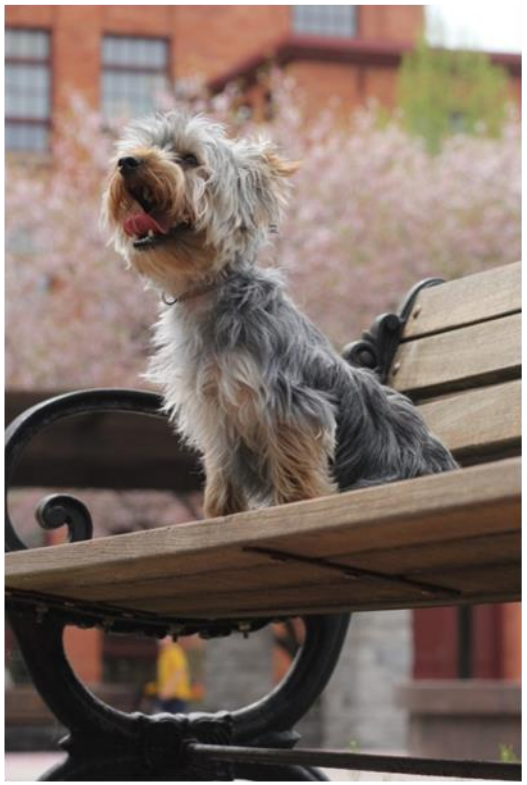
RescueCritters!® Brand Animal Training Mannikins
Changing the Way You Learn

New York State Library

# 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!***

New York State Library

# Closing Remarks

**Bernard A. Margolis**

New York State Librarian

# Speaker Contact Info

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