



MHLs BULLETIN

Mid-Hudson Library System | Serving the Staff and Trustees of Public Libraries in the Columbia, Dutchess, Greene, Putnam & Ulster County Area
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Getting to Yes: Campaign Institute

MHLS is hosting a "Campaign Institute" for member libraries over the next few months. Workshops in this series are designed for libraries facing a public vote in 2006 and beyond. These workshops are appropriate for special and school district libraries that have annual budget votes or an upcoming building referendum and association and municipal libraries attempting a 414 vote.

The following workshops will be offered as part of the Institute:

- **Organizing a Campaign:** Friday, March 31st 9:30am-1:00pm
- **Marketing & PR for Your Library's Vote:** Tuesday, May 23rd 9:30am –1:00pm
- **Connecting with Yes Voters:** Thursday, June 8th 9:30am – 1:00pm
- ***Getting Out the Vote:** Thursday, Oct. 19th 9:30am – 1:00pm (*Note – This session offered exclusively for target libraries of the *Getting to Yes* grant project.)

Registration for the first workshop in the series, *Organizing a Campaign*, is now available online through the MHLs calendar by going to <http://midhudson.org> and clicking on Calendar OR go there directly at <http://www.midhudson.org/evanced/lib/eventcalendar.asp>

About the Presenter: The *Getting to Yes* PR Consultant, Libby Post, will present the Campaign Institute. Libby is the President of Communication Services in Albany. She brings a wide range of communications experience, advocacy and political campaign expertise to this project. Since founding Communication Services in 1984, the company's client list has grown to include numerous not-for-profit organizations, political campaigns, government agencies, businesses and individuals at the local, state and national level. Libby has developed and managed strategy for numerous not-for-profit program, electoral and issue campaigns. Her clients include educational, health care, social service, political and progressive advocacy organizations throughout the Northeast.

This workshop series is part of Mid-Hudson Library System's Getting to Yes LSTA Grant Project for 2006. For more information about the MHLs Getting to Yes Project visit <http://midhudson.org/GTY/main.htm>

MHLs Announcements



New Additions to the MHLs Professional Collection: The MHLs Professional Collection is a specialized collection of books and professional resources available to member library staff, directors, trustees and Friends.

Selected New Titles

(view the whole list of new titles at

<http://midhudson.org/MHLS/newBooks.htm>):

Boards of Directors/Trustees 658.422

- The successful library trustee handbook / Mary Y. Moore, Association for Library Trustees and Advocates, ALA, 2005.

Collection Development General 025.21

- Collaborative collection development: a practical guide for your library / James Burgett, John Haar, Linda L. Phillips, ALA, 2004.

Collection Development Young Adult 025.213052

- Getting graphic!: using graphic novels to promote literacy with preteens and teens / by Michele Gorman ; with a foreword by Jeff Smith, Linworth Pub., 2003.
- Graphic novel collection development, Exploring graphic novels/comic books in the library / workshop featuring Michael Lavin presented in the MHLs Auditorium April 15, 2002.

Copyright 025.12

- Complete copyright: an everyday guide for librarians / Carrie Russell; with contributions from Dwayne K. Buttler, ALA, 2004.

Encouraging Reading 372.1

- Building a foundation for preschool literacy: effective instruction for children's reading and writing development / Carol Vukelich, James Christie, International Reading Association, c2004.
- Early literacy storytimes @ your library: partnering with caregivers for success, Saroj Nadkarni Ghoting, Pamela Martin-Dáiaz, ALA, 2005.

Friends Groups 021.7361

- Raising funds with friends groups / Mark Herring. Neal-Schuman, 2004.

Fundraising 025.11

- Planned giving for small nonprofits / Ronald R. Jordan and Katelyn L. Quynn, Wiley, 2002.
- Planned giving workbook / Ronald R. Jordan, Katelyn L. Quynn, John Wiley & Sons, c2002.

Library Buildings/Area Planning 711.57

- The librarian's facility management handbook / Carmine J. Trotta, Marcia Trotta, Neal-Schuman, c2001.

- Wisconsin library building project handbook / Raymond M. Holt, Wisconsin Dept. of Public Instruction, Division for Library Services, Bureau for Library Development, [c1990]

Library Programs (Two to Five) 027.6250543

- The ABC Kit, MHLS, 2006. Includes: Sound disc: Alphasongs; Kathy Ross Crafts letter sounds; Activity sheets: Letter play sets / rhymes by Pamela Martin-Diaz.
- Pre School program ideas, MHLS, [n.d.]. In-house collection of program ideas from various libraries in three ring binder.

Library Programs (Elementary) 027.6250544

- Elementary program ideas, MHLS, [n.d.]. In-house collection of program ideas from various libraries in three ring binder.

Library Programs Multicultural 027.63

- Cultural programming for libraries: linking libraries, communities, and culture / Deborah A. Robertson with the Public Programs Office of the American Library Association; with assistance from Susan Brandehoff, Mary Davis Fournier, and Laura Hayes, ALA, 2005.

Library Programs (Young Adult) 027.6250555

- Teen program ideas, MHLS, [n.d.]. In-house collection of program ideas from various libraries in three ring binder.

Management Decision Making 658.403

- From outreach to equity: innovative models of library policy and practice / Office for Literacy and Outreach Services; edited by Robin Osborne, ALA, 2004.
- Winning with library leadership: enhancing services with connection, contribution, & collaboration / Christi A. Olson, with Paula M. Singer, ALA, c2004.

Marketing 021.7

- Bienvenidos! = Welcome! : a handy resource guide for marketing your library to Latinos / Susannah Mississippi Byrd ; foreword by Carol Brey-Casiano, ALA; El Paso, Tex. : Cinco Puntos Press, c2005.
- Blueprint for your library marketing plan: a guide to help you survive and thrive / Patricia H. Fisher, Marseille M. Pride; with assistance from Ellen G. Miller, ALA, 2006.
- Creating the customer-driven library: building on the bookstore model / Jeannette Woodward, ALA, 2005.

Marketing/Internet 021.7004

- Web site design with the patron in mind: a step-by-step guide for libraries / Susanna Davidsen and Everyl Yankee, ALA, 2004.

Music 372.87

- Baby face [sound recording]: activities for infants and toddlers / [activities by Georgiana Stewart Kimbo, [1998?], p1983
- Baby games [sound recording] / activities created by Priscilla Hegner ; musical arrangements by Dennis Buck, Kimbo Educational, p1987.

Personnel Administration 658.3

- Conflict management for libraries: strategies for a positive, productive workplace / Jack G. Montgomery and Eleanor I. Cook; with contributions from Patricia Wagner and Glenda Hubbard, ALA, 2005.
- Fundamentals of library supervision / by Joan Giesecke and Beth McNeil, ALA, 2005.

Planning & Policy Making 658.4012

- Demonstrating results: using outcome measurement in your library / Rhea Joyce Rubin for the Public Library Association, ALA, 2006.
- How libraries and librarians help: a guide to identifying user-centered outcomes / Joan C. Durrance and Karen E. Fisher; with Marian Bouch Hinton, ALA, 2005.
- Public library law in New York State, Robert Allan Carter, University of the State of New York, State Education Dept., New York State Library, 2002.

Public Relations 021.7659

- The library's crisis communications planner : a PR guide for handling every emergency / Jan Thenell, ALA, 2004.

Reading Clubs 028.534

- The readers' choice: 200 book club favorites by Victoria Golden McMains, W. Morrow, c2000.

Services to Users 025.5

- Assessing service quality: satisfying the expectations of library customers / Peter Hernon and Ellen Altman, ALA, 1998.

Summer Reading 027.62

- Sizzling summer reading programs for young adults / Katharine L. Kan for the Young Adult Library Services Association, ALA, 2006.

Teaching 371.102

- Blogging for teens / John Gosney, Thompson Course Technology, 2004.

View and reserve items from the collection at:

http://midhudson.org/MHLS/professional_collection.htm

MHLS Libraries



The Dutchess County Libraries now offer **TumbleBooks** through the Dutchess County Information Portal

<http://www.dcinforeport.org/>. TumbleBooks is a collection of animated, talking picture

books for children along with fun and educational games and puzzles, as well as the option to view the entire website in Spanish. Learn more at <http://www.tumblebooks.com/>.

The **Statsburg Library** has been awarded a "Speakers in the Humanities Grant" from the New York Council for the Humanities. This grant has allowed the library to bring in speakers on the following topics:

-May 5th: "From Rosie the Riveter to the Happy Homemaker: Women on Screen during and after WWII"

-June 2nd: "Masterpiece Comics: Looking at Literature Through the Cartoon Medium"

-September 29th: "Italian American Comedy: From the Immigrant Era to the Present"

-November 17th: "Living in Nature's Realm: The Architecture and Décor of Historic Hudson River Villas"

Learn more about the NYSCH Speaker Series grant at <http://www.nyhumanities.org/speakers/>

Marketing, Advocacy & Funding



A new national study from the American Library Association (ALA) finds that **Americans overwhelmingly are very satisfied with their public libraries, agree more public library funding is needed and believe public libraries will be needed**

in the future. Two-thirds of adult Americans (roughly 135 million people) visited their public libraries last year. KRC Research & Consulting conducted the study, which interviewed 1,003 adult Americans in a national random-sample telephone survey conducted

in January 2006. (*The estimated margin of error is +/-3.1 percent.*)

- Seven out of 10 Americans report being *extremely* or *very* satisfied with their public libraries – up 10 points from 2002.
- More than 8 in 10 Americans (85 percent) agree that their public libraries deserve more funding – including 58 percent who strongly agree.
- More than half of survey respondents (52 percent) believe \$41 or more should be spent. Americans currently provide, on average, about \$25 per year per person in local tax support for public libraries.
- Ninety-two percent of survey respondents believe libraries will still be needed in the future – even with all of the information available on the Internet.

NYS Library Lobby Day is next Tuesday – how will your voice be heard? Visit Advocacy Central at <http://midhudson.org/funding/advocacy/main.htm> to find out how you can speak up to be heard.

Registration now open for Step Up to the Plate @ your library; new incentives available to libraries <http://www.ala.org/ala/pressreleases2006/february/baseballreg.htm> Just a little over one month until the baseball seasons opening day, and registration is now open for the American Library Associations (ALA) 21st century literacy program that teams up libraries and baseball. The "Step up to the Plate @ your library" program will officially launch Friday, April 28, at the St. Louis Public Library and Busch Stadium. Librarians can visit the program Web site (<http://www.ala.org/@yourlibrary/baseball>) now to register for free promotional tools to help prepare for the new program. Tools include program logos in both English and Spanish and a toolkit that includes sample press materials and programming ideas. The first 100 libraries to register will receive a Jackie Robinson History Lives poster from ALA Graphics. Librarians can also win incentives for participation in the program. The library that brings in the most entries will receive a \$100 bookstore gift certificate, a copy of Lawrence Hogan's *Shades of Glory: The Negro Leagues and the Story of African-American Baseball* (published by National Geographic Society) and three copies of *Satch and Me* by Dan Gutman (published by HarperCollins). The next three libraries will receive a \$50 ALA Graphics gift certificate and these books.

Reference & Collection Development



The New York State Library is pleased to announce that it has renewed and enhanced its contract with Thomson/Gale regarding the NOVEL

database **InfoTrac Custom Newspapers** available through Home**ACCESS** on all member library web sites. This contract also includes **National Newspaper Index, Informe, Twayne Authors plus four new Gale Virtual Reference titles**. The renewal contract begins April 1, 2006 and ends March 31, 2007. The four new virtual reference titles are: *Americans at War; Encyclopedia of the Modern Middle East and North Africa; Fashion, Costume and Culture; and Europe 1450 to 1789: Encyclopedia of the Early Modern World*.



Programming

Offering Defensive Driving Courses at your library:

"Perform a service for your community and raise funds. Offer on-site safety courses to other organizations or to the general public. You provide the site and Empire Safety Council will provide the instructor or instructor training and necessary materials. Students receive a course completion certificate good for insurance discount of 10% for three years! Each completion is recorded on the students driving record for up to four violation points reduction. As an officially approved delivery agency, your company can arrange classes for both the general public and private sector organizations. Delivery agencies are independent contractors and may charge a fee for delivering the six-hour Driver Safety Workshop. Please contact us to kickoff your partnership in driver safety education and wellness program and find out about arranging on-site classes, referring instructors or training instructors." Empire Safety Council, 176 Terry Road, Smithtown, NY 11787; Phone: 1.800.246.3603.

Job Openings

Librarian II - Young adult librarian position in a vibrant and diverse urban setting. MLS from an ALA-accredited library school and minimum two years' experience (as a young adult librarian preferred). Subject to Civil Service. Full-time, includes one evening per week and one Saturday per month, minimum starting salary \$42,751. Send cover letter and resume to jobs@poklib.org, or Poughkeepsie Public Library District, 93 Market Street, Poughkeepsie, NY 12601.

MHLS recommends that the minimum starting salary of a full or part-time librarian with an MLS degree be at least equal to that of a teacher with a master's degree in the same community.

The MHLS Bulletin welcomes submissions from member libraries at bulletin@midhudson.org. The MHLS Bulletin is available on line at <http://midhudson.org/bulletins/main.htm>.