



MHLS BULLETIN

Mid-Hudson Library System | Serving the Staff and Trustees of Public Libraries in the Columbia, Dutchess, Greene, Putnam & Ulster County Area
103 Market Street - Poughkeepsie, New York 12601 - 845.471.6060 - Fax: 845.454.5940 - <http://midhudson.org>

Sustaining Technology Workshop

Sustaining Public Access Computing

Sin your Public Library, Presented by Mary Ann Stiefvater, Coordinator of Gates Foundation Rural Sustainability Project

This workshop offers a practical approach to sustaining technology in your public library, helping each library develop unique community-specific action plans to sustain and upgrade their public access computing. While all MHLS member libraries are welcome to attend, libraries that serve populations under 25,000 are asked to send at least one representative from their library to this training. Directors, staff, volunteers and trustees are all welcome.

When & Where: Wednesday, May 3rd, 9:00am - 4:30pm, Mid-Hudson Library System Auditorium

The workshop will cover:

- Library Connections: discovering ways to stay connected to others
- Technology Connections: in-house and outside technical support
- Upgrade and Maintenance: hardware and software inventory, maintenance, and upgrade
- Staff and Patron Training: staff training and training resources, patron training
- Funding: grants, gifts/donations, fundraisers, other sources
- Outreach: needs assessment, promotion, community partners
- Advocacy: assembling data on impact, identifying/working with community leaders

There is no fee for this workshop, which includes lunch, as it is funded through the Bill & Melinda Gates Foundation. All workshop participants are eligible to receive up to \$104 in reimbursement per library to cover travel costs (at 44.5 cents/mile, meals in transit) and the cost of hiring a substitute. Special reimbursement forms will be distributed at the workshop. Register at http://host.evanced.info/nys_rts/evanced/eventcalendar.asp
Registration closes April 26.

MHLS Announcements

Former MHLS Board President Thelma Williams Morris died earlier this month. Thelma was the first full-time black teacher hired by the Poughkeepsie City School District, just two years after the Supreme Court's *Brown v. the Board of Education of Topeka* ruling outlawing school segregation. In an editorial in last week's Poughkeepsie Journal it was noted that Thelma identified education as the great equalizer and dedicated her life to improving schools and instruction. *"She was a wonderfully, enthusiastic, positive person,"* said former MHLS Executive Director Frank Van Zanten, *"...most of all she had a strong sense of doing what was right and managed to share that with the board and have the board act on it."*

The following nine libraries have been awarded a PLA Conference Incentive Grant through the 2006 MHLS Incentive Program (package C). Each library will receive \$444.45:

1. Howland Public Library/ Beacon
2. East Fishkill Community Library
3. Kent Public Library
4. Kinderhook Memorial Library
5. Mahopac Public Library
6. Marlboro Free Library
7. Millbrook Free Library
8. PPLD
9. Patterson Library

MHLS Libraries

Authors Luncheon to raise funds for the Poughkeepsie Public Library Districts

Preschooler Learning Center (PLC): The Junior League of Poughkeepsie (JLP) will be hosting its 2nd Annual Authors Luncheon fundraiser on Sunday, April 2, 2006 from 12:30 to 4:30pm at Dutchess Manor in Beacon, NY to benefit the Poughkeepsie Public Library District's *Preschooler Learning Center (PLC)*. The event is sponsored in part by Merritt Bookstores of Millbrook, Red Hook and Cold Spring. Additional sponsors include Central Hudson, Personal Touch Travel and Royal Carting. Authors

speaking include the following: Bartle Bull, an adventure novelist and the writer of "Safari: A Chronicle of Adventure", "Shanghai Station" and "China Star". Liza Donnelly, a cartoonist for the "New Yorker" and author of the book "Funny Ladies." Heidi Howkins, an expert climber and mountaineer and writer of the inspiring and anecdotal "K2: One Woman's Quest for the Summit". Tickets may be purchased by calling 845.471.5330 or at <http://www.ilpoughkeepsie.org>. The cost of the event is \$15.00 per person for the lecture only and \$50 for the lecture and gourmet lunch. All monies raised will be used to establish the PLC.

Professional Development

SAM Users Group, Monday, April 17th from 10:00am – 12:00pm in the MHLS Auditorium. The workshop will cover:

- General discussion of the SAM products
- How we do it
- Enhancements
- Policies

Register online through the MHLS calendar by going to <http://midhudson.org> and clicking on Calendar OR get there directly at <http://www.midhudson.org/evanced/lib/eventcalendar.asp>

Create Greater Success for Your Library with Branding and Marketing: Friday, May 5, 2006 from 9:00am - 4:00pm at the White Plains Public Library, White Plains, NY. In a busier world with more distractions, learn how to better communicate your library's value and relevance to your community through branding and marketing. The program will cover:

- * The Relevance of Libraries in Today's World
- * Understanding Your Target Audience
- * Identifying Your Stakeholders
- * Creating a Strategic Positioning Statement

About the Presenter: James Keller is the Director of Marketing & Communications for the Queens Library System in New York City. In that senior management role he oversees all branding, marketing and communications efforts for the 63 community libraries in Queens County. In a professional career spanning over 30 years James has played a part in the development of some of the most well-known and successful brands in the world. He also managed the "Incredible Edible Egg" for the American Egg Board. Registration fees are: \$85 for NYLA members; \$120 for Non-Members. Space is limited. Registration is on a first come - first served basis. For more details:

http://www.nyla.org/index.php?page_id=141

To download the registration form visit:

http://www.nyla.org/content/user_1/Branding&Marketing_Flier.pdf

From Panels to Panel: A Workshop on Graphic Novels, Albany Public Library, Albany, NY, May 19, 2006 from 12:45 – 5:00pm. [Please note the overlap with the MHLS workshop being held on May 19th: Connecting Boys with Books.] If you are scratching your head about them, then you need to come find out what all the fuss is about. Graphic novels are one of the hottest topics in libraries today, and not just in the YA room. Professionals, library school students, and support staff who are interested in learning more about graphic novels are invited. The panel discussion "Everything You Need to Know about Graphic Novels" will feature:

- Todd DeZago, writer of Sensational Spider-Man, X-Factor, and Wolverine for Marvel Comics; and Impulse and JLA: World Without Grown-ups for DC Comics, and others;
- Jennifer Feigelman, Teen Services Librarian at the Goshen Public Library and Historical Society and member of the new YALSA Great Graphic Novels for Teens Committee;
- Daniel Gray, a librarian who specializes in graphic novels and popular culture materials and has taught comic and graphic novel related art classes;
- Amy Maurer, Head of Readers' Services at Albany Public Library's Main Library and the developer of the library's first graphic novel collection for adults.
- Scott Jarzombek, Branch Librarian, Albany Public Library, specializes in youth services and crossover graphic novels.

Breakout sessions led by our panelists will follow the discussion. Topics include inside the comics and graphic novel industry; reviewing, evaluating, and selecting graphic novels for your library; and Japanese culture, anime, and manga. Registration forms and more information are available at: <http://www.albanypubliclibrary.org/readers/gnworkshop.php>

If you missed the teleconference: "**Library Management Hot Topics: A Roundtable Discussion with Experienced Library Managers**," a streaming video version is available for the next 60 days at:

<http://www.dupagepress.com/COD/index.php?id=1149>.

The next teleconference, "**Serving Immigrant Populations: A Library Prototype for Diversity**," will be shown on Friday, April 7, 2006 [<http://www.nysl.nysed.gov/libdev/dupage.htm>.]

Resource Sharing & Millennium

A reminder to libraries who received CD-Books (from the MHLS Rotating Collection and Youth Services Collection disbursement) and Audio Tapes (from the MHLS Youth Services Collection disbursement) in 2006: If you have not yet linked these items to your collection in Millennium, it must be done before the end of this month. Some of these materials are the only copies in the system and Karen O'Brien will delete the records from the catalog

Nine out of ten public libraries say they do not have enough terminals to meet demand at certain times of the day.

– "Public Libraries Connect People to Technology but Face Challenges in Sustaining Service," Public Libraries and the Internet 2004 Survey, <http://www.ii.fsu.edu>

on March 31st. It is important for you to link your "new" materials before March 31st in order to find a record in the catalog.

Reference & Collection Development

Free Audiobooks Available Online:

- Project Gutenberg Audio eBooks: <http://www.gutenberg.org/audio/>
- LibriVox: <http://librivox.org/>
- LiteralSystems.org Audiobook Recordings: <http://literalsystems.org/abooks/doku.php>
- FreeAudio.org (Free Audio Books on Liberty and Freedom): <http://www.freeaudio.org>

Historic Videos Available Online: Google and the U.S. National Archives and Records Administration launched a pilot program February 24th to make NARA's video holdings available free through Google Video [<http://video.google.com/nara.html>] and the NARA website [<http://www.archives.gov/>] The first phase in the nonexclusive deal between the two partners involves the release of 101 films from the archives' collections, including the earliest film held there, *Carmencita - Spanish Dance* from 1894; government newsreels documenting World War II; NASA films on the history of its space program; and documentaries on the history of national and state parks.

Marketing, Advocacy & Funding



The New York Library Association has partnered with Barnes and Noble (B&N) stores throughout New York to conduct a statewide voucher bookfair that would raise funds to support public awareness and advocacy efforts on behalf of all libraries. The statewide bookfair will take place during National Library Week on April 7-9th. To raise funds for the Love Your Library Campaign, Barnes and Noble customers need to present a voucher, (which can be found at <http://www.nyla.org>), at the time of purchase on April 7-9th. Barnes and Noble will donate a percentage of the sale to the New York Library Association. NYLA would appreciate it if you could disseminate these vouchers (which are in bookmark format) to your patrons and staff and encourage them to participate in this fundraising effort. Visit the Barnes and Noble BookFair page on NYLA's website for instructions on how to place a link on your website so patrons can print out their own vouchers. [http://www.nyla.org/index.php?page_id=1172] The library that encourages the most participation will receive a \$500 Barnes and Noble Gift Card, a \$100 gift

certificate to the NYLA store and two complimentary registrations to attend NYLA's Conference in Saratoga Springs, Nov. 1-4th (a \$500 value). If you have any questions, contact Michael J. Borges, Executive Director of the New York Library Association: 518.432.6952, ext. 101 or director@nyla.org.

"Select the right media: A trap many publicists fall into is targeting the most high profile and glamorous media, regardless of its impact in the library's patron base. Make sure you focus your efforts on the media that will most effectively help you reach your goal. *Think of it this way:* Who do you want to walk through the doors of the library as a result of your publicity efforts? Once you define your target, find out which media specialize in reaching that person. Maybe it's not the local newspaper, maybe you should be wooing the high school newspaper. [From "Market Your Library, A 5-Step plan for increasing media coverage of your library" http://www.gale.com/free_resources/marketing/support/]

Youth Services

Reminder: **The MHLs Summer Reading Program Performer Mini-Grant Application is due April 3rd.** The application is available at: http://midhudson.org/program/ideas/Summer_Read2.htm

Administration & Management

Microsoft U.S. Public Libraries Software Donation Program: Eligible U.S. public libraries may request up to 6 software titles and up to 50 user licenses per title, (one order per year - see below) every two years. These items may be requested all in one order, or spread across two orders. Learn more at <http://www.techsoup.org/stock/libraries/microsoft/faq.asp>

Job Openings

Library Clerk, part time, Millbrook Free Library. We seek an energetic self-starter who has experience working with the public, computer skills, is detail-oriented and able to multitask. 21 hrs/wk. Tues. 9:45-6:15, Thurs. 9:45-6:15, Sat. 9:45-4:15 (summer Saturdays 8:45-1:15). \$8/hr. Call 845.677.3611, ext. 2 for application or send resume to PO Box 286, Millbrook, NY 12545.

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>.

Of libraries that offer technology training, only 28 percent do so on a scheduled basis.

– "Public Libraries Connect People to Technology but Face Challenges in Sustaining Service," Public Libraries and the Internet 2004 Survey, <http://www.ii.fsu.edu>