



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>

Library Blog Workshop

Library Blog Creation & Management: Looking for an additional way to get your message out? Blogs are a great way to target people who prefer to receive their information online. Blogs can be used for many things including highlighting new books or events, as an online newsletter, Friends web site, Teen Page and more...

Any MHLS library that would like free, easy ways to add new information to their library web site will want to attend this training. This includes libraries that have their web sites managed by MHLS, as no knowledge of HTML is necessary. This workshop will be beneficial for beginners as well as for those already using blogs on their library web site.

The workshop will cover:

- Overview of blogs
- How to get started
- Targeting your audience
- Looking professional
- Creating an achievable plan for keeping up
- Pitfalls to avoid

Presented by Polly-Alida Farrington is the President of PA Farrington Associates, a consulting firm specializing in Internet training and website development.

Register for one of the following sessions:

- Monday, July 10 from 10am-noon at the MHLS Auditorium (105 Market Street, Poughkeepsie)

OR

- Tuesday, July 11 from 1pm-3pm at the Kingston Library (55 Franklin Street, Kingston)

Register online:

<http://www.midhudson.org/evanced/lib/eventcalendar.asp>

See how MHLS members are using Blogs:

- Town of Esopus Teen Page: <http://wiredteensny.blogspot.com/>
- Roeliff Jansen Community Library online library newsletter: <http://www.roejanlibrary.blogspot.com/>
- Howland Public Library: <http://beaconlibrary.org/>
- Grinnell Library Association's Friends page: <http://friendsofgrinnelllibrary.blogspot.com/>

MHLS Announcements

MHLS Print Services Manager **Deborah Begley** will be on vacation 6/12 - 6/16. John Plambeck will be available for any press-ready jobs during this time.

The draft of the Mid-Hudson Library System Statistical Annual Report 2005

is fully up at http://midhudson.org/annual_reports/2005/main.htm in draft format, in preparation for the print version. Member library directors are encouraged to preview the information listed for their library and report any discrepancies to Lena at x36 or by e-mail to ismolon@midhudson.org. Last day for changes will be **Friday, June 23rd** after which the info will go to the printers.

MHLS Libraries

- Karen LaRocca-Fels has been appointed as the new director of the **Kent Public Library**.
- Nancy Rogers has been named Interim Director at the **Millbrook Library**.

Professional Development

Save the Date: On Tuesday, September 26th MHLS will hold a "**Green Buildings Workshop**." Topics to be addressed include energy efficiency, renewable energy sources, "green" facility maintenance and funding opportunities.

Marketing in a Multicultural Community: Thursday, June 15th from 9:00am – 4:00pm at the headquarters of the Ramapo Catskill Library System (619 Route 17M, Middletown, NY). Objectives of the workshop:

- Carry out a Community Needs Assessment
- Plan who you are targeting for services
- Identify the best service response(s) that would be appropriate
- Tell the people about it.

Trainer: Yolanda J. Cuesta, Cuesta Multicultural Consulting. Registration is required. Registration fee: \$30, make checks payable to "RCLS." Questions? Contact Leslie Riley at Lriley@rcls.org.

Reference & Collection Development

Investor Education @ your library: The American Library Association (ALA) and the Investor Protection Trust (IPT) are teaming with the editors of Kiplinger's *Personal Finance* magazine to carry out investor education in America's public libraries. Check out the resources available to you and your patrons at <http://cs.ala.org/ra/invest/resources.cfm>.

Marketing, Advocacy & Funding



Re-introduce Your Library To Your Community: To create the first annual report on the *State of America's Libraries*, the

American Library Association worked with an independent research firm, finding many ways in which America's libraries and librarians are not only adapting in the Age of Google but continuing to play a vital role as information providers, information advisers and community centers. The data encourages non-users whose memory of the library is "that building down the street where we used to borrow books when we were kids," to make a new visit. Times have changed, and libraries have kept up every step of the way - in many cases leading the way. While you can still borrow books, today's libraries are resource and community centers, widely used and enthusiastically supported by a growing proportion of Americans. In a survey conducted early this year, 36 percent of Americans put the benefits of libraries at the top of the public services list, a six-percentage point increase from 2002. When asked if they know what their library offers, the majority of people say "yes", but when told what their library actually has, everyone is surprised. An introduction to the full services of your library would be a great topic for a newspaper article, community group presentation or program at your library.

"Tech-free & tested" Readers' Advisory Tips:

- Invest in lower-tier shelving that tilts up so that books below eye level don't fall under the radar.
- Get creative in the books you pull out of your collection to display. Come Christmas-time have a cooking display that is joined by a prominent weight loss display.

- Develop programs around your less popular collections or tie in to local and national events. After Terri Schiavo's death last year, the Chelsea District Library, MI, realized that much of the public was suddenly thinking about living wills and put together a program called "Making Sense of Financial and Medical Powers of Attorney."
- Keep book groups talking. As part of Williamsburg Regional Library's (VA) Gab Bag program, multiple copies of literary titles are prepackaged into totes that can be checked out by book group members for up to twice the standard three-week circulation period. Reader Services Librarian Andrew Smith says that in selecting books, he consciously steers away from the best sellers, instead looking for midlist and less familiar titles that fit the general theme for each three-month-long book group session. So far, the program is "enormously successful."

—Raya Kuzyk, "A Reader At Every Shelf," *Library Journal*, 2.15.06

Programming



***In Cold Blood* by Truman Capote** is the

latest Book Club in a Bag kit ready to be borrowed by your patrons. This kit was supplied by the Beekman Library. Patron access the kits through the OPAC when they search for a title or through a link

your library's web page to the BCB program page:

<http://midhudson.org/program/BCB/main.htm>. To access

the staff support page go to

<http://midhudson.org/program/BCB/staff.htm>.

Youth Services

Your summer reading programs may be award worthy! Consider submitting your programs and/or promotional materials for the **Pied Piper Award**

sponsored by the YSS division of NYLA. Visit <http://nyla.org>, link to *Sections* - YSS, then *Pied Piper* for

award criteria and an application form.

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>.

"A "public good" is 'a good or service that can be consumed by everyone and from which no one can be excluded.'

A public library is a public good."

—Phyllis Keaton, *Howland Public Library Director, Letter to the Editor of the Poughkeepsie Journal*, 6.3.06