



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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Library Card Sign-up Month: September

Promotional tools in English and Spanish are available online to promote The Smartest Card. Get It. Use It. @ your library theme for **Library Card Sign-up Month**, which begins September 1. New this year are radio Public Service Announcements (PSAs) featuring actor-comedian George Lopez, as well as a summary of best practices from public libraries nationwide using the "Smartest Card" theme. The radio PSAs can be downloaded and shared with local media. Libraries also can download a print PSA featuring Lopez that can be customized with local contact information at no cost, courtesy of The Campaign for America's Libraries. Instructions on how to customize are posted online. Other tools include "52 Ways to Use Your Library Card," a sample proclamation, press release, op-ed, letter-to-the-editor, PSA scripts and "Smartest Card" artwork. There also are links to "Smartest Card" promotional items available from ALA Graphics. All materials are available at <http://www.ala.org/librarycardsignup>.



MHLS Announcements

MHLS Technical Support & Computer Operations Department Seeks Member Input:

The MHLS Technical Support Service helps member libraries with their computer, network, Millennium and SAM problems twelve hours per day, Monday-Friday (7am to 7pm) and for six hours on Saturday (9am to 3pm). We are closed on Sunday. In order to be more effective we need to hear from you and have your input about

- Hours
- Type of help (more Millennium help, or Network help, or computer, etc.) that you would like to see.

Submit your input in one of three ways:

- Via email: mtoufali@midhudson.org
- Via phone: 845.471.6060 x38 or
- Through the online survey form posted on the MHLS Computer Operations Department web site: <http://support.midhudson.org>

MHLS Libraries

The **Town of Esopus Library** is challenging their patrons to read **a ton** of library books. Literally! Through August 19th patrons are encouraged to have the books, magazines, etc. they have read weighed at the library's "Weigh-in Station" when returning items.

Professional Development

Over 90 recorded sessions from the **2006 Public Library Association Conference** ("The Best Conference for the Public Library World") held in Boston earlier this year are now available through the MHLS Professional Collection. The set comes as one item with three discs playable on your computer. MHLS Professional Collection: http://midhudson.org/MHLS/professional_collection.htm under "Management Decision Making."

Don't miss out on your chance to attend training with Sue Hermans, the Central Reference Library Services Coordinator. Sue is offering both Readers' Advisory and Customer Service workshops this month:

Readers' Advisory (two dates):

Tuesday, July 18 from 9:00–10:30am at the Chatham Public Library
(11 Woodbridge Avenue, Chatham)

OR

Thursday, July 20 from 1-2:30pm at the Morton Memorial Library in Rhinecliff
(82 Kelly Street, Rhinecliff)

Customer Service:

Wednesday, July 26 from 2pm-3:30pm at the Kingston Library (55 Franklin Street, Kingston)

Reference & Collection Development

NOVEL Evaluation: The New York State Library has identified the NOVEL (New York Online Virtual Electronic Library) initiative as the focus for an evaluation now being conducted by Himmel &

Wilson, Library Consultants. The NOVEL databases are all included in Home**ACCESS**. Your input is extremely valuable in helping the State Library evaluate the usefulness and impact of the NOVEL initiative. Access the web survey at <http://www.libraryconsultant.com/NOVELMenu.htm>. The survey takes less than five minutes to complete.

Programming

Spelling Bees for Adults: Spelling bees for adults have surged in popularity in recent years according to the Scripps Howard National Spelling Bee. Although Scripps is not affiliated with the adult contests they do provide an informational page on their web site to help you start a program like this. Evidently one of the most popular types of spelling bees for adults are for senior citizens. For more information check out <http://www.spellingbee.com/adultfaq.shtml>

Youth Services

See how public libraries from around the country are getting in to the MySpace act, most are using this as their **Teen Services Web Page:**

- Denver Public Library:
http://www.myspace.com/denver_evolver
- Westmont Public Library:
<http://www.myspace.com/westmontlibrary>
- Hennepin County Library:
<http://www.myspace.com/hennepincountylibrary>
- Goshen Public Library:
<http://www.myspace.com/goshenpubliclibrary>
- Parma Public Library:
<http://www.myspace.com/parmalibrary>

Trustee Resources

“Environmental scanning is a term used to describe the process of collecting background information, prior to the beginning of a strategic planning process. The background information may originate from any number of sources and is selected for the purpose of identifying those environmental factors, whether societal, political, technological, demographic or other, that are most likely to affect the planning environment. These factors need to be considered in order to craft a strategic plan that can be launched from a relevant perspective.” A list of suggested links and citations is offered from the American Library Association at <http://www.ala.org/ala/ourassociation/governingdocs/ahedto2010/environmentalscanning.htm>.

Administration & Management

“Impatient Nation” Poll Results:

- Older people to be more impatient than younger people;
- 50 percent said they refuse to return to businesses that made them wait too long;
- 60 percent in the survey said they can usually wait no more than 15 minutes in a line before losing their cool;
- 54 percent said they can wait no more than five minutes on hold before losing their patience;
- However long the wait, people strongly prefer hearing recorded music while on hold and appreciate periodic estimates of remaining waiting time, the poll indicates. Most did not want to be held hostage to talk radio or company ads, and less than one-third wanted silence.

Source: “AP poll finds Americans in a hurry,” Calvin Woodward, 5.28.06, Yahoo! News, http://news.yahoo.com/s/ap/20060528/ap_on_re_us/impatient_nation

“A survey of 167 of the largest charities in the US reveals that **online fundraising** continues to gain strength. In 2005, online donations to organizations participating in the survey reached \$911.9 million. This is up 148% from \$366 million in 2004. Among some of the very largest organizations, online fundraising now accounts for 10% to 15% of overall fundraising revenue from all methods.”

– *The Chronicle of Philanthropy*

[For information on how you can add online giving opportunities to your library’s web site visit the MHLS Fundraising page: <http://midhudson.org> → Marketing, Advocacy & Funding → Fundraising → Fundraising Online. Or get there directly at <http://midhudson.org/funding/fundraising/online.htm>.]

Job Openings

The Sarah Hull Hallock Free Library in Milton, NY (Ulster County) is seeking a **part-time circulation/youth services assistant**. Candidates must be available to work evening and weekend shifts. Please send resume and references to Sarah Hull Hallock Free Library, P.O. Box 802, Milton, NY 12547 or e-mail miltonlibrary@hvc.rr.com

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.

Member Libraries are welcome to submit items of interest and job openings to the MHLS Bulletin: bulletin@midhudson.org. The MHLS Bulletin is available on line at <http://midhudson.org/bulletins/main.htm>.