



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>

Marketing Made Simple

MHLS is pleased to announce that Peggy Barber will be coming to MHLS on Friday October 12th from 10:00am – 4:00pm to do a workshop on simple and effective marketing techniques.

Marketing Made Simple: Efficient and affordable ways to connect library and community will focus on Word-of-Mouth Marketing and Tips for Promoting Online Resources. This day long workshop should give you loads of simple and effective tips to bring back to your co-workers, fellow board members and Friends to help get the word out about your library and all it has to offer.



Peggy Barber was formerly the Associate Executive Director for Communication for the American Library Association (ALA).

She established the ALA Public Information Office, Public Programs Office and the ALA

Graphics program, including the widely known "Celebrity Read" poster series. She worked to implement the universal library logo that appears on streets and roads across the country. Her current work as a consultant is focused on marketing and communication support for libraries.

Participants will learn techniques for:

- Word-of-mouth marketing
- Promoting databases
- Delivering the message

Friday, October 12th from 10:00am – 4:00pm

MHLS Auditorium [<http://midhudson.org/help/directions.htm>]

Registration Fee: Cost of the workshop is \$50 for

MHLS member libraries (\$60 for non-MHLS libraries: when registering choose 'Non-MHLS library' from the

'Select Your Library' drop-down list). Lunch is included.

Please send checks, made payable to MHLS, to: MHLS Business Office, 103 Market St.,

Poughkeepsie, NY 12601. Please mark 'Marketing

Workshop' on the check. 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>

MHLS Announcements

Today in the delivery each member library will receive a print copy of the **Benefits, Leave & Salary Survey 2007**, as reported by member libraries to MHLS in Spring 2007. At the same time, copies are being mailed to all member library Board Presidents and members of the MHLS Board of Trustees. The full information contained in the report is available online at <http://midhudson.org> → Administration & Management → Budgeting & Finance.

NYLA Conference Incentive Available: If you or someone from your library is planning to attend this year's NYLA Conference in Buffalo please submit a letter of intent signed by the Library Director to the MHLS Business Office by October 1st. \$4,000 will be divided between libraries sending staff to NYLA.



Annual Meeting registration cards are due Friday, September 14th to the MHLS Business Office. As this event

historically sells out each year it is important to get your registration in ASAP to ensure anyone you want to come beyond your guaranteed three seats is near the top of the waiting list! If you have any questions you may contact Doris Formby at 845.471.6060 x10 or e-mail Doris Formby at dformby@midhudson.org. Thank you for your attention to this deadline. We're looking forward to seeing everyone there!

Professional Development



Endowing Your Library Workshop –

Tuesday, October 16th from 10:00am – 12:30pm in the MHLS Auditorium.

Facilitated by Rebekkah Smith Aldrich with Andrea Reynolds and David Ringwood of the Community Foundation of Dutchess County. Looking for a streamlined way to connect big donors with your library? An endowment fund provides community members with a clear opportunity to make a long-term investment in your

"When I want to see the latest and greatest in library issues, topics, and concerns, I visit the Mid Hudson web page."

-Rachel Baum, President, New York Library Association (NYLA)

library. This workshop will explain the ins and outs of setting up an endowment fund for your library using a local community foundation. Representatives from two libraries that currently have funds with their local community foundation will join us to share their experience. This workshop is appropriate for library administrators, trustees and Friends from any size library in any county. The workshop will cover:

- Endowment basics
- Accountability in the investment of tax dollars
- The benefits of using a Community Foundation

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>

Advanced Training for Front Desk Staff: This workshop is for front desk staff that is expected to go the extra mile. It goes beyond the Tips & Tricks for Front Desk Staff workshops offered this spring & fall. It will help you develop your ability to assist patrons and will simplify reference. All staff that work with patrons would benefit from attending this session. The workshop will cover:

- Google tricks to power search the web
- The most popular HOME**ACCESS** resources
- Reference support services the Central Library offers your library

Comments from past participants include:

- "Wonderful! I can't wait to use this info and encourage patrons to make use of them."
- "Very worthwhile."
- "I've utilized the data-bases available through "HOME**ACCESS**" to a much greater degree since attending Advanced Training."

Presented by Sue Hermans from Poughkeepsie Public Library District - Head, Reference and Adult Services & Coordinator, Central Library Services.

- Thursday, October 11 from 1pm - 3pm at Starr Library (68 West Market Street, Rhinebeck) OR
- Tuesday, November 13 from 1pm - 3pm at Kent Library (17 Sybil's Crossing, Kent Lakes)

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>



Friends Groups – Save the Date! The annual MHLS Friends Recognition Dinner, FRIENDS MATTER, will be held during National Friends of

Libraries Week on the evening of Wednesday, October 24th in the MHLS Auditorium. More information to come. You can reserve your seat now 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>

Youth Services



Early Literacy Training for Parents @Your Library will be held on Thursday, October 11th from 1:00-3:00pm in the MHLS Auditorium. All library staff who work with young children and their families should be trained to help parents understand the

importance of reading to their children. To facilitate parents fostering a positive early literacy environment, library staff should demonstrate ways to use the songs, activities and language skills they see modeled at library storytimes. Presented by Carol Rodriguez of the Poughkeepsie Public Library District and facilitated by MHLS' Youth Services Coordinator, Margaret Keefe, this workshop will give staff the skills needed to give an educational early literacy workshop for local parents to help them in their role as their child's first teacher. The workshop will cover:

- PLA's Early Literacy programs: Bond with Baby, Hear and Say, and Say it Fast/ Say it Slow
- Viewing abbreviated workshops, sample videos, brochures and literature appropriate for parenting workshops at the library
- Creation of a plan for implementing these early literacy programs at your library

NOTE: This program is free to MHLS member library staff. There is a \$10 fee for non-MHLS staff. Register through the MHLS web calendar at <http://www.midhudson.org/evanced/lib/eventcalendar.asp>

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>.

"I got a bag of dimes, and \$9.80 later, I had written the first version of Fahrenheit 451..."

It was so exciting to write in a library, in a place where the spirits of great authors impinged my soul."

–Ray Bradbury on UCLA library's policy in the 1950s of charging 10 cents per half-hour for use of their typewriters, *Escondido (CA)*, *North Country Times*, February 22, 2007 As seen in *[American Libraries]*