



MHLS BULLETIN

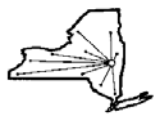
Mid-Hudson Library System | Serving the Staff and Trustees of Public Libraries in the Columbia, Dutchess, Greene, Putnam & Ulster County Area
103 Market Street - Poughkeepsie, New York 12601 - 845.471.6060 - Fax: 845.454.5940 - <http://midhudson.org>

When Large Print Isn't Large Enough

Library patrons who have a visual or physical disability that makes it difficult or impossible to read standard print may be eligible for services available from the **New York State Talking Book & Braille Library (TBBL)**.

Read
Large
Print

TBBL is a free service for qualifying library patrons, and is a joint program of the National Library Service and the New York State Education Department. TBBL has over 70,000 unique titles including best selling fiction and nonfiction (history, biography, health and more). They send out over 3,000 items each day to locations across NYS.



Free Mailing - Books, magazines, machines, and catalog book orders are sent via the US Postal Service without cost, thanks to a Free Matter for the Blind or Handicapped mailing

privilege. Not only is there no direct charge to use TBBL, but borrowers don't have to pay postage to return the books.

Anyone can search their online catalog at <http://www.nysl.nysed.gov/tbbl> to see what books (cassette or Braille) TBBL has, but patrons must be registered TBBL borrowers to submit requests.

Copies of the application for your patrons are available through the MHLS Material Request Form at http://midhudson.org/forms/material_request.htm

MHLS Libraries



Film Roles Auctioned to Benefit the **Stone Ridge Public Library**: Local screenwriter

Nicole Quinn will cast two parts in *Slap and Tickle*, her newest movie, scheduled for filming this summer. The parts will be auctioned to benefit the Stone Ridge Library Restoration. Opening bids started at \$500. Learn more at <http://www.stoneridgelibrary.org/>

MHLS welcomes **David DeShong** as the new director of the **Catskill Public Library**.

The **Plattekill Public Library's** budget vote passed on Thursday, July 31st 47-6 for an increase of \$55,300. Their total operating budget for next year will be \$357,000.

Professional Development

Reminders:

- **Small Libraries Roundtable** @Rhinecliff on Thursday, August 21st from 10:00am – 12:00pm (Topic: Best Practices for Working with Your Board)
- **Adult Programmers User's Group** @MHLS on Thursday, August 28th from 10:00am – 12:00pm

Register online at <http://calendar.midhudson.org/>

Resource Sharing & Millennium



Blu-ray DVD Material Type Added:

The material type *Blu-ray DVD* has been added to the menu of

Millennium material types. We will update the records that we can. If you own Blu-ray titles, please let us know if your material type is incorrect. A new icon has also been added to the OPAC. We have requested permission from Sony to use the trademark (shown above), but until then we have a blue disk with the word *Blu-ray* beneath it. **PLEASE TAKE NOTE!** Blu-ray is a completely new DVD format that *can only be read by a specific Blu-ray DVD player*. They do not work on regular DVD players – patrons expecting a regular DVD will be disappointed.

- If you are adding non Blu-ray DVDs, be very careful not to add your copy to the Blu-ray bib record.
- Patrons who request Blu-ray will not be able to play them on standard or HD players.
- All Blu-ray disks must be added as material type "Blu-ray", if you are creating a new brief bib record.

Handouts from the recent Millennium Data Entry Training sessions



have been added to the *Data Entry* Section of the *Resource Sharing* page.

http://midhudson.org/resource/millennium/data_entry/data_entry.htm

In this class we discussed how to change the record display in Millennium. Instructions for that are also in the *Data Entry* section. *Check out the new "See it!" feature while you're there!*

http://midhudson.org/resource/millennium/data_entry/Instructions/Changingdisplay.pdf

Please remind staff and other co-workers NOT to delete records that belong to other libraries when a **"lost and paid" item** is paid for. The owning library will need the information to match the paid amount with their record and or consider replacement. If the record is deleted they have no way of knowing how often it circled, when it went out last or the amount paid. Also if you are sending a check for replacement costs, please send a printout of the item record so the owning library knows what has been paid for. Thank you!

Marketing, Advocacy & Funding

Fast Fact: More donors are looking to the Internet when solicited by a charity. According to a recent study, twice as many people are heading to the Internet when they receive a direct mail solicitation from a charity than did in 2005. In 2005, 25% of respondents said they looked up the organization on the Internet before donating, while in 2008 this figured jumped to 44%. Of those who went online, 37% went directly to the organization's website. In the over-65 age range, the percentage of donors who went online jumped from 8% to 21%. [Source: *The Nonprofit Times*]

What does your library or Friends Group web site say to a donor when they arrive there to investigate you? Can a donor find your:

- ✓ mission statement
- ✓ mailing address
- ✓ gift policy
- ✓ list of current services and programs or activities
- ✓ annual report to the community or success stories
- ✓ recent newsletter
- ✓ up-to-date list of board members' names
- ✓ future or long-range plans
- ✓ photos of your building, patrons and programs

How Do I Say This? Have you ever been stumped about how to promote something on your newsletter, flyer or website? Get ideas from the *Building Your Base Toolkit* [<http://midhudson.org/byb>]. The link called "How to Say It" offers quotable

quotes you can use in a pinch to promote your library's services.

- Attention Grabbers
- Announcing Something New
- Connection Building Phrases
- Headlines & Slogans
- Opening Statements
- Promoting Reference Services

Public Library Management Course on Marketing in Saratoga this September:

Marketing with Wayne Piper, September 9-10, 2008 in Saratoga Springs, NY. Develop the skills you need to effectively market your library's programs and services. Learn the importance of marketing the public library, as well as how to draft a marketing plan, how to implement the plan, how to measure the success of the library's marketing efforts; and how to evaluate the impact of marketing materials and methods. This course is part of the Public Library Association's Certified Public Library Administrator (CPLA) program. For more information and to register go to

<http://www.pla.org/ala/pla/plaevents/cplacourses/CPLAcourses.cfm>

Reference & Collection Development

A Big List of Sites That Teach You How To Do Stuff: Annotated list of "general interest sites that give quality instruction on all sorts of fun and useful projects including, how to build a deck or bake a cake." Includes links to sites such as *Instructables*, *eHow*, and *About.com*. From ReadWriteWeb, a blog that provides Web technology news, reviews, and analysis.

http://www.readriteweb.com/archives/tutorial_sites.php
[As seen in the Librarians' Internet Index]

Youth Services



For those libraries that received either a gaming or performer/program mini-grant from MHLS this summer, the final report is due by

Friday, August 22 - no later. As you

know, this year libraries are required to report the impact their programs had on local patrons. In order to help libraries assess that impact, there are 2 surveys, created by Margaret Keefe, MHLS Youth Services Coordinator, which libraries should give to those who took part in these grant-funded programs. *Don't wait until August 21st to do this!* The answers to the survey questions will help library staff do the final report correctly so that MHLS receives the information it needs to send to NYS. Remember, future grants of this type depend on everyone doing the reports as required by NYS,

so it's important to do that and to be on time. To access the surveys and reports: <http://midhudson.org/department/youth/main.htm> both are linked in the middle of the *What's New* section. If you have any questions, please contact Margaret at x35 or mkeefe@midhudson.org



Digital Opportunities @the Library: At the Digital Equity Summit held July 1st at the National Educational Computing Conference, participants discussed ways to close the gaps between those who have easy access to

digital tools and resources and those who don't. Paul E. Resta, University of Texas at Austin, framed the digital-equity challenge as one of providing not just technologies, but "digital opportunities," for students. His six "essential conditions for digital inclusion" include:

- basic literacy skills
- access to information and communications technology (ICT) devices, software, and connectivity
- access to culturally relevant content in the student's local language
- the ability to create, share, and exchange digital content
- access to educators who know how to use digital tools and resources in pedagogically sound ways
- access to effective leadership in policy and planning

Public libraries are part of the education loop and play a huge community role in helping bridge the gap between those who have computers at home and those who don't. Library staff certainly know how to use digital tools and resources, serving as Internet guides, helping young people develop Internet searching skills, teaching them to view online information with a critical eye, creating policies that both protect young people and allow them access to resources that will expand their knowledge. Libraries must continue to fund adequate technology in their buildings, which includes not only computers and peripheral devices but also space, connectivity, enough staff and staff training to train patrons as they try to keep up with our ever-changing technological world.

The Association for Library Service to Children (ALSC), a division of the American Library Association (ALA), is offering **four online continuing education courses** this fall including:

- "Reading Instruction and Children's Books" (Katherine Todd);
- "The Tech Savvy Booktalker" (Nancy J. Keane);
- "The Technology Enhanced Library Professional" (Sara Fisher); and

- "Sharing Poetry with Children" (Sylvia M. Vardell). The courses will begin October 6th, running through November 14th. Future sessions are scheduled for February 2009 and summer 2009. All courses will run between four and six weeks and will be taught in an online learning community using Moodle. Course registration information is available at <http://www.ala.org/alscevents>. Registration opens for the first session on August 11th. Course fees are \$95 for personal ALSC members; \$145 for personal ALA members; and \$165 for non-members.

Be a part of the *Lifelines* Homework Help Web



Site Update Team: This fall we will be creating a committee of both public and school librarians to

review MHLS' K-12 Lifelines Homework site with the goal of determining that the site [<http://lifelines.midhudson.org/>] is as useful and current as possible. There will be only 2 meetings required because the work will be divided among committee members and can be done from any computer and reported back electronically. Our intention is to divide the site into many sections with each person responsible for only one section. Each person will examine his/her section, identify links that are no longer appropriate (outdated, not working, now charge fees, etc.), make a list of those links and if necessary, find replacements so that subject area will continue to be covered. We will be working with Dutchess BOCES School Library System Director Rebecca Gerald and some of her school librarians. If you are interested in being part of this process, please contact MHLS Youth Services Coordinator, Margaret Keefe at x35 or mkeefe@midhudson.org.

Administration & Management

Network Security Is Every Employee's

Responsibility: This overview of best security practices is designed to help all employees understand how to protect computer networks from misuse and attack. Topics include password protection (complex passwords, changing passwords often, and single-use passwords), not leaving logged-in computers unattended, performing backups, e-mail security, use of mobile devices, and how to handle a security emergency (such as losing your laptop). From a computer software company. *Direct URL is truncated, see LII item at <http://lii.org/cs/lii/view/item/26576>*

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>.