

MHLS 2012 PLAN OF SERVICE PROGRESS REPORT

January 1, 2012 - December 31, 2012

ELEMENT 1 RESOURCE SHARING - RESULTS

COOPERATIVE COLLECTION DEVELOPMENT:

- The System administered and negotiated subscriptions of five databases purchased by all member libraries on a cost-sharing basis and with central library development aid, and one additional database purchased with central library aid.
- MHLS provided remote access to these and NOVEL-NY databases to member libraries and their patrons with library-card authentication and provided member libraries monthly usage statistics; use of four databases purchased by member libraries was an estimated 65,000 sessions.
- MHLS administered the Overdrive e-book and downloadable audiobook service, which is provided to all member libraries under a cost-sharing agreement; titles were added on a weekly basis to meet demand; monthly statistics were provided to member libraries; guidelines for the collection were also revised by member library directors to add titles for children and teens; downloads of e-books increased 212% and downloadable audiobooks 34% from 2011.
- Central library aid was used to purchase 1,787 adult non-fiction titles for systemwide circulation and to purchase reference materials to support adequate access across the system to popular items and resources in critical areas.

INTEGRATED LIBRARY SYSTEM:

- The System continued to administer the systemwide ILS used by all member libraries, and managed two transitions: (1) recruiting a new automation coordinator and (2) managing the migration of the ILS from a MHLS server to a vendor's off-site, cloud-based, server.
- The System also continued to provide ILS training to member library staff. This included system administrator training for six new directors and 16 ILS workshops to improve the management of collections and services that were attended by member library directors and staff with attendance totaling 233.
- MHLS continued to provide cataloging services, including authority control and creating and reviewing bibliographic and holding records.
- The System responded to 3,842 requests for ILS assistance, including requests made to the System's help-desk, as well as responding to requests for onsite support and problem-solving at member libraries.
- The Resource Sharing Advisory Committee met five times with the Automation Coordinator and other System staff. It recommended actions to the Directors Association, which were approved. These actions include (1) limiting the number of a patron's holds to 50, (2) recommending that member libraries adopt individual staff logins and passwords to increase security and staff accountability, (3) eliminating patron VIP status to improve the collection of statistics, (4) improving the layout and functionality of the OPAC, and (5) permitting local holds on second and additional copies, which would reduce physical delivery, support on-site browsing and speed up hold queues.
- The Committee also clarified how fines and fees of another library should be collected; it reviewed and approved an ILS database cleanup in preparation of the migration to Sierra and adopted a recommended schedule for routine patron and item maintenance by member libraries.
- The Committee also reviewed statistics that identified the average percentage of DVDs borrowed between the members and identified net lenders and net borrowers, recommending that the Central Library & Collection Development Advisory Committee review the analysis; and it agreed that libraries should not release items to circulation before their publication dates and instructed the System to send reminders as needed.

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DELIVERY:

- MHLS conducted a review of delivery routes for increased efficiencies, identifying where deliveries needed to be increased and decreased. This was reviewed and approved by the System Services Ad Hoc Committee.
- The System renewed and modified its delivery contract to reduce delivery costs and provide for the possible purchase of fuel on state contract.
- The MHLS delivery service handled over 2 million items.

INTER-LIBRARY LOAN:

- MHLS continued to provide ILL to member libraries under guidelines established by member library directors to make the best use of funds and to encourage collection development at the local level by limiting requests to items not readily available, to items costing \$25 or more, and excluding readily available DVDs and music CDs.
- MHLS renegotiated its OCLC fee to reduce costs and facilitated the lending of 653 items out-of-system from member libraries with a fill rate of 34% and borrowed 269 items with a fill rate of 62%.
- The System and member libraries continued to participate in the Southeastern New York Library Resources Council regional SEAL service (26 regional catalogs) for ILL.
- The Central Library & Collection Development Advisory Committee met with System and Central Library staff four times and additional information on resource sharing is listed under the Central Library Plan of Service Progress Report.

ELEMENT 2: SPECIAL CLIENT GROUPS

ADULT LITERACY:

- MHLS Outreach Coordinator continued to meet with regional adult education and literacy providers and member library directors and staff to encourage library and special client group provider partnerships.
- The Coordinator also served on the NYLA digital literacy advisory committee, which resulted in local digital literacy training attended by member library staff and directors.
- MHLS developed a website listing all regional literacy providers as a guide for member libraries and facilitated conversations between literacy providers and libraries about needs and resources.
- Webpages were created for each county to guide patrons to library workforce and skill-development resources, and updated the 'Quick Answers – Get Help Finding a Job' webpage for patrons.
- Thirty-two member libraries participated in NYLA's Digital Literacy Training Program hosted by the System.
- The System contributed to adult education services through its association with the Hudson Valley/Catskill Partnership regional adult education network (RAEN).

COORDINATED OUTREACH:

- MHLS developed an incentive program for member library staff to complete a 20-lesson "Library Spanish" program from Mango Languages to support libraries in providing service to Spanish-speakers, of which Mango viewed as a model application; 17 completed the program.
- MHLS administrated a mini-grant program for member library staff who work in small libraries to attend the regional Children's & Teen Literature Conference.

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CORRECTIONAL FACILITIES:

- The MHLS Outreach Coordinator and staff continued support for correctional service librarians, three of seven of whom were new this year, and held two regional meetings with correctional facility library staff to discuss on-going support and services; and provided each MHLS correctional facility library with a collection of materials from suggested lists from DOCCS Program staff to support job-reentry and mental health.
- MHLS staff facilitated loans of materials from member libraries and provided delivery to correctional facilities, and provided access to relevant training for correctional facility librarians both through MHLS programs and CORT programs at the NYLA Conference.
- Staff also continued support for county jail library collections programs by providing self-help books, job information and transitional support materials (including the MHLS *Hudson Valley Connections* resource guide for ex-offenders), and supported literacy organizations working with county jail inmates.
- The Outreach Coordinator also served as leader and instructor at the state-wide correctional services training.
- Additionally, MHLS responded to an estimated 219 requests for assistance by staff at correctional facilities and coordinated donations of magazines and VHS tapes to supplement their collections.

YOUTH SERVICES:

- The System provided 8 workshops and programs with 158 participants, including two workshops on early literacy & multi-sensory story times and two on summer reading.
- System staff provided leadership in the regional Fall Into Books Children's & Teen Literature Conference, as well as two regional “notable book” school/library partnership events with regional School Library Systems.
- The System sponsored a workshop on positive youth behavior.
- MHLS developed a summer mini-grant program in collaboration with the Dutchess County BOCES School Library System and DLD to encourage school-library collaboration; and it compiled a tip sheet on successful school-library collaboration, which was posted on the DLD website.
- MHLS continued its support of the annual regional battle of the books program, which is being developed and sponsored by member libraries, and at which twenty-seven member libraries participated.
- The System responded to an estimated 561 requests for assistance in support of member library youth services.

ELEMENT 3: PROFESSIONAL DEVELOPMENT AND CONTINUING EDUCATION - RESULTS.

- The System developed and provided workshops in a variety of areas at MHLS as well as at member libraries in all five counties served by the System. The total number of workshops provided by the System was 75 with 1,135 attendees. These included (1) awareness, advocacy, public relations and customer service with 224 participants; (2) professional leadership with 61 participants, including the LSTA-funded “Leadership Development Series with Sandra Nelson,” on how to run a successful public vote, and how to communicate effectively with a community; (3) essential trustee responsibilities with 65 participants; (4) technology with 211 participants, including sessions on e-readers, website development, PC reservation software, and the LSTA-funded 10-week “10 Things” online social media course, as well as hosting two regional digital literacy train-the-trainer workshops; and (5) annual reports for 6 new directors.
- The System also sponsored the webinar “Essentials for a Safe and Secure Library” with 14 participants.

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- The System continued its Essential Documents Inventory project to help member libraries achieve a full complement of operational policies, long-range plans and annual reports to the community.
- The Continuing Education & Professional Development Advisory Committee met twice. A survey was conducted on what directors struggle with on a daily basis, to which 63 of 66 directors responded; the results were reviewed to assist in the planning of future professional development opportunities. Other plans include the development of brief instructional videos to assist member libraries and patrons in using System resources, such as the OPAC, and customer service workshops in 2013. Discussions also included the importance of determining the outcomes of workshops. In a follow-up survey of those who attended patron data entry training, 80.6% of respondents reported making changes as a result of attending the training.

ELEMENT 5: CONSULTING AND DEVELOPMENT SERVICES - RESULTS

- MHLS responded to over 1,700 requests for assistance relevant to board and director development, sustainable funding, growth and development and community-based planning.
- MHLS consultants made over 200 onsite visits as well, including assisting seven libraries interested in establishing a public library district. Assistance in developing legislation was provided to two libraries, which held establishing votes.
- MHLS consultants led long-range planning focus groups at five member libraries, and led member library board retreats for three libraries.
- MHLS consultants continued to provide PR and marketing leadership, including word-of-mouth marketing, developing 200+ content ideas for Facebook and Twitter, and developing and presenting PR essentials workshops.

ELEMENT 6: COORDINATED SERVICES - RESULTS

- The System coordinates the cost-sharing by all member libraries for the purchase of e-books and downloadable audio.
- It successfully negotiated a reduction in the costs of five databases purchased on a cost-sharing basis by member libraries for a savings of thousands of dollars, including adding the *Historical NY Times*.
- MHLS purchased and prepped 70 computers for member libraries, as well as a number of printers and scanners, and provided technical support by contract to five member libraries.

QUESTION 13.7 - ELEMENT 7: AWARENESS AND ADVOCACY - RESULTS

- The System provided 14 workshop sessions on awareness, advocacy, marketing, and public relations. These included advocacy sessions in each of the System's five counties.
- System consultants provided leadership and PR and marketing training, including sessions on "10 Easy Ways to Ruin Your Library's Reputation." They developed a PR audit assessment for member libraries, which included word-of-mouth marketing strategies, content ideas for social media sites, and three workshops on PR essentials, marketing library collections and effective newsletters and other forms of communication, at which 47 directors and staff attended.
- The System also updated member libraries on the changes in their state representatives that resulted from legislative redistricting.
- MHLS led a letter-writing campaign to local newspapers in support of libraries, resulting in 20 letters being printed in area newspapers.
- The System continued to coordinate a monthly book review feature, "On the Shelves," in the *Poughkeepsie Journal* and the weekly "Top Requested @your library" column in the *Daily Freeman*.

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- The System worked with Ramapo-Catskill Library System to organize travel to Albany and schedule meetings with legislators on Library Advocacy Day.
- The MHLS Director and Staff met and communicated with state representatives on the value of libraries and library systems throughout the year. In meetings with and written reports to member library directors, the MHLS Director and other staff provided information, tips and progress reports on these advocacy efforts.
- A System consultant provided leadership and coordination with the Office of the State Comptroller, NYLA and others in interpreting the tax cap law to benefit libraries, as well as providing updated information to member libraries and developing a Tax Cap FAQ.
- A System consultant participated in the hearing before the NYS Assembly Committee on Libraries and Education Technology.

ELEMENT 8: COMMUNICATIONS AMONG MEMBER LIBRARIES - RESULTS

- Staff edited the System's weekly *Bulletin* to deliver timely information on topics relevant to libraries and library services.
- MHLS supported (1) a general listserv for all member library staff and specialized listservs that facilitated communication between (2) member library directors, (3) on the systemwide ILS, (4) friends and fundraising, and (5) youth services.
- The System Services Ad Hoc Committee recommended and conducted focus group sessions at the January meeting of the Directors Association to assess how communication from the System empowered member library success.
- MHLS hosted 11 meetings of the Directors Association, at which resource sharing, marketing, collection development, cost-sharing and other topics were discussed, and on which decisions were reached; on average, 40 directors attended each of these meetings.

ELEMENT 9: COOPERATIVE EFFORTS WITH OTHER LIBRARY SYSTEMS - RESULTS

- The System is a member of the Southeastern NY Library Resources Council and the Outreach Coordinator continues to serve as a member of the SENYLRC Board.
- The MHLS Director and Assistant Director participated in SENYLRC's strategic review of its services.
- The Outreach Coordinator serves as a Dutchess BOCES Council member, meets monthly with the regional school library system directors on school/library initiatives, and served as a NYLA roundtable program coordinator.
- The MHLS IT Coordinator's statewide survey of cooperative public library systems on IT services, for the purpose of determining the possibility of future shared services, was published in Spring 2012 issue of *JLAMS*.
- The System continued to participate in ILL with 26 regional systems, including having a delivery transfer point with RCLS, and provided a subsidy to SENYLRC for regional delivery.
- MHLS collaborated with RCLS in planning attendance at Advocacy Day in Albany.
- The MHLS Director and Assistant Director attended the NYALS summer retreat as well as I2NY.
- The System developed a summer mini-grant program in collaboration with the Dutchess County BOCES School Library System and DLD to encourage school-library collaboration.

ELEMENT 10: – CONSTRUCTION - RESULTS

- MHLS provided a public library construction grant workshop for 11 participants and successfully administered 11 grant applications.

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- The MHLS Board updated the criteria used in evaluating member library construction grant applications to comply with the change in the law allowing greater than 50% match for those libraries in economically disadvantaged communities.
- An MHLS consultant supported extensive facility development planning at two member libraries.

ELEMENT 11: CENTRAL LIBRARY- RESULTS

- The Central Library provided training available to all member libraries on legal reference, the OPAC, and the NOVEL databases. The Library provided 5 training sessions on the OPAC and the NOVEL databases, which were attended by 79 member library staff and directors. It provided 4 sessions on legal reference, which were attended by 41 member library directors and staff.
- The Library sent 52 weekly *Tuesday Tips* to member library staff using the System's listserv to improve reference skills and understanding. The tips were also listed on the Library's website and available to all member libraries.
- The System continued to provide remote access to online, system-wide, resources, as well as the virtual reference resources of NOVEL-NY, with library card-based authentication.
- The Library continued to use NextReads to provide quality non-fiction materials in high-demand and targeted subject areas.
- The Central Library director and staff met with the Central Library & Collection Development Advisory Committee and System staff quarterly. Together, they: (1) reviewed the Central Library Plan of Service, (2) conducted a survey of member libraries on the effectiveness of Central Library services, (3) conducted a six-month follow-up assessment of the previous year's weeding and updating of medical collections in all member libraries, which was facilitated by the Central Library, and (4) oversaw the development of system-wide collections, including (a) reviewing the use of databases purchased by member libraries under a cost-sharing agreement with the Library, which were available to all member libraries and their patrons, (b) reviewing the use of e-books and downloadable audio books, which were included in the system-wide catalog and available to all member libraries and their patrons, and (c) amending the ebook and downloadable collection development guidelines to include books for children and teens.

ELEMENT 12: DIRECT ACCESS - RESULTS

- MHLS and all its member libraries continue to facilitate onsite and direct access to all residents in the Mid-Hudson service area in compliance with Commissioner's regulations. Additionally, the *Direct Access Plan* was revised to clarify what restrictions were allowed in demonstrated cases of serious inequities and hardships. This revision was in response to concerns raised by the NYS Library, Division of Library Development. Restrictions in cases of serious inequities and hardships were amended to those specifically allowed by Education Commissioner's Regulations 90.3 (d)(2) (ii) and (iii) and are included verbatim in the *Direct Access Plan*. The revision was approved by the MHLS Board, the Directors Association, and the NYS Library, Division of Library Development.