



Moving Forward – Summary Reports on Awareness and Advocacy Services

February 2016

A. Plan of Service

1. Goal Statement: MHLS will provide member libraries the education, skills and resources to obtain sustainable funding and community support through advocacy and greater public awareness.
2. Intended Result(s): Member libraries:
 - a. Will have the tools, plans and communication skills to be effective advocates.
 - b. Will have staff and trustees who are knowledgeable about current legislative issues.
 - c. Will have a comprehensive understanding of how libraries and library systems collaborate to provide cost effective service.
 - d. Will be able to promote the integrated services offered system-wide.
3. Evaluation Method(s):
 - a. Advisory committee review of MHLS education and resources.
 - b. Assessment of MHLS education and resources on director and trustee skills, behavior and knowledge.
 - c. Ongoing advisory committee review of MHLS efforts, making necessary improvements where appropriate.
4. Annual Progress Report (2014):
 - a. The 2014 Survey of Library Directors rated MHLS Awareness and Advocacy Services as being Successful.
 - b. Worked with advisory committee throughout the year on whose mission it is 'to help guide the development of strategies and tools to strengthen member libraries' ability to cultivate support amongst users and nonusers', resulting in coordinated initiatives to build the library base of support.
 - c. Coordinated attendance of over 40 regional library advocates at NYLA Advocacy Day, making appointments with all regional legislators and arranging for bus transportation. Promoted virtual 'Armchair Advocacy', resulting in a total of 896 contacts to representatives of our region. MHLS staff member serves on NYLA Legislative Committee, provides contact information for every library to their representatives in the NYS Senate and Assembly, and talking points on significant issues for libraries including Tax Cap information, resulting in year round advocacy.
 - d. Supported 28 libraries holding votes in 2014 with 93% of member library votes passing. Conducted post-vote assessments, resulting in additional information to use in vote support.¹
 - e. Redesigned the 'MHLS Public Library Vote Toolbox' at <http://vote.midhudson.org> to improve access to the information member libraries have for sustainable funding for their library.
 - f. 12 workshop sessions were provided including: *Public Library Vote Toolbox*; *Know How for your Library's Vote*, *Advocacy Boot Camp* (for frontline staff, trustees, and Friends looking for a better understanding of how libraries and the system are funded, what messages resonate with the public and legislators and best practices for delivering those advocacy messages), and

¹ This item is addressed in the Consulting and Development Services Moving Forward Report



Survey Team Training (part of the MHLS Marketing Advisory Committee's Non-Library-User Outreach Program).

- g. Held a County Advocacy Meeting of directors/trustees instrumental in advocating for county funding.
- h. Collected info from 74% libraries to be used in advocacy about how people are affected by their summer reading program. For example: Participants who increased their enjoyment of reading; improved their reading ability; or families who saved money.

B. Outputs (2014²)

1. Local Awareness & Advocacy
 - a. Three (3) Advocacy Bootcamp workshops: 23 attendees; 100% reported the workshop as being a good use of their time
 - b. Development of non-user outreach survey program
 - i. Survey team training with 5 pilot libraries
 - ii. 216 completed non-user surveys
 - c. 4,125 visits³ to the Public Library Vote Toolbox [<http://vote.midhudson.org>]
 - d. 9 LibraryAware templates created; 10 active library users of the product
 - e. 2 LibraryAware consultations (4.5 hours total)
 - f. 2 custom promotional pieces developed for use in member libraries for Encore launch
2. County Awareness & Advocacy
 - a. Event attended by 12 representatives from all five counties regarding County Advocacy Meeting of directors/trustees instrumental in advocating
 - b. 5 hours in support of the Putnam County Library Association's Public Awareness Committee
3. State Awareness & Advocacy
 - a. 1,481 points of online contact between constituents and state legislators serving the MHLS service region, representing a 65% increase over the previous year
 - b. Attendance of over 40 regional library advocates at NYLA Advocacy Day
 - c. Monthly reporting to the Directors Association and the MHLS Board of Trustees regarding efforts to repeal the Metropolitan Commuter Transportation Mobility Tax (MTA tax)
 - d. 18 reports⁴ on tax cap and tax cap freeze information supporting the 87% of member libraries required to comply with the tax cap law
 - e. 13 custom reports for area legislators, including support statements from 49 member libraries and data from all 66 member libraries, regarding Summer Reading Program for use in advocacy messaging (including visits with legislators, reporting for special legislative project grants, and NYLA Advocacy Day)
 - f. 20 of hours in service to the NYLA Legislative Committee
 - g. 4 meetings of the statewide Special District Preservation Taskforce

² Advocacy calendar time period is September-August

³ Between January –November 2015

⁴ Reports to the Directors Association; MHLS Bulletin articles; handout used at workshops; listserv postings



C. Outcomes

1. Positive funding and policy results for MHLS and member libraries occur based on support from the general public, library users, library board members, library staff, professional organizations, and elected and appointed officials.
2. Positive funding and policy results for MHLS and member libraries ensure library patrons are supported in their formal and informal educational endeavors through public library services.

D. Costs Associated with MHLS (2014)

MHLS STAFF	Percent Awareness & Advocacy Services	Salary	Benefits	Awareness & Advocacy Services TOTAL
Rebekkah	10%	6,635	2,540	9,175
Kerstin	15%	6,377	3,142	9,519
				18,694
CONTRACTED SERVICES				Awareness & Advocacy Services Cost
	Total Cost			
LibraryAware			5,150	5,150
TELCOM SERVICESⁱ				Awareness & Advocacy Services Cost
	Total Cost			
Network & Phone Services ⁱⁱ	30,325 – 5,596 (Teleforms) =		24,729	483
				483
IT SERVICES				Awareness & Advocacy Services Cost
	Total Cost			
Hardware ⁱⁱⁱ			9,083	177
Software ^{iv}			5,445	106
IT Supplies			2,213	43
				327
GENERAL OVERHEAD^v				Awareness & Advocacy Services Cost
	Total Cost			
Supplies			5,732	112
Equipment Rental			16,472	322
Professional Fees			25,189	492
Postage	4,505- 2,875 (ILL) =		1,630	32



		958
FACILITIES OVERHEAD ^{vi}	Total Cost	Awareness & Advocacy Services Cost
Staff/Benefits	51,696	1,010
Utilities	27,973	546
Custodial Supplies	1,736	34
Other Ops/Maint	35,776	699
Liability Insurance	15,423	301
		2,590
ADMINISTRATIVE SUPPORT ^{vii}	Total Cost	Awareness & Advocacy Services Cost
Staff/Benefits	361,059	7,053
Professional Development	31,532	616
		7,669
		35,871
<u>TOTAL</u>		

E. Primary Funding Sources

1. State Aid - General
2. Member Assessment Fees

F. Value of Services

1. Efforts contributed to:
 - a. 5.8% (\$5 million) increase in State Aid for Libraries
 - b. \$1.3 million rebate for libraries that paid in to the Metropolitan Commuter Transportation Mobility Tax (MTA tax)
 - c. Permanent exemption of libraries from the MTA Tax resulting in \$12,004 annual savings for the seventeen (out of thirty-six) impacted libraries who reported their MTA payment amounts
 - d. \$14 million in State Aid for Public Library Construction

ⁱ % of total Telcom costs – After staff FTE assigned, breakout of telecom costs by service (break out Teleforms & all other by staff FTE per service)

ⁱⁱ Minus Teleform costs

ⁱⁱⁱ % of General Hardware/Software costs - After staff FTE assigned (allocate on a per staff calculation)

^{iv} OCLC charges to Cataloging Services

^v % of General Overhead costs - After staff FTE assigned (allocate on a per staff calculation)

^{vi} Ibid.

^{vii} Ibid.