# *Moving Forward* – Summary Reports on Communications Among Member Libraries
February 2016

## A. Plan of Service

1. Goal Statement: MHLS will identify, develop and provide an integrated system of communication.
2. Intended Result(s):
   a. Member libraries will increase their knowledge and understanding of best practices and local, regional and national trends and issues impacting library service.
   b. Member libraries will have peer-networking opportunities, online and face-to-face.
3. Evaluation Method(s):
   a. Member library assessment of the effectiveness of existing communication methods.
   b. Number of networking sessions, topics, attendance and session evaluations, including surveys to determine level of change in behavior, skills and knowledge.
   c. Number of visits from MHLS Trustees to member libraries and member library boards and follow-up reports to the MHLS Board of Trustees.
   d. Ongoing review of and response to anecdotal comments to ensure continuous improvement.
4. Annual Progress Report (2014):
   a. The 2014 Survey of Library Directors rated MHLS Communication Among Member Libraries Services as being Successful.
   b. Produced weekly MHLS Bulletin of communications, available in print and electronically, resulting in relevant news delivered to each member library and correctional facility library, and sent electronically to 588 subscribers.
   c. Managed 6 listservs for member libraries which continue to generate positive participation, resulting in member libraries being able to share information, network and get quick answers to questions.
   d. Conducted a Salary, Leave & Benefit survey with 97% participation of member libraries.
   e. Redesigned the e-version of the MHLS Bulletin - now in full color with a more modern look and includes a new, regular "In the News" feature which provides links to local news coverage of MHLS member libraries.
   f. Redesigned the system website http://midhudson.org/ to improve access to the information member libraries need to run their library. Using WordPress, a content management system (CMS), the functionality of the new site is much improved from both the user end and the maintenance side. Staff also worked to streamline and improve the content from the former site to increase usability.
   g. Launched a new Programming Listserv, a communication forum for MHLS libraries on all aspects of library programming for patrons from birth to adult, including programming for families, communities, summer reading, early literacy, family literacy, digital literacy, and outreach to the community through programming and piggy-back presenter opportunities.
   h. Developed new format at Directors Association meetings for sharing among directors,

alternating each month between small-group Talk Events, and Tweet Out Events (where each director has an opportunity to speak for 30 seconds on the topic of their choice).

**B. Outputs (2014)**

1. Composed & published 51 (weekly) MHLS Bulletin of communications sent electronically to 588 subscribers with average open rate of 47%[1] & sent in-print to 76 locations; Website hits 7,070
2. Supported 5 discussion lists with 1,494 subscriber
   a. MHLS Main – A communication forum for MHLS libraries and members of other regional library organizations on general library topics of common interest including news and training opportunities relevant to the audience.
   b. MHLS Sierra – A communication forum for MHLS libraries on the topics of circulation, cataloging (data entry), acquisitions, regional loan of materials, statistics, Create Lists, Web Management Reports, lost books, book club requests, other discussions related to circulation of materials among libraries and training opportunities relevant to the audience.
   c. MHLS Youth Services – A communication forum for MHLS libraries on the topics of library services to youth –infants, children, young adults and training opportunities relevant to the audience.
   d. MHLS Programming – A communication forum for MHLS libraries on all aspects of library programming for patrons from birth to adult, including programming for families, communities, summer reading, early literacy, family literacy, digital literacy, outreach to the community through programming, piggy-back presenter opportunities and training opportunities relevant to the audience.
   e. MHLS Friends & Fundraising – This list is devoted to helping Friends Groups, trustees and library staff learn about fundraising trends, ideas and best practices for Friends Groups and training opportunities relevant to the audience. This list is also a place to connect with others in the area working to raise funds and awareness for libraries.
3. Compiled and distributed Salary, Leave & Benefit Survey of Member Libraries
   http://midhudson.org/topics/statistics-research/salary-benefit-survey-results/
4. Redesigned the MHLS Website http://midhudson.org/
5. Supported the Directors Association (DA)
   a. Assisted with scheduling, developing and distributing meeting agendas and documents, and reporting for 10 DA meetings
   b. Assisted with scheduling, developing and distributing meeting agendas and documents, and reporting for 18 DA advisory committees meetings
   c. Managed DA Website receiving 1,815 hits. Removed login barrier to access meeting packet.
6. Compiled and maintained the MHLS Calendar with 376 events posted
7. Compiled and Summarized Member Library Annual Reports
   a. 13 reports in 2 formats each
      http://midhudson.org/topics/statistics-research/annual-report/

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[1] Constant Contact average open rate by industry: government agency/service = 33%; non-profit organizations = 30%

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8. 31 Participations in County Library Directors/Associations Meetings including keynote address at Putnam County Library Association Annual Meeting, early literacy asset analyses at Ulster County Directors Meeting, and tax cap tutorial at Greene County Library Directors Meeting

**C. Outcomes**

1. Through communications member library staff and board members will increase their knowledge and understanding of best practices and local, regional and national trends and issues impacting library service, resulting in providing improved services to library patron.

**D. Costs Associated with MHLS (2014)**

| MHLS STAFF | Percent Communications Among Member Libraries | Salary | Benefits | Communications Among Member Libraries TOTAL |
|---|---|---|---|---|
| Merribeth | 12% | 9,384 | 4,596 | 13,981 |
| Rebekkah | 5% | 3,317 | 1,270 | 4,588 |
| Kerstin | 15% | 6,377 | 3,142 | 9,519 |
| Robert | 5% | 3,132 | 1,223 | 4,354 |
|  |  |  |  | **32,442** |

| CONTRACTED SERVICES | Total Cost | | Communications Among Member Libraries Cost |
|---|---|---|---|
| Constant Contact | 336 | | 336 |
| Survey Monkey | 150 | | 150 |
| Evanced | 416 | | 416 |
| WordPress[2] | 891 | | 178 |
|  |  | | **1,080** |

| TELCOM SERVICES[i] | Total Cost | | Communications Among Member Libraries Cost |
|---|---|---|---|
| Network & Phone Services[ii] | 30,325 – 5,596 (Teleforms) = 24,729 | | 715 |
|  |  | | **715** |

| IT SERVICES | Total Cost | | Communications Among Member Libraries Cost |
|---|---|---|---|
| Hardware[iii] | 9,083 | | 263 |
| Software[iv] | 5,445 | | 157 |
| IT Supplies | 2,213 | | 64 |
|  |  | | **484** |

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[2] 20% communications among member libraries and 80% member Web site hosting

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| GENERAL OVERHEAD[v] | Total Cost | Communications Among Member Libraries Cost |
|---|---|---|
| Supplies | 5,732 | 166 |
| Equipment Rental | 16,472 | 476 |
| Professional Fees | 25,189 | 728 |
| Postage | 4,505- 2,875 (ILL) = 1,630 | 47 |
| | | **1,417** |
| FACILITIES OVERHEAD[vi] | Total Cost | Communications Among Member Libraries Cost |
| Staff/Benefits | 51,696 | 1,495 |
| Utilities | 27,973 | 809 |
| Custodial Supplies | 1,736 | 50 |
| Other Ops/Maint | 35,776 | 1,034 |
| Liability Insurance | 15,423 | 446 |
| | | **3,834** |
| ADMINISTRATIVE SUPPORT[vii] | Total Cost | Communications Among Member Libraries Cost |
| Staff/Benefits | 361,059 | 10,439 |
| Professional Development | 31,532 | 912 |
| | | **11,350** |
| | | |
| **TOTAL** | | **51,322** |

E. **Primary Funding Sources**
   1. State Aid - General
   2. Member Assessment Fees

F. **Value of Services**
   1. MHLS Staff Support for Communications Among Member Libraries
      a. MHLS is unable to identify an organization that could facilitate communications among members with comparable services

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[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.