



Moving Forward – Summary Reports on Coordinated Outreach Services¹

February 2016

A. Plan of Service

1. Goal Statement: Member libraries will have the information and awareness to develop programs and services to attract and connect to outreach target populations and form relevant community partnerships at the local level.
2. Intended Result(s):
 - a. Member libraries will be kept current about changing demographics, service trends, resources and programs, as well as the sharing of related experiences.
 - b. MHLS will provide collection development tips and coordinated public relation materials for target populations.
3. Evaluation Method(s):
 - a. Advisory committee review of the effect of initiatives designed to improve existing conditions.
 - b. Survey member library satisfaction of MHLS initiatives.
4. Annual Progress Report (2014):
 - a. Conducted focus groups of directors for feedback on Outreach element of Plan of Service at March Directors Association meeting.
 - b. Provided 27 mini grants of \$400 each for summer reading programs (17 from Family Literacy funds; 10 from Outreach funds) resulting in member library partnerships with 34 community agencies.
 - c. Developed a programming model that consolidates Youth Services into Outreach, reaching a larger cross section of member library staff by providing information, education and sharing of experiences for library staff providing programming for all ages.
 - d. Incentivized 6 member library staff to complete the Learn Library Spanish training program from Mango, to help library staff better serve Spanish-speaking patrons.
 - e. Collected information from member libraries who are doing outreach to the Spanish community, added to 'Partnerships That Work' on MHLS website.
 - f. Developed partnership through serving on the Arts Mid-Hudson Folk Art Advisory Council that brought in funds for 4 member libraries from the Robert R. Chapman Fund (administered by the Community Foundation of the Hudson Valley) for Children's Day Cultural Programs.

¹ GENERAL DEFINITION – Under New York State Education Law, [§273 \(1\) \(h\) \(1\)](#), and Commissioner's Regulations [§90.3](#), Public Library Systems provide Coordinated Outreach Library Services directly and through their member libraries to New Yorkers who are most in need and who often are not regular library users. Each System must employ at least one full-time, certified librarian with expertise in providing public library outreach service, to integrate the mission of outreach into the system's offerings.



B. Outputs (2014)

1. MHLS staff supporting NYS Summer Reading Programs for 65 member libraries and reporting to the state.
2. MHLS provided incentive grants to 27 member libraries that resulted in partnerships with community agencies in their summer reading programs.
3. 594 digital materials added² to the OverDrive collection³.
4. 5,000 customized OverDrive bookmarks were provided to libraries for distribution to the public.
5. 6 Book Club in a Bag Kits added.
6. 6 member library staff completed the Mango Languages Learn Spanish Program.
7. 4 member libraries received partially funded Children's Day Cultural Programs.
8. 2 training sessions⁴ provided with a total of 39 participants.

C. Outcomes

1. Children and families have access to library programs that develop family literacy, improve their knowledge, and boost the Lexile levels and reading skills of youth.
2. The staff of member libraries increased outreach services skills and knowledge, providing improved services to library patrons.
3. Libraries formed relevant community partnerships at the local level.
4. Spanish speaking patrons were served by library staff with improved Spanish speaking skills.

² Funded by Outreach and Family Literacy grant funds.

³ Access to digital eBooks and eAudiobooks supports outreach to your community in a variety of ways: People with vision difficulties appreciate that fonts in eBooks can be resized, and the background contrast altered, making it easier to read. A MHLS patron reported "*I am sight impaired and love eBooks because I can read easily on my Kindle.*" The OverDrive app offers a Dyslexia font option that provides greater contrast which assists in determining letters, allowing readers to concentrate on the book's content. eAudiobooks provide books for people who cannot read print. | People with physical limitations report that eBook devices are easy to hold, lighter than a standard paperback, and invaluable to those with arthritis or other problems that make reading hardcover books painful to impossible. eAudiobooks provide titles to people with limitations that prevent them from holding a book or turning its pages. | People who struggle with reading find eAudiobooks allow them to enjoy more complex stories and vocabulary. Readers who struggle to 'decode' words have difficulty absorbing their meaning, so comprehension and enjoyment suffers. Research shows that audiobooks allow the listener to visualize as they listen, and their understanding is also helped by the tone of voice, accent, emphasis and timing given to the text by the professional reader. | People who live any distance from the library can equally access a digital copy, provided they have an Internet connection. A MHLS patron reported they use eBooks because "*I live over 10 miles away from my library in a rural area with no car.*" Another patron reported "*I use the online system because I can no longer drive so it is convenient to borrow online.*"

⁴ Orientation for New Summer Programmers; Family Programming & Gaming: Programming for All Ages



D. Costs Associated with MHLS (2014)

| MHLS STAFF | Percent Coordinated Outreach Services | Salary | Benefits | Other | Coordinated Outreach Services TOTAL |
|--|---------------------------------------|--------|------------------------------------|--------|-------------------------------------|
| Merribeth | 20% | 15,641 | 7,661 | 3,617 | 26,918 |
| Kerstin | 10% | 4,252 | 2,095 | 205 | 6,551 |
| Joan | 10% | 2,707 | 768 | | 3,475 |
| | | | | | 36,944 |
| | | | | | |
| COORDINATED SERVICES | Total Cost | | Coordinated Outreach Services Cost | | |
| Coordinated Outreach Services Program Aid ⁵ | | | | | |
| • Books | | 808 | | 808 | |
| • Supplies/ Materials | | 4,638 | | 4,638 | |
| • Professional Fees | | 798 | | 798 | |
| • Mini-grants | | 5,800 | | 5,800 | |
| • Electronic Materials | | 10,223 | | 10,223 | |
| Family Literacy Library Service Grant Program ⁶ | | | | | |
| • Electronic Materials | | 2,675 | | 2,675 | |
| • Mini Grants | | 8,225 | | 8,225 | |
| • Supplies/ Materials | | 843 | | 843 | |
| | | | | | 34,010 |

⁵ Provides each public library system with \$43,000 plus \$.13 per capita population annually. Education Law [§273 \(1\) \(h\) \(1\)](#). MHLS received \$108,160 in 2014, which was applied to staff costs, services and mini-grants in the following three Special Client Group areas of the MHLS Plan of Service: Coordinated Outreach, Adult Literacy, Youth Services.

⁶ Note that Summer Reading Program activities are included here, rather than in the Special Client Groups – Youth Services section, as the SRP is considered part of Family Literacy by NYS.



| TELCOM SERVICES ⁱ | Total Cost | Coordinated Outreach Services Cost |
|--|--|------------------------------------|
| Network & Phone Services ⁱⁱ | 30,325 – 5,596 (Teleforms) = 24,729 | 690 |
| | | 690 |
| IT SERVICES | Total Cost | Coordinated Outreach Services Cost |
| Hardware ⁱⁱⁱ | 9,083 | 253 |
| Software ^{iv} | 5,445 | 152 |
| IT Supplies | 2,213 | 62 |
| | | 467 |
| GENERAL OVERHEAD ^v | Total Cost | Coordinated Outreach Services Cost |
| Supplies | 5,732 | 160 |
| Equipment Rental | 16,472 | 460 |
| Professional Fees | 25,189 | 703 |
| Postage | 4,505 - 2,875 (ILL) = 1,630 | 45 |
| | | 1,368 |
| FACILITIES OVERHEAD ^{vi} | Total Cost | Coordinated Outreach Services Cost |
| Staff/Benefits | 51,696 | 1,443 |
| Utilities | 27,973 | 781 |
| Custodial Supplies | 1,736 | 48 |
| Other Ops/Maint | 35,776 | 998 |
| Liability Insurance | 15,423 | 430 |
| | | 3,701 |
| ADMINISTRATIVE SUPPORT ^{vii} | Total Cost | Coordinated Outreach Services Cost |
| Staff/Benefits | 361,059 | 10,076 |
| Professional Develop. | 31,532 | 880 |
| | | 10,956 |
| | | 88,136 |
| <u>TOTAL</u> | | 88,136 |

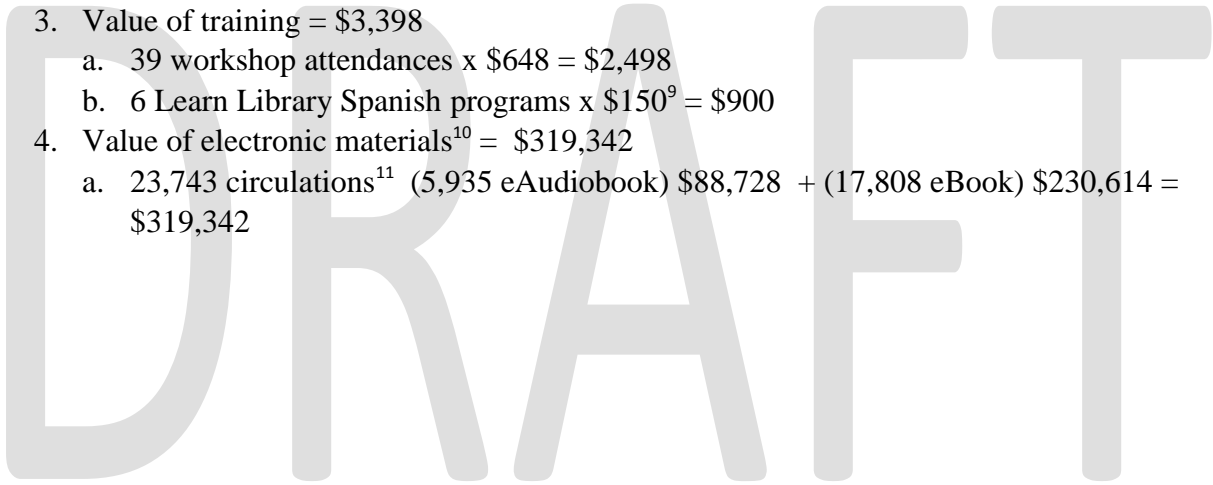


E. Primary Funding Sources

1. State Aid - General
2. Member Assessment Fees
3. State Aid – Restricted – Categorical: Coordinated Outreach Services Aid
4. New York State Family Literacy Library Services Grant

F. Value of Services

1. Value of grants awarded = \$14,625
 - a. Summer Reading Program (Outreach-\$5,800 + Family Literacy-\$8,225) = \$14,025
 - b. Learn Library Spanish (6 x \$100) = \$600
2. Value of 4 Children’s Day Cultural Programs⁷ = \$1,700
3. Value of training = \$3,398
 - a. 39 workshop attendances x \$648 = \$2,498
 - b. 6 Learn Library Spanish programs x \$150⁹ = \$900
4. Value of electronic materials¹⁰ = \$319,342
 - a. 23,743 circulations¹¹ (5,935 eAudiobook) \$88,728 + (17,808 eBook) \$230,614 = \$319,342



ⁱ % of total Telecom 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.

⁷ Grant support to the cultural heritage presenter(s) of the 4 library programs and color handouts/programs for the attendees to the library program.

⁸ \$65 is average cost of NYLA preconference ½ day program

⁹ \$150 is the cost of an Infopeople Online Learning Course, which requires approximately the same time commitment

¹⁰ \$12.95 is the value of an eBook Download and \$14.95 for an eAudiobook Download

http://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=1181&MenuKey=advocacy .

¹¹ Represents 14.4% of 2014 OverDrive circulation, as 14.4% of OverDrive content is funded through Outreach & Family Literacy funds.