



**FINGER LAKES**  
**LIBRARY SYSTEM**



## MEMBER LIBRARY BI-WEEKLY BULLETIN

No. 18.11

Friday, April 13, 2018

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Don't forget, you can click on each link below to quickly navigate to your favorite bulletin sections!

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### Reminders

Please contact Kristi ([kdownham@fls.org](mailto:kdownham@fls.org)) if you are planning on applying for construction grant (except Ovid, Groton, or Poplar Ridge). Include a description of the project and if you have an estimate of cost, that would be great as well. Please get this information to her as soon as possible. She would like to get the paperwork started, as some of the required pieces can take several months to get back.

The bulletin will now arrive on a bi-weekly basis. The content will be reduced due to time constraints. Have a contribution? Email [jshonk@fls.org](mailto:jshonk@fls.org)!

### Links to Make You Think



[What Skills Make for Good Library Programming?](#)

[Groton Public Library garners grants to subsidize programs for children](#)

[ALA announces 2017's top 10 most-challenged books](#)

[Three Surprising Ways Librarians Are Creating Change in Their Communities](#)

[This Illustrated Periodic Table Shows How We Regularly Interact With Each Element](#)

# **From The Director**



**Budget** - The State Budget was passed on Friday, March 30. The budget contains the first system aid increase since 2016. The 2018-2019 budget reversed the Governor's proposed cuts and allocated an additional \$1 million, bringing total State Library Aid to \$96.6 million. The State Public Library Construction Aid is now at \$34 million, which is \$10 million more than last year, and is a great budget achievement. Many of our libraries need this construction aid to complete their necessary upgrades and expansion

projects. While the State doesn't have the construction money divided out yet for systems, they project we will have over \$800,000 for construction projects.

The State has asked us for an early start on projecting for construction projects, and Kristi sent an email out this week asking you to contact her if you think your library will be applying. Even if you are just in the beginning stages of thinking of projects, it is better to let us know now. The construction project portal is scheduled to open on June 1.

**Staffing Update** - We are going to post our job announcement for a Member Services Librarian next week. We expect to interview in June and have someone in place by mid-July. The job will be focused heavily on providing support and guidance to our member libraries, trustee training, sustainable funding help, and youth services support. The job will ask for two years experience as a librarian, but we will be willing to look at recent graduates also.

**RIPL Conference** – I will be attending the RIPL (Research Institute for Public Libraries) Conference at the Mid York Library System in Utica next week. This two day workshop for public library system directors and staff looks at designing outcome-based evaluation of programs and services, assessing the needs of your community, techniques for tracking public library data and using these data for planning, management, and demonstrating the library's worth, and using data and stories to document the impact of your library. The New York State Library received an IMLS grant to bring this conference to New York State for public library systems after hearing about the conference's value from past participants on a national level.

**Tech Reminders** – Demco's Wandoo Reader will cease operation this week for those libraries still using it. The State Library has reached a contract with a new online registration provider which will be announced in the next few weeks. The State Library is making every effort to have the product available for libraries to use for the 2018 summer reading program.

Rex sent out an email on Thursday reminding libraries that the Zinio for Libraries app will cease on April 17. Users must migrate over to the RBdigital app to access magazines. Please let me know if you have any questions. I will be out of the office Wednesday – Friday next week and during Wednesday and Thursday when I am at the RIPL conference will have very limited access to email during the day.

Sarah



## **Jenny's PLA Highlights**

I was able to attend several excellent sessions while at the Public Library Association conference in Philadelphia, PA last month! I encourage you to click on each link and check out the attached handouts. Here are some highlights:

### **Push Comes to Shove: Supporting Patrons of Color in Your Institution**

- Look to people of color for what is racist or anti-racist
- Own your comfort level
- Check your privilege
- Consider cultural competence
- Check communication failures
- Revise policies (avoid policy overkill)
- Program wisely
- Cultivate partnerships

### **Building Meaningful Relationships through Community Engagement**

- Engage residents – meet people where they are, small scale is OK, find out what they want!
- Engage local leadership – can the library play too?
- Focus on conversation – take your time, sincerity & humor, ask questions.
- Develop a mission, vision, and values – see handout for more!

### **Guerrilla Branding: 10 Ways to Make a Big Splash with a Tiny Budget**

- |   |                                      |
|---|--------------------------------------|
| 1. Audit your space                               | 6. Try a pop-up                      |
| 2. Create a parent-child space                    | 7. A poster campaign                 |
| 3. Surprise your patrons                          | 8. Seek sponsors                     |
| 4. Create an outreach board                       | 9. Do less, better with social media |
| 5. Instead of weeding – Try Little Free Libraries | 10. Promote your posts               |

*Miscellaneous:* It is a continual process to increase patronage. Try unconventional, low-cost, innovative ideas. Focus on your loyal patrons – they recommend your library to others!

### **The Opioid Epidemic: How Can My Library Help?**

- 30% increase of opioid overdoses from July 2016-September 2017
- Increasing across all regions and age groups!
- Harm reduction: sharps containers can be a simple and effective.
- Reduce stigma: If stigma and shame worked, we wouldn't be having this conversation! Libraries are safe and welcoming places with access to resources, anti-oppressive, non-judgmental.
- Community: Get to know your community and build relationships.
- Reduce Trauma: Check policies and provide support.
- Media Tips: If you stay ready, you don't have to get ready. If you always tell the truth, you won't get caught in a lie. Don't say "No Comment," say you will get back to them. The media is not your friend! Be concise, be honest, and be direct.

You can also access other presentation handouts here: <http://www.placonference.org/programs/>.





## Member Library News

**Apalachin is the *Friends of the Library Plus One Raffle Winner!*  
Congratulations!**

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Ulysses Philomathic Library in Trumansburg now has Empire Passes to check out!

They work just like the museum passes, and allow one car entry to any park in the New York State Parks system, including Niagara Falls!

The passes are not holdable... but, your patrons can pick up, check out, and return them in person at UPL!

You can learn more about them and purchase one (or two) for your library here:

<https://parks.ny.gov/admission/empire-passport/>

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Jenny Shonk of Finger Lakes Library System and Brandi Rozelle of Waterloo Library & Historical Society have been selected to present at the New York Library Association's annual conference in November. They will be presenting Adult Programming: Beg | Borrow | Steal.

The NYLA conference will be in Rochester, NY from November 7-10.

Have something to share? Send it to Jenny by 9am on April 27 to be featured in the Bulletin!



## **Scam Alert!**

### **Fiendishly Clever Gmail Phishing You Need to Know About**

Twitter user @\_thp shared a recent phishing scam that they received; and it's so fiendishly clever that it's gone viral. They wrote: "This is the most clever phishing scam I've ever encountered and for a second it almost got me." Now, that is perhaps a bit exaggerated, but you have to admit it's something a lot of users will likely fall for.

Here is how this scam works. The victim receives a text asking whether they've requested a password reset for their Gmail account - and, if not, to reply with the word 'STOP'.

Employees who have not received any new-school security awareness training could likely fall for this social engineering tactic, and will respond with 'STOP'. Next, they are urged to send the 6 digit numerical code in order to prevent the password being changed.

Of course what is really happening is that the scammer has requested a password change on their account. That request sends a code to the real account owner to verify that they actually want the password changed. And by sending the attacker that code back, you're enabling the bad guys to complete the password change, and now they have access to the account and all the email.

*I suggest you send this email to your employees, friends and family. You're welcome to copy/paste/edit:*

"There is a new scam where hackers send you a text that asks you about a password reset on your gmail account, and if you did not, text STOP. This is a scam. The bad guys asked for that password reset and now want you to send them the authorization code! Don't fall for it."

Remember that Gmail or any other web email service will never ask if you \*don't\* want to do something with your account. You didn't ask for a password reset, so you shouldn't be asked about one.

Do not reply to the text (doing so will tell the scammers that they have reached a valid number). And to prevent losing your account to bad guys, it's a very good idea to have 2-step verification set up on your Google account."

Post with screenshot at the KnowBe4 Blog:

<https://blog.knowbe4.com/this-fiendishly-clever-gmail-phishing-scam-is-the-latest-that-you-need-to-know-about>

Let's stay safe out there.

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# Webinars, Workshops, & Events

## FLLS Events

Sign up here for all FLLS Workshops unless otherwise noted: [www.flls.org/calendar-2/](http://www.flls.org/calendar-2/)

### **PAC & Databases Regional Trainings**

April 19 @ FLLS  
April 25 @ OVID  
April 30 @ WAV  
May 23 @ WEED  
May 30 @ CORT

### **Youth Advisory Group Meeting**

Thursday, April 19  
1:00pm - 3:00pm

### **FALCONS Meeting**

Thursday, May 17  
9:30am - 11:30am

### **FALCONS Meeting**

Thursday, August 16  
9:30am - 11:30am

### **Save the Date: Legislative Breakfast**

Friday, September 14

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## **Conferences, Outside Trainings & Fun Stuff**

### **Computers in Libraries**

April 17-19  
Arlington, VA  
Special Discount Code from SCRLC: ESLN18

### **Library Legislative Day**

May 7-8

### **SCRLC: Reflecting on Reference**

Friday, May 11

#### **Hopshire Brewery**

Reflecting on Reference is a one-day conference for participants to learn about and discuss the most pressing issues in reference services today, including user-centered design, reference and "fake news" and how we respond professionally to uncomfortable or inappropriate reference interactions.



## Webinars

Click on the titles for the links to the training pages.

### **Voter Perceptions of Libraries: Getting from Awareness to Funding in 2018**

**Tuesday, April 17, 2018**

In 2008, OCLC published *From Awareness to Funding: A Study of Library Support in America*, a study of the awareness, attitudes, and underlying motivations among US voters for supporting library funding. The research dispelled long-held assumptions and provided eye-opening insights about who supports public library funding and for what reasons. A decade later, OCLC has partnered with PLA and the ALA Office for Library Advocacy to investigate perceptions and support among US voters today, and how they may have shifted in the intervening years.

### **Re-Imagine Your Proposals**

**Wednesday, April 18, 2:00 PM**

For beginners and those with a fair bit of experience, this webinar provides a fresh new approach to grantwriting. The rule for grantwriting is simple: 80% of your time on preparation work and 20% of your time on writing. Does your grantwriting process follow this rule? What does that 80% include? How do you build organizational credibility into your request? What should you be doing to strengthen everything from your statement of need to your explanation of the impact the grant award will engender? Learn to re-imagine how you present basic documents such as your budget, organizational description, and board and staff bios so they add significant credibility to your request.

### **Graphic Organizers that Build Student Skills**

**Wednesday, April 18, 3:00 PM**

Simple, yet effective, graphic organizers incorporate new and creative activities that support reading informational text, planning expository writing, and evaluating image content. All participants receive a toolkit of printable graphic organizers to boost student skills, confidence, and motivation.

### **Britannica for Teens**

**Wednesday, May 2, 3:00 PM**

Bring research and non-fiction reading to life for your young adult and teen patrons. We'll explore ideas and strategies to uncover content, engage reluctant readers, and provide support to ALL users.

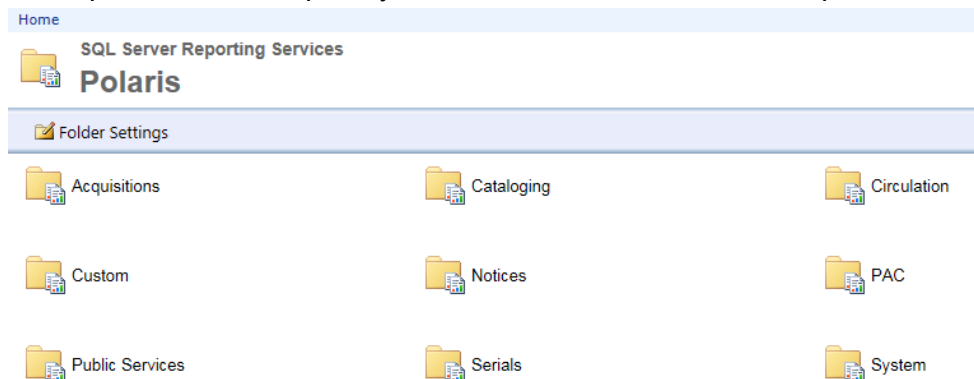
# Polaris FAQ



**Reminder:** Please remember to check out items that come to your library to fulfill your own holds (ex. book kits, storytime resources, gaming systems). Other libraries may be waiting for the item and it can be confusing for an item to be in-transit for a long period of time. *Thanks!*

## Using Web Reporting to Download a Report as an Excel Spreadsheet

1. First, visit the web reporting website: <http://catalog.flls.org/reports>. It is recommended that you use the Internet Explorer browser.
2. Login with the info for a specific Polaris client and be sure to include the FLLS domain. Ex., at Phillips Free Library, they would use [homcirc@flls.org](mailto:homcirc@flls.org) or flls\homcirc as the username.
3. Locate your specific report. Click on Polaris folder to expand the folders available. Click on each subsequent folder to expand your selections. Enter the desired parameters and click on **View Report**.



4. Finally, click on the floppy disk icon and choose **Excel**. The spreadsheet will download. You can click on it to open, edit it as needed, and save it to a new location.

Home > Polaris > Circulation > Top Circulating Titles By Collection

Organization: Auburn-Seymour Public Library Collection: Adult Audiobook on CD  
Begin Date: 7/11/2016 End Date: 7/15/2016  
Number of titles to show: 10

View Report

1 of 1 100% Find | Next

**Top Circulating Titles By Collection**  
From 7/11/2016 - 7/15/2016

Auburn-Seymour Public Library

Collection	Title	Check outs
Adult Audiobook on CD	Alexander Hamilton	1
Adult Audiobook on CD	The American Civil War	1
Adult Audiobook on CD	American sniper the autobiography of the most lethal sniper in U.S. military history	1
Adult Audiobook on CD	And then there were none	1
Adult Audiobook on CD	And when she was good	1
Adult Audiobook on CD	Asylum	1
Adult Audiobook on CD	At the villa of reduced circumstances	1
Adult Audiobook on CD	Batman. Inferno	1
Adult Audiobook on CD	Bittersweet	1

XML file with report data  
CSV (comma delimited)  
PDF  
MHTML (web archive)  
**Excel**  
TIFF file  
Word

**Don't forget about the Polaris Documentation online!**  
**ALL HANDOUTS HAVE BEEN UPDATED FOR 2018.**  
Visit [www.flls.org](http://www.flls.org) and click on Staff Login.  
Contact Jenny or Eric for the login information.

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# Awards, Contests, & Grants

Click on the titles for the links to the grant pages.



## [PBS's The Great American Read Library Programming Grant](#)

**Deadline: April 17**

Fifty U.S. public libraries will be selected through a competitive application process to receive a cash grant to support programs and events related to "The Great American Read." Selected libraries will also receive a programming kit, developed by ALA and PBS, that will help public libraries participate in a national conversation about reading and books, including those featured in the series that highlight themes of love, heroes, villains, other worlds and self-discovery.

## [Best Buy Community Grants Program](#)

**Deadline: May 31**

The Best Buy Community Grants Program provides support to community-based organizations that are located within 25 miles of a [Best Buy facility](#). Grants focus on out-of-school time programs that create access to technology education and tools that teens will need to be successful in their future schooling and careers. Programs should include hands-on learning opportunities and engage the youth, ages 13-18, in experimenting and interacting with the latest technologies to build 21st century skills. The average grant amount is \$5,000; grants will not exceed \$10,000. Visit the Best Buy website to review the program guidelines and take the eligibility quiz.

Visit: [www.flls.org/grants/](http://www.flls.org/grants/) for more grant resources.



## [New! 5 Minute Staff Training](#)

The Question of the Week has been replaced with *5 Minute Staff Training* to help you become proficient in database usage. In turn, you will be better prepared to assist your patrons. In each bulletin there will be a new challenge for you to complete. Please pass along to all library staff!

## Featured Database:



**Challenge:** Visit the [Mango](#) database. How do you say "Hello" in Swedish? Please use guest access if you don't want to create an account right now.

*Member library staff can send their answer to [jshonk@flls.org](mailto:jshonk@flls.org) for a chance to win a prize!*

[lynda.com](#) is available to **all member library staff in the FLLS area** for free. View [all the courses](#) and to reserve your 'seat' – contact Jessica Phillippe at ([jphillippe@scrlc.org](mailto:jphillippe@scrlc.org)). Please include your phone number and library's name. You can take as many courses as you like during your two-week access.

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