



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



## MEMBER LIBRARY WEEKLY BULLETIN

No. 17.13

Friday, April 7, 2017

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### Reminders:

#### Staff Out of the Office

Eric will be on vacation from **April 10-21, 2017**. During that period, please direct off shift calls to Rex at 607-423-4661.

#### National Library Week Starts Sunday!

How are you celebrating next week? Be sure to post your events using the hashtags #NationalLibraryWeek and #LibrariesTransform. More information can be found at <http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek>.

#### Free Books!

It's that time of year again where 1 lucky member library is eligible to select 100 titles at the Spring Library Day at the Friends of the Tompkins County Booksale! Plus One Library Day is **Wednesday, April 26, 2017 from 10am-2pm**. If you would like to be entered in the drawing for this opportunity, please let Amanda know by the end of the day **Friday, April 14<sup>th</sup>**.

#### Summer Reading Documents

Visit <http://www.fils.org/summerreadingprogram/> for ALL your Summer Reading needs.

## From the Director



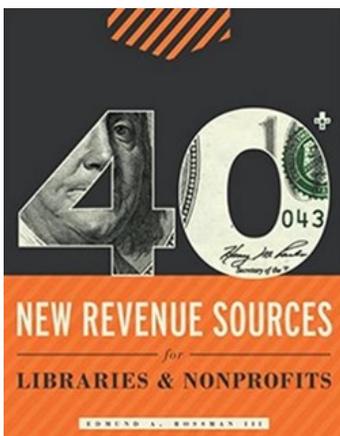
When I wrote this section last week, I was hopeful that we would have a New York State Budget in place by now. Unfortunately, that is not the case and we still are in a waiting game. On Monday, the Legislature passed a budget extender bill, which allows the state government to continue operating while the budget process continues. This extender is due to expire on May 31. We also know the Senate has left Albany, and neither house is officially in session again until April 24.

For now, we are just in a holding pattern. If we hear any new information, or NYLA requests further last minute advocacy efforts from us, we will send out emails immediately. Next week I will be sending out a template for bullet aid requests which everyone (except Tioga County due to the Books program funding) should be filling out. Now is the time to send them, so they can have them in hand before the end of the sessions in June.

On Thursday, I sent an email asking for participation in an online survey about the impact of the proposed revisions to minimum standards for public libraries in New York. Please share widely in your libraries, as the survey can be filled out by directors, library staff, and trustees. Some of the revisions deal with staff time, trustee education, and some of the revisions have financial impacts on libraries and boards. If you would like to fill out the survey, please go to <https://www.surveymonkey.com/r/VBR7RVK> to fill it out.

Sarah

## Professional Collection Highlight



***40+ New Revenue Sources for Libraries & Nonprofits*** by Edmund Rossman

Offering step-by-step guidance, in this book Rossman shares more than 40 revenue-generating methods to bolster the library's bottom line. Through plentiful examples, interviews, and implementation exercises this book gives to-the-point guidance to quickly develop plans that support financial stability and better library service.

Place a Hold Today! **A20519096867**

# Congratulations to Lisa



Congratulations to Lisa Semenza, Director of the Hazard Library Association in Poplar Ridge, for winning the 2017 Association for Rural and Small Libraries Conference Scholarship! Lisa has been the Director of the Hazard Library since 2013 and has been active in NYLA, YSS and the Rural Libraries Round Table. She is currently serving on the planning committee for the YSS 2017 Conference being held here in Ithaca at the end of April, and serves on the FLLS Director's Advisory Council as a Cayuga County representative.

We loved Lisa's explanation for wishing to attend the ARSL Conference: "There are few libraries that would be smaller or more rural than Hazard Library, however we are a vital hub of the community and provide our patrons with ongoing programs and services throughout the year. Since becoming Director in 2013, my assistant and I have worked hard to determine how we can improve our service to our community and we receive much positive feedback from our patrons. While our size can be considered a weakness, it also lends itself to a sense of intimacy that makes us a place people feel comfortable in and choose over other options. We offer many youth oriented programs which are well attended, and an ongoing adult Book Club, however we struggle to find other teen and adult programs that appeal to our community."

Lisa is also currently pursuing her MLIS degree through San Jose State University to gain better library, information, technology and management skills. She has found through her classes that many of her classmates don't necessarily understand the unique needs of small and rural libraries. Attending the ARSL conference will be a great opportunity for Lisa to network with other directors who are serving communities her size and have similar budgets.

The [Association for Rural and Small Libraries Conference](#) will be held September 7-9 in St. George, Utah. Along with meeting, networking, and sharing library experiences, the conference is a great way to learn about programming for small libraries, dealing with Board issues, and keeping up with technology. Last year 48 states were represented at the conference and it is one of the fastest growing library conferences. This is the second year FLLS has offered a fully funded scholarship for one of our member libraries to attend the conference free of cost. The 2018 conference will be held in Springfield, Illinois, so please consider applying next year for your opportunity to attend.

# Scam of the Week



## Scam of the Week: The Evil Airline Phishing Attack

Our friends at Barracuda run their Email Threat Scanner over hundreds of thousands of customer mailboxes and discovered a highly effective phishing attack that tricks a whopping 90% of the victims. You need to tell your users about this right away.

This evil airline phishing attack combines all "criminal best-practices" to steal credentials and drop malware on disk which is used to then further hack into your network.

The campaign targets companies that deal with frequent shipping of goods or employee travel, for instance logistics, shipping, or manufacturing, but almost any organization has people that frequently visit customers or business partners.

The phishing attack targets these employees, and the attackers do quite a bit of research before sending the phishing emails. The messages are constructed with subject lines and bodies that include destinations, airlines, and other details that are specific to each victim, helping them appear authentic. Here is an example subject line:

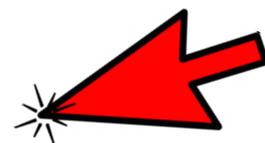
Fwd: United Airlines: Confirmation – Flight to Tokyo – 3,543.30 Dollars

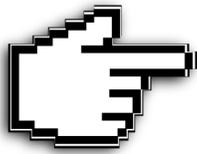
“After getting the employee to open the email, the second tool employed by the attacker is an advanced persistent threat embedded in an email attachment. The attachment, usually a flight confirmation or receipt, is typically formatted as a PDF or DOCX document. In this attack, the malware will be executed upon the opening of the document,” Asaf Cidon, vice president of content security services at Barracuda, said in a post explaining the attacks.



Let's stay safe out there.

**Think Before You Click!**





# Digital Services

## Tech Tip: Adding Content Carousels to Websites

GOOD NEWS! You can now add book carousels to your websites with the new **Carousel Toolkit**. Carousels can have up to 50 items in them and will display five items at a time on your site with arrows to page through them.

Carousels can be created using one of the Polaris predefined Dashboard elements or from a custom Record Set. If you'll be creating a Record Set, populate it with bib records rather than item records and keep the set to 50 or fewer items.

- To create a carousel for your website, log into your Polaris toolbar and click on Utilities from the top menu. Click on Carousel Toolkit which will be the bottom option on the dropdown menu.
- When the Carousel Toolkit window opens it will have "Create from Dashboard element" selected by default. In the PAC context box you'll also see that your library is the default. If for some reason your library isn't the default, you can change the PAC context box by using the dropdown arrow to show a list of all libraries. You can also change to another library in the PAC context box if you want to highlight something from their collection. If you're using a predefined Dashboard element, select it from the list.

The screenshot shows the 'Carousel Toolkit' window. At the top, there are two radio buttons: 'Create from record set' and 'Create from Dashboard element', with the latter selected. Below this is a list box containing several categories: 'New Videos', 'On-Order Items', 'Trade Paperback: Fiction', 'Trade Paperback: Non-Fiction', and 'Young Adult'. Underneath the list box are two buttons: 'Get iframe code' and 'Get source code'. The 'PAC context' section features a dropdown menu currently set to 'Ithaca-Tompkins County Public Library'. Below that is a 'Code' section containing an iframe code: `<iframe style="text-align:center;" src="http://catalog.fils.org/ContentXChange/Carousel/59/11/4" width="758px" frameborder="0" height="350px"></iframe>`. At the bottom of the window are buttons for 'Copy to clipboard', 'Preview', 'Close', and 'Help'.

- Once selected, the "Get iframe code" button will become live. Click the "Get iframe code" button and the Code window will populate with the correct iframe code for your website.
- Click on the "Copy to clipboard" button at the bottom of the Code window.
- If you are adding the carousel to a WordPress page, log into your site and create a new Page or open an existing Page to edit it. Change your page editor to "Text" rather than "Visual" and navigate to the location you want your carousel to appear.
- Paste the iframe code into the page and switch the editor back to "Visual." The carousel should appear on screen. You can also use the Preview option of WordPress to see how the page will appear to visitors of your website. If you do not use WordPress, the iframe code should still work. You will have to determine the correct way to insert iframe code into your website using your editor.
- Rather than use a predefined Dashboard element, you can also create a carousel using a Record Set. The instructions are nearly the same but rather than selecting an element from the list, choose "Create from record set."
- That will activate the "Find" button. Click on "Find" and the Record Set search box will open. Search for your Record Set. Double-click the Record Set name in the results box and it will return you to the Carousel Toolkit window.

These instructions and additional screenshots can be found on our website in the Polaris section of the Computer Network Services page (<http://www.fils.org/computer-network-services/>).



# Webinars Workshops and Events

## FLLS Events

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

### Trustees in the Know

**Saturday, May 6, 2017**

**Location: Broome County Public Library.**

**9:30am-3:00pm**

*Sponsored by The Library Trustee Association, Finger Lakes Library System, Four County Library System, and Southern Tier Library System*

This session will cover re-thinking library spaces, financial reports, and legal topics such as conflict of interest, board/staff relationships and employment liability. **This event is open to all trustees and directors and is free of charge.**

**Register by April 28 at <https://librarytrustees.wufoo.com/forms/wm74ic81rkfkd/>**

### FALCONS Meeting

*Thursday, May 18, 2017*

**9:30am-11:30am**

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## Conferences, Outside Trainings and Fun Stuff

### Librarians Night Out!

Friday, April 14

5:30-7:00pm



### REAL: Resources and Education for Awesome Librarians

Friday, April 21, 2017

8:00 am to 4:00 pm

Location: Buffalo Niagara Heritage Village, Amherst, NY

### MSLIS Student Poster Session

Thursday, April 27, 2017

5:00pm-7:00pm

Bird Library, Syracuse University

### National Library Legislative Day (NLLD)

May 1-2, 2017

Washington, DC

### Save the Date for ARSL

September 7-9th

This year we are heading to gorgeous St. George, Utah.

## Webinars

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

### Scholastic GO! Timelines

**Wednesday, April 12, 2017 @ 12pm**

GO features several different approaches to timeline design. The clock is ticking so get on board and develop ways to share the timeline features with your students and library patrons.

**Event Password:** Spring

### Civility Goes Viral: A New Approach for a New Era

**Tuesday, April 18, 2017 @ 3:00pm**

Since 2006, Howard County Library System (MD) has been leading the way toward community connectedness with their [Choose Civility](#) initiative. Find opportunities to implement Choose Civility to enhance internal and external customer service, develop partnerships and community support, and create a more connected community of people who will #choose2Bkind. Let's see civility go viral in 2017.

### Re-Evaluating Exiting Library Spaces on a Budget

**Wednesday, April 19 @ 2:00pm**

During this webinar, you'll learn how to take an objective look at your library to reimagine your spaces. Interior designer Stephanie Shook will demonstrate methods for evaluating your existing building and furniture conditions, gathering objective input and creating a new experience and fresh environment for your customers, all in a budget-friendly way.

### Scholastic GO! Research Starters

**Tuesday, April 25, 2017 @11:30am**

Information overload disorder affects everyone. Trying to start research on a topic or attempting to complete a project? Help guide your students and library patrons through the maze of information.

**Event Password:** Spring

### You Can Take It with You: "Read-It-Later" Applications to Stay Informed on Your Own Time and Device(s)

**Friday, April 26, 2017 10:30 am – 12:00 pm CDT**

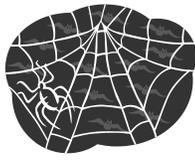
What tools do we have at our disposal to help capture, organize, manipulate, archive, and share this information? Early bird registration ends April 4.

### Planning and Conducting Effective Focus Groups

**Wednesday, April 26 @10:00am**

Focus groups provide a method to collect feedback and qualitative data. Learn how to use focus groups in order to gain a deeper understanding about programs, services, products, facilities, etc.

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## Around the Interwebs

- **How Public Libraries Build Healthy Communities**
  - <https://www.brookings.edu/blog/up-front/2017/03/30/how-public-libraries-help-build-healthy-communities/>
- **The Funniest Library Signs on the Internet**
  - <http://www.dailymail.co.uk/femail/article-4382074/Are-funniest-library-signs-ever.html>
- **Traveling Librarian Spreads Enthusiasm for Reading**
  - <http://www.cbsnews.com/videos/traveling-librarian-spreads-enthusiasm-for-reading/>
- **No Money? No Problem: Low-Cost Programming through Partnerships:**
  - <http://programminglibrarian.org/articles/no-money-no-problem-low-cost-programming-through-partnerships>
- **9 Vital Ways Facebook is the Best Partner for Libraries**
  - <http://www.5minlib.com/2017/04/9-vital-ways-facebook-is-best-partner.html>
- **Baby Boomers Aren't Called "Seniors" Anymore – Next Level Programming for Older Adults:**
  - <http://publiclibrariesonline.org/2014/10/baby-boomers-arent-called-seniors-anymore-next-level-programming-for-older-adults/>
- **Crafting at the Library:**
  - <http://publiclibrariesonline.org/2014/10/baby-boomers-arent-called-seniors-anymore-next-level-programming-for-older-adults/>
- **The Lost Art of Library Card Catalogues**
  - <https://hyperallergic.com/368529/the-lost-art-of-library-card-catalogues/>
- **Fixing Rural American's Access to Books**
  - <https://talkpoverty.org/2017/04/05/rural-americans-less-access-books-theres-way-fix/>
- **The Ancient Art of Decorating Eggs**
  - <http://blogs.loc.gov/folklife/2017/04/decorating-eggs/?loclr=eafbt>
- **Archaeologists Announce Discovery Of A 3,700 Year-Old Pyramid In Egypt:**
  - <http://www.iflscience.com/editors-blog/3700yearold-pyramid-discovered-near-dahshur-royal-necropolis-in-egypt/>
- **The Ithaca Kitty; Before the Teddy Bear:**
  - <http://www.globaltoynews.com/2017/03/before-the-teddy-bear-the-ithaca-kitty-and-peter-rabbit.html>
- **People In Their Thirties Can't Stop Hoarding CDs:**
  - <https://www.buzzfeed.com/katienotopoulos/people-in-their-thirties-cant-stop-hoarding-cds>
- **Two Sizes of Ripples on Surface of Martian Sand Dune:**
  - <https://photojournal.jpl.nasa.gov/catalog/PIA20755>



# Youth Corner

## Storytime Rhyme of the Week

### **Alphabet Monster**

I'm the Alphabet Monster  
And nothing tastes better  
To the Alphabet Monster  
Than eating every letter.  
A "j" and an "a"  
And a "c" and a "k"  
And the million more letters  
I munch every day.  
I'm hungry now.  
What shall I do?  
I think I'll eat  
a "y," an "o," and a "u"  
. . . . . that means YOU!

Don't forget to visit: <http://daybydayny.org/> for your daily storytime rhyme and activity!

## Collections, Kits and Fun Stuff

Just in time for Summer Reading is our NEW **Custom Fort Builder Kit**  
**Barcode:** A20519404507  
Like it? This is an idea for the Early Literacy Spaces Grant!



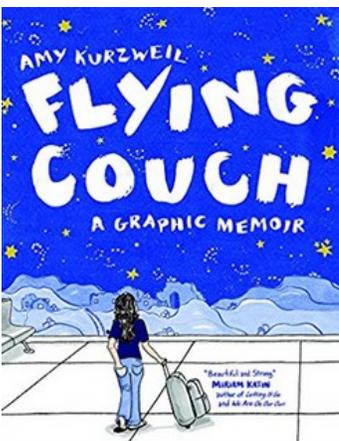
- **Video: [The Virtual Storytime Experience](#)**
- **[Free Download of Gene Luen Yang's New Comic](#)**
- **[Importance of IMLS for Early Literacy](#)**

### **Free Toys for your Library!**

Don't forget to look at [www.flls.org/earlyliteracy](http://www.flls.org/earlyliteracy) to find out how you can get some great items for your library! Contact Amanda for more information.



## YA Book of the Week:



### ***Flying Couch: A Graphic Memoir* by Amy Kurzweil**

From School Library Journal

Gr 7 Up—An intergenerational exploration of identity and family history in graphic memoir format. Jewish comics artist Kurzweil narrates her own coming of age as she contends with her therapist mother and her sometimes distant World War II survivor grandmother. The three women's stories interconnect as the young Amy goes from neurotic child to Stanford University graduate and working artist. Sprinkled throughout is her grandmother's testimony as a Polish Jew who escaped the Warsaw ghetto by pretending to be a gentile. Themes of guilt, Jewish identity, and the complex relationships among daughters, mothers, and grandmothers are central to this work and are expanded upon with humor and honesty. The loose, sometimes sketchy drawings are done in black-and-white and often fill the page, giving the volume a larger-than-life, all-encompassing feel. The images communicate what is often left unsaid by the characters. Joy, horror, connections, love, and family fill the spreads,

reflecting the strength of each character. Because of the age of the narrator and most of the subjects, this book is better suited for older readers, especially those interested in the traumatic effects of war on families. VERDICT A good choice for libraries looking to bolster their graphic memoir collections, especially those seeking titles on the Jewish experience.—Shelley M. Diaz, School Library Journal

# Polaris Tip of the Week

## Using the Preview Function vs. Viewing the Bib Record

The Preview function allows you to see some important information including the number of holds, circulation information, owning libraries, and item status. To access the Preview function: use the **Find Tool (F12)** to search for a Bibliographic record. In the results list, highlight a title, right click and select **Preview**. You can then double click an item from the preview screen to view the item record.

**FLSPRO - Polaris Database (Bibliographic Record 197185)**

**LCCN:** 95039854/r95  
**ISBN:** 0875967035 (hardcover : alk. paper)  **Display In PAC**  
**Other Control No:** (OCoLC)33131530  
**Title:** Gardening with perennials : creating beautiful flower gardens for every part of your yard / Fem Marshall Bradley, editor ; contributors, Sally Jean Cunningham... [et al.].  
**Imprint:** Emmaus, Pa. : Rodale Press, c1996.

**Total number of active holds:** 0      **Grand Total Circulation (lifetime):** 325      **Popularity:** Medium

Branch Name	No. of Items	Circ YTD	Circ Prev YTD	Circ Lifetime	In-house YTD	In-house Prev YTD	In-house Lifetime
<b>Totals:</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>273</b>	<b>0</b>	<b>0</b>	<b>0</b>
Auburn - Seymour Public Library (AUB)	1	0	1	22	0	0	0
Groton - Groton Public Library (GRO)	1	0	2	56	0	0	0

Title	Assigned ...	Collection	Mater...	Shelf ...	Call Num...	Vol...	Status	Barcode	Last Activit...	R..	Control...
Gardening with per...	Auburn - S...	Adult No...	Book		635.932...		In	A20505547644	6/30/2014	F..	219568
Gardening with per...	Groton - G...	Adult No...	Book		635.9 G...		In	A20504709489	12/3/2014	F..	387855
Gardening with per...	Ithaca-To...	Adult No...	Book		635.932...		In	A14305044166	3/9/2015	F..	459405
Gardening with per...	Poplar Rid...	Adult No...	Book		635.9 G...		In	A20504291355	6/8/2013	F..	28829

The Bibliographic record displays cataloging information (MARC record), a link to the PAC, and statistical information. To access: use the **Find Tool (F12)** to search for a Bibliographic record and double click on a title in the results list.

**Bibliographic Record 197185 - PAC - Polaris**

File Edit View Links Tools Help

Control number: 197185      **Owner:** Finger Lakes Library System (sys)      Record status: Final  
Title: Gardening with perennials : creating beautiful flower gardens for every part of your yard       Display in PAC       ILL       Host

Language: English      Location: FLLS - Finger Lakes Library System (FLLS)

**1. Gardening with perennials : creating beautiful flower gardens for every part of your yard**      **Call # & Availability**  
Publisher, Date: Emmaus, Pa. : Rodale Press, c1996.      **Full Display**  
Description: 312 p. : ill.      1996  
Local Availability: 6 (of 6)  
Circulation Availability: 6 (of 6)

**Bibliographic Record** sidebar:  
- Cataloging  
- PAC  
- Statistics

# Awards, Contests and Grants

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



## Sparkplug Foundation

**Deadline: April 10 for letters of Intent**

The Sparkplug Foundation primarily provides grants to start-up nonprofit organizations or new projects of established nonprofits that are addressing the fields of music, education, and community organizing. In the Music category, the Foundation supports emerging professional musicians or music-development programs. In Education and Teaching, the Foundation funds projects that deal with "the whole student" and with learning as a community activity.

## Overdrive Digipalooza Scholarship

**Deadline: April 15, 2017**

Ten winners. Scholarship recipients will receive free registration (a \$199 US value) to OverDrive's user group conference, Digipalooza, August 2-4, 2017 in Cleveland, Ohio.

## 2017 Banned Books Grants

**Deadline: May 12, 2017**

Each year FTRF distributes grants to non-profits to support activities that raise awareness of intellectual freedom and censorship issues during the annual Banned Books Weeks celebration (Sept. 24 - 30, 2017). Libraries, schools, universities and community organizations are encouraged to apply. Grants are awarded at two levels: \$1,000 and \$2,500.

## Student Research Award

**Deadline: July 1, 2017**

The award consists of a cash prize and certificate. It encourages students to explore the wealth of historical records found in archives, libraries, and other community organizations throughout New York State. [http://www.archives.nysed.gov/grants/grants\\_student\\_sraguidelines.shtml](http://www.archives.nysed.gov/grants/grants_student_sraguidelines.shtml)

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## Question of the Week

### LAST WEEK'S QUESTION OF THE WEEK:



### What are the elements of Open-Ended Play?

**Choice** – The child chooses what to do

**Materials** – There are ample materials that children can use in a variety of ways

**Manipulation** – The child can manipulate objects freely

**Language** – The child describes what he/she is doing while they are doing it

**Support** – Adults and peers encourage the child's problem solving and creativity

Visit <http://www.flls.org/earlyliteracy/> for more Early Literacy Resources.

### THIS WEEK'S QUESTION OF THE WEEK:

### In 2010, what did Pierre-Jean Texier find in Africa? Why was this so interesting?

To answer a Question of the Week, please email Amanda ([aschiavulli@flls.org](mailto:aschiavulli@flls.org)) with "Question of the Week" in the **Subject**. Please include your source. \*\*Prizes are available for correct answers using one of our databases or a credible source\*\*

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Missed an issue? Check [www.flls.org/bulletin](http://www.flls.org/bulletin)

for archived Weekly Bulletins

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