

## MEMBER LIBRARY BI-WEEKLY BULLETIN

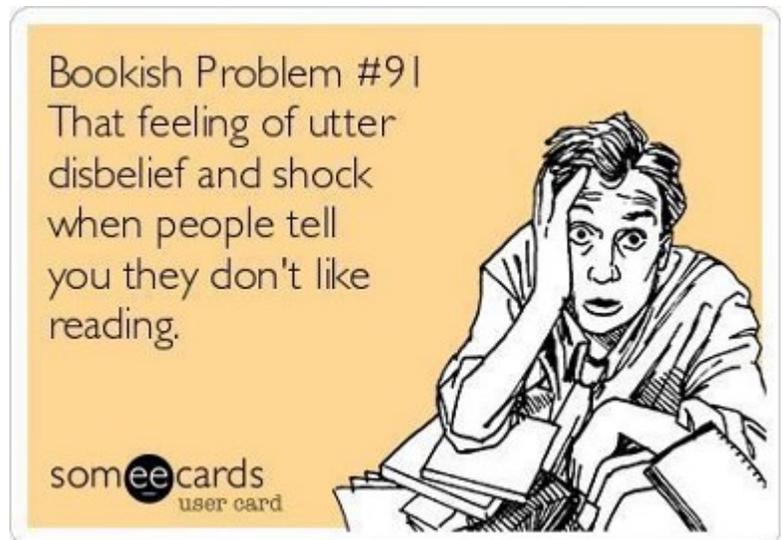
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Friday, July 12, 2019

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### Announcements & Reminders

Anyone wanting to apply for a NYS Public Library Construction Grant for the 2019-2021 grant cycle should contact Kristi Downham at [kdownham@flls.org](mailto:kdownham@flls.org) or 607-273-4074 ext. 228 to set up a site visit as soon as possible. Applications will not be accepted without a site visit. For more information contact Kristi or go to: [www.flls.org/grants/construction/](http://www.flls.org/grants/construction/). Applications are due Friday August 30<sup>th</sup>, 2019.

### Links to Make You Think

[Rethinking Summer Learning: How Dallas Public Library Increased Its Impact](#)

[Summer of space science offered at Southworth Library](#)



[Encouraging Motivation in the Workplace](#)

[The Future of Ebook Pricing](#)

[To Space Education ... and Beyond](#)

[Assemblyman Brian Kolb: Summer fun meets summer learning in Finger Lakes](#)

# From The Director



In our last bulletin, I highlighted the day-long tour of Washington, D.C. branch libraries that I took part in while at the American Library Association Annual Conference. In this edition, I will highlight some of the sessions and meetings I attended.

During the conference, I had meetings with some of our vendors to listen about new products and services. I had a meeting with OCLC to learn about their new ILS, Wise. I also met with our hoopla representative to hear what is new with their streaming services before they visit FLLS in the fall. I stopped by the Library of Congress booth, OverDrive, and various publishers, as well as hearing author Dave Eggers speak about his newest children's book.

I attended sessions on a variety of topics, including reference services, attracting and retaining Friends of the Library volunteers, advocacy and budget planning. "Food for Thought: Nourishing the Mind and Body at Public Libraries" brought three libraries of different means and sizes together to discuss how working on literacy issues led to a realization that libraries couldn't address literacy without addressing food insecurity first. By meeting people's basic physiological needs – feeding them and connecting them with resources – each library was able to build deeper, long-lasting relationships that led to profound changes not only in the lives of individuals, but communities. One of the speakers was Erica Freudenberger from the Southern Adirondack Library System in Saratoga Springs.

How to attract millennials to your Friends group by moving beyond traditional fundraisers was the main focus of "Make the Largest Generation of Library Users Your Best Advocates." It might sound strange at first mention, but the speakers compared attracting volunteer firefighters to the struggle of attracting Friends of the Library volunteers.

San Mateo County librarians led a session on "Performance Acceleration: a 21st Century Evidence-Based Approach to Managing Employees". Annual performance reviews are being abandoned in the corporate world, so why are libraries still using them? They shared how moving to weekly 15-minute check-ins with staff helped their library become a more future focused, data-rich, employee focused environment that accelerated employee performance and engagement.

The session that garnered the most vocal feedback that I attended was, "Going Deskless: Moving from Fort Reference to Point-of-Need Service." Did you know that the traditional placement of reference desks in libraries was developed in 1913 and was modeled after prison watch guard placement in correctional facilities? I didn't and now I can't stop thinking about it! The director and staff from the Hillsboro (Oregon) Public Library talked about how they removed their reference desk and transitioned to a fully roving (they call it orbiting) model. They use four kiosks throughout the library to look materials up, create library cards, and more. It wasn't revealed until the last five minutes of the presentation that the change caused many staff to quit the library, changing the atmosphere of the presentation. With reference questions declining nationally, it was an interesting take on a topic that still needs to be explored.

I hope you have a fantastic weekend.  
Sarah



## Member Library News



### **Lang Memorial Library in Cato**

From Gayle James, Director: "Part of our partnership with the Montezuma National Wildlife Refuge is doing programs together. Last night we held the first of our 3 part Nature Explorer series, at which we had 42 attendees!"

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### **Fair Haven Public Library**

From Allen Tompkins, Director: "A Stellar kick off to our Summer Reading Program "A Universe of Stories" at the Fair Haven Public Library, Children registered for summer reading and then enjoyed an evening of reading, games, fun and pizza in the beautiful weather. This was the first of our Family Fun Nights scheduled every Monday from 6:30 to 8:00 p.m. Next Monday Family Fun Night will include Giant Games, and we will be making Space Slime. Special thank you to everyone for coming and to those who helped Mrs. Reed make the evening a success, also to Bayside Grocery in Fair Haven for providing the Pizza." 19 children & 16 adults in attendance, 16 children registered for their SRP!



## **Scam Alert!**

### **Cyber Criminals Refine Their Social Engineering Tactics**

Attackers are improving their strategies by accounting for new developments in technology, Help Net Security reports. Researchers at FireEye analyzed 1.3 billion phishing emails and identified three major trends in Q1 2019.

First, attackers are increasingly using impersonation in their phishing attacks. Impersonation attacks in 2019 have increased 17% over Q4 2018, primarily imitating well-known brands. Attempts to spoof Microsoft accounted for nearly a third of these attacks, with OneDrive, PayPal, Apple, and Amazon. More targeted CEO impersonation attacks are also on the rise, and FireEye's Ken Bagnall expressed concern that organizations don't understand the level of sophistication that these attacks employ.

"We're seeing new variants of impersonation attacks that target new contacts and departments within organizations," said Bagnall. "The danger is these new targets may not be prepared or have the necessary knowledge to identify an attack. Unfortunately, once the fraudulent activity is discovered, the targeted organization thinks they've paid a legitimate invoice, when the transaction was actually made to an attacker's account."

A second trend is the increased use of HTTPS for phishing sites, which jumped by 26% in Q1 2019. These certificates are free and easy to obtain for any website. Since most browsers automatically flag non-encrypted connections as insecure, an SSL certificate is becoming an essential component for any site that wants its users to feel safe. This trend, coupled with the widespread misconception that an HTTPS connection alone is a sign of legitimacy, means that the use of HTTPS will continue to become a standard feature in phishing campaigns.

Finally, attackers are turning to cloud-based attacks using trusted services such as Dropbox, Google Drive, and OneDrive. By hosting malicious files on these services, attackers can send links that don't look suspicious to users and that can get through email filters.

Most people assume that they'll be able to spot a scam when they see one, so it's not something they factor into their thinking. Employees who are expecting to be targeted by social engineering attacks will be far more vigilant as they carry out routine activities. New-school security awareness training can give your employees this heightened sense of alertness so that they can identify new social engineering attacks.

**Post with links:**

<https://blog.knowbe4.com/cyber-crime-refines-their-social-engineering-tactics>





# 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/)

### FALCONS Meeting

Thursday, August 15  
9:30am-11:30am

### Learning About Learning Circles

Thursday, August 22  
9:00am-11:00am  
To be held at FLLS.

### Youth Services Advisory Group Meeting

Thursday, September 12  
1:00pm-3:00pm  
To be held at Weedsport Free Library!

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## Conferences & Outside Trainings

### **PLA Social Justice and Public Libraries: Equity Starts with Us**

**August 12–13, 2019 in Charleston, SC OR  
October 28–29, 2019 in Chicago, IL**

Libraries across the country are making stronger commitments to equitable library services for all. Librarians, library administrators, library staff, and other stakeholders are encouraged to join us to grow the collective capacity and connections we will need to do this work.

During this one-and-a-half day symposium we will explore how power and privilege operate interpersonally and institutionally; identify how oppression shows up in our communities and libraries; and learn about historical and contemporary social justice movements. Participants will hear from libraries putting equity into practice, develop regional connections, and create local action plans to advance equity and social justice in our organizations and communities.

### **NYLA Conference 2019**

**November 13-16**

**Saratoga Springs, NY**

*All Libraries are Powerful: What's Your Story?*  
Registration is now open!

## Webinars

### **Hooray for Freedom! Part Two: Developing Policies in Support of Ethical Practice** **Thursday, August 8, 3:00pm**

Part two in a two-part series, this webinar explores library policies and procedures related to intellectual freedom, privacy, and confidentiality. Building on part one, Hooray for Freedom! Privacy, Confidentiality, and Intellectual Freedom in the Library, this webinar will help you assess your library's current policies and procedures within a legal context, and help you draft specific policy language. We'll explore considerations for libraries of all sizes in order to codify the library profession's values for our institutions.

### **Library Technology Planning for Today and Tomorrow**

**Tuesday, August 27, 3:00pm**

Technology changes at a dizzying pace – so how do we plan for and implement these changes in libraries? A robust technology plan can help you create an environment that truly meets the needs of the community your library serves. The prospect of technology planning can seem overwhelming and time-consuming, especially in an already short-staffed library. This webinar will help libraries create a framework for their technology planning and introduce the tools and decisions that need to be incorporated into a working plan. Join us to learn how to successfully develop and implement a practical technology plan that can help move your library and community forward.

### **B&T Title Source 360 Webinar**

**Thursday, September 5, 9:30am**

Welcome to Title Source 360. As you begin familiarizing yourself with Baker & Taylor's enhanced acquisition and selection tool, we would like to extend an offer for you to join us for one of our interactive webinars. These webinars will provide an orientation to the features and functions of the site and answer any questions you may have. Join our interactive training to learn about: searching and finding content, streamlining your workflow, and personalized preferences.



# Programming Ideas



Demco puts out monthly Engagement Calendars on their Ideas & Inspiration blog. The calendars are overflowing with programming ideas, book and display suggestions, interesting dates in history, and more.

**Ex. Adult Engagement Calendar, July 20:** *The Apollo 11 crew landed and walked on the moon on this day in 1969. Set up index cards and a bulletin board for people to share their memories about that historic event.*

There are separated calendars for early literacy, children, teens, and adults. Click on the calendars on this page to download or visit <https://ideas.demco.com/tag/activity-calendar/> to see the complete list.

P.S. Download this Marketing Checklist!  
Click on the link below or on the image →

**Boost Your Event Attendance: Get tips on how to maximize your marketing efforts and increase participation in library events!**





## BONUS SECTION!

# Youth Services News!

### **50th Anniversary of Apollo 11**

Fifty years ago, Apollo 11 landed on the moon. On Monday, July 15 at 4:00 PM EST, join STARnet's guided recreation of the Apollo 11's historic journey through a live webcast. This live OpenSpace webcast is brought to you by the STAR Library Network's NASA@ My Library program in partnership with the American Museum of Natural History. Find the webcast URL, as well as more information and programming and printable resources for libraries and community organizations on STARnet's website: [www.starnetlibraries.org/apollo-11-moon-landing/](http://www.starnetlibraries.org/apollo-11-moon-landing/).

### **Summer Reading 2021: Tails and Tales - Ideas needed!**

CSLP (Collaborative Summer Library Program) encourages the collaboration of innovative and age appropriate ideas, resources, and programs through the production of its manuals. The manuals include program ideas, booklists, decorations, and activities for different age groups, from babies to adults. Since public librarians are the users of the manual, CSLP wants your ideas! You know what will work best in your libraries. Use this Google form to submit your idea and any related materials (pictures, worksheets, etc.) to CSLP: <https://forms.gle/ebHUdBKUsJfu1VNbA>. The theme for 2021 is Animals and the slogan is "Tails and Tales."

**Summer Reading at New York Libraries** and the Collaborative Summer Library Program's annual **Teen Video Challenge** is looking for creative videos from the teens in your community! Submissions are being accepted now and this national contest gives teen creators the chance to direct their own short video showcasing the importance of summer reading and local libraries. Videos should interpret the current summer reading theme of space and science and the slogan of "A Universe of Stories" in a creative way that can be used by any library and viewed by audiences of all ages. The 2019 Teen Video Challenge has been streamlined with the following changes:

- the program will accept submissions from June 1<sup>st</sup> to August 2<sup>nd</sup>;
- there will be five national winners and teens can submit their videos directly to a national judging panel rather than their State Representatives;
- each of the five winning teens/teen will receive a \$200 cash prize and the winners' local libraries will receive a \$50 gift certificate from Upstart;
- teens can upload videos to the social media outlet of their choice.



**TVC** is a great opportunity to bring more teens into the library to experience the many resources and programs offered during the summer and all year long. Find contest rules, official submission form, and the 2019 Teen Video Challenge flyer at [www.summerreadingnys.org/teens/teens-video-challenge/](http://www.summerreadingnys.org/teens/teens-video-challenge/)



# Polaris FAQ

## Bib Record Control Numbers

Did you accidentally attach your item record to the wrong Bib record? Don't worry, there is a simple fix for that.

1. Open the correct Bibliographic record by going to **Cataloging > Bibliographic Records**. Search for the title and then double click on the desired record.

2. Copy the number located in the 001 field. It will be 6-7 digits long. Highlight the number, right click on it, and then left click on copy.

The screenshot shows the 'Bibliographic Record 612071 - MARC21 - Polaris' window. The title is 'Shades of grey'. The 001 field in the MARC table is circled in red, containing the control number 612071.

| Tag | Ind | Data                        |
|-----|-----|-----------------------------|
| LDR |     | cam 22 8a 4500              |
| 001 |     | 612071                      |
| 005 |     | 20170602123705.0            |
| 008 |     | 090127s2009 enk g 000 1 eng |
| 015 |     | #aGBA927637#2bnb            |
| 016 | 7   | #a014931819#2Uk             |

3. Open your item record and paste the number

The screenshot shows the 'Item Record 1344328 - Cataloging - Polaris' window. The 'Save' icon in the toolbar is circled in red. The 'Bib control number' field is also circled in red and contains the number 612071.

Barcode: A14308350964    Record status: Final     ILL     EContent     Non-circulating     Display in PAC

Title: Shades of grey    Find    **Bib control number:** 612071

Author: Simon, Clea.    Parent item:    Item control number: 1344328

Call number: M Simon    Price: \$29.00    Issue control no.:

Owner: Ithaca-Tompkins County Public Library (br)    Shelf location: (None)

Assigned: Ithaca-Tompkins County Public Library (TCPL)    Temporary location:

Collection: Adult Mystery (AM)    Circulation status: In    8/15/2018 2:33:10 PM

4. Remember to click on the **Save** icon!

Don't forget about the Polaris Documentation online!  
Visit [www.flls.org](http://www.flls.org) and click on Staff Login.  
Contact Jenny, Eric, or Rex for the login information.



# Awards, Contests, & Grants

## Friends of the Tompkins County Public Library Grants

### Deadline: July 31

Since 1946, Friends of the Library has given substantial funding to the Tompkins County Public Library and the Finger Lakes Library System, providing much needed assistance to both organizations in meeting their service goals. In recent years we have increased our scope of giving to include other public libraries in the area as well. Funding is now available from the Friends in the form of small grants to help public libraries and reading rooms in the Finger Lakes region that serve Tompkins County residents.

Eligible libraries are invited to apply for a grant from the Friends according to the following guidelines:

- We expect most awards will be in the \$500 to \$1,000 range. Funding is limited and we cannot guarantee that all requests will be honored. If grant requests exceed available fund, preference will be given to public libraries in the Finger Lakes Library System within 30 miles of Ithaca.
- Grants should be requested for projects that will make a significant difference to the library.
- Grant funding may be used to purchase books, CDs, DVDs, audio books, equipment and furniture, and to implement programs for library patrons.
- Grants will not be made for operating costs or salaries.
- If an award is given, the Friends Library Grants Committee requires a copy of any paid invoices for which grant funds were used.
- Libraries receiving grants should publicly recognize that the project was funded in whole or in part by "The Friends of the Tompkins County Public Library."
- We would also appreciate feedback as to how the grant has helped the library, which may include photographs and/or a public announcement.

Application can be found here: [www.friendsoftcpl.org/grants/library-grants/](http://www.friendsoftcpl.org/grants/library-grants/).

Please email completed applications with supporting documentation (if any to [libgrants@booksale.org](mailto:libgrants@booksale.org) and cc: [NF11@cornell.edu](mailto:NF11@cornell.edu) or mail them to: Friends of the Library Booksale, 509 Esty St, Ithaca, NY 14850, Attn: Library Grants Committee.

## Jerry Kline Community Impact Prize

### Deadline: August 1

The Jerry Kline Community Impact Prize, developed in partnership between Library Journal and the Gerald M. Kline Family Foundation, has been created to recognize the public library as a vital community asset. Today's public libraries must navigate dynamic shifts in content delivery, modes of learning, knowledge building, and social engagement—in order to become community connectors, to grow diversity, and to strengthen the community. The Community Impact Prize is designed to celebrate libraries that have significantly helped their communities thrive.

## Joseph F. Shubert Library Excellence Award

### Deadline: August 1

The Award will recognize a New York State library or library consortium that has taken significant steps to improve the quality of library service to its users. As in past years, an award of \$1,000, graciously donated by the Friends of the New York State Library, will be given to the winner along with a plaque at the annual New York Library Association conference in the Fall.