



MEMBER LIBRARY WEEKLY BULLETIN

No. 17.28

Friday, July 28, 2017

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No Bulletin Next Week

Amanda and Rex will be in Ohio taking care of some serious digital business at the [Annual Overdrive Digipalooza Conference](#)! Our August 11th bulletin will feature our highlights from the event.

Follow the hashtag #digip17 for real-time posts from the conference.

Reminders:

It's Award Time!

Consider nominating a colleague (or yourself!) for one of our 2017 Annual Meeting Awards. The award title links directly to the nomination form. Don't wait until it's too late!

Director of the Year: This award is given to a member library director for significant achievement in providing improved library service to their community or region.

Trustee of the Year: This award is given to a trustee of a member library for significant contribution to the improvement or development of library service in their community. Achievements should exceed normal expectations of trustees.

Joan Cooke Youth Services Award: This award is given to a member library employee, volunteer, or trustee for excellence in the delivery of children's services in their community.

Jan Aguirre Customer Service Award: This award is given to a member library employee, volunteer, or trustee who possesses the enthusiasm, grace, friendliness, and patience that Jan had for training and helping others.

From the Director

Finger Lakes is mourning the loss of our staff member, Lois Maki, who passed away on Friday, July 21st. Lois worked in the cataloging department as a copy cataloger and joined FLLS in 2008. She was also the former Director of the Newfield Public Library, where many patrons still remember her time there. Lois worked on many of your cataloging records over the past nine years and had a great attention to detail. She loved the outdoors and was often seen riding her bike near her home. Our thoughts are with her husband, Steve, and daughters Amanda and Kristin.

During this transitional time for the cataloging department, please send any cataloging requests or questions directly to Deb Geier at dgeier@fills.org. Deb and I are assessing the needs for the cataloging services here at FLLS and will keep you updated on how we are moving forward.



**Lois Maki
1953-2017**

Directors will have received an email from me explaining that I will be on vacation and out of the office from Monday, July 31 – Friday, August 11th. I'll be back in the office on Monday, August 14th. If you or your library needs a copy of our organizational chart that explains what staff member or department to contact for specific requests, please let me know by email.

The week I return from vacation, I will be heading to Vernon Downs for a three-day PULISDO conference for public library system directors of NY. Rex and James from the business office will be joining me, as the focus on the conference is also IT and business/HR practices of public library systems. System directors will be meeting to hear updates from the State Library, NYLA, and LTA. We will be discussing minimum standards of public libraries, best practices for supporting and building relationships with member libraries, and future challenges of public libraries. IT staff will be discussing member library technology, including thin/zero clients, and remote conferencing. HR and business managers will be focusing on new rules for NY State Paid Family Leave, record keeping, and employee benefits comparisons. I'll be sure to update you about the conference in our bulletin that week.

Sarah





Member Library News



Check out
Boxopolis at the
[Ulysses
Philomathic
Library](#) in
Trumansburg!



Building a better
garden at the
[Berkshire Free
Library!](#)

Check out all
these yummy
vegetables!



Have something to share? Get it to Amanda by 9am Friday to have it featured in the Weekly Bulletin!



Webinars Workshops and Events

FLLS Events

Sign up here for all FLLS Workshops unless otherwise noted: www.flls.org/calendar-2/

FALCONS Meeting

Thursday, August 17, 2017
9:30am-11:30am

Item Maintenance Refresher

Tuesday, August 22, 2017
9:00am - 12:00pm

eContent How To

Wednesday, August 30, 2017
9:00am - 12:00pm

Youth Services Advisory Committee Meeting

Thursday, September 14, 2017
1:00pm—3:00pm

Conferences, Outside Trainings and Fun Stuff

SLUSH Summer Gaming

Mark your calendars- The summer SLUSH (Savvy Librarians Uniting for Social Hour) will be combined with some games!

Friday, August 25, 5-6pm

Escape Ithaca

109 W State St, Ithaca
\$20 per person
RSVP to jphilippe@scrlc.org

2017 ARSL

September 7-9th

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

Northeast Regional Digital Collections Conference

September 27 & 28, 2017



Teen Read Week
October 8-14

International Games Week
October 29-November 4

NYLA Annual Conference

November 8-11, 2017

Early Bird Registration now OPEN

Webinars

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

Using Power Mapping to Advocate More Effectively for Your Library

Thursday, August 3, 2017 @1:00pm (CT)

In this free webinar, Patrick Sweeney will walk you through the details of the Power Mapping technique and take questions about how it can be applied in your own local context.

Usage Reports and Your Gale Resources

Monday, August 7, 2017 @ 1:00pm

Would you like to know more about your Gale database usage? In this online workshop we will cover Gale's Usage Tool; find out how often the resources are used and which are most popular and how to create reports instantly.

Community Asset Tool Webinar from KWIC

Tuesday, August 8, 2017 @ 10:00am

KWIC has utilized open data NY and NYC as well as files from your offices/agencies as our data sources. Come see how the KWIC mapping tool allows users to see the locations of community assets!

More than #MotivationMonday: Motivating Your Team Any Day of the Week

Thursday, August 17, 2017 @ 3pm

No matter the size of your library or your role, you will be inspired to find your own motivation and be able to catalyze others!

Access for All: Libraries, Digital Inclusion and Community Empowerment

Wednesday, August 23, 2017 @ 10am

Libraries are investing more and more in digital resources, but how do we ensure access for patrons and communities beyond our walls? Join us for a conversation to learn more about digital inclusion, including digital equity, literacy and net neutrality.

IFLA's Global Vision Interactive Discussion

Thursday, August 24, 2017 @3pm

Together we build literate, informed and participative societies. Together we create the future. Join us!

From Apps to Robots: How to Evaluation Digital Media

Tuesday, September 19, 2017 @ 2pm

How do children's librarians and educators know which new media to share with families? In this two part webinar series, four experts, including librarians and educators, will offer tips and strategies for identifying high quality new media (for ages 14 and under) that supports learning, literacy, inclusion, and family engagement.

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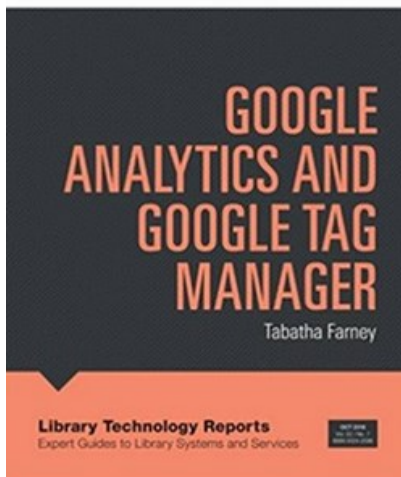
Around the Interwebs

- [The Unheralded Story of the Card Catalog](#)
- [Social Libraries Renovations](#)
- [ValueIT Book Sorting Devices](#)
- [Sharing Starts with Your Library Card](#)
- [How to Cite a Meme](#)
- [Library Spells Success with Sip and Spell Event](#)
- [Tips for Photographing the Solar Eclipse](#)
- [Make Your Own Wearable Computer](#)
- [18 Excellent Podcasts for Libraries](#)
- [MAC Users Are Not as Safe as They Think](#)
- [Help Archive the Internet](#)
- [Abandoned Walmart Turned into a Library](#)
- [Librarian Finds Live Civil-War Artillery Shells on Her First Day](#)
- [Check Your Location for the Best Time to View the Solar Eclipse in August](#)
- [App for NASA to Record Solar Eclipse Data](#)
- [Mars Stressed Out Moon is Relatable](#)

Professional Collection Highlight

Google Analytics and Google Tag Manager by Tabatha Farney

ALA American Library Association



In this Library Technology Report, Farney recommends several Google Analytics features that all libraries should be using, including Google Tag Manager. Farney also tackles the challenge of enhancing Google Analytics' tracking ability for a variety of library specific online tools including link resolvers, online catalogs/discovery services, Springshare's LibGuides, digital repositories, and social media websites. Farney focuses on best practices to optimize your Google Analytics for improved data collection through:

- practical, hand-on tips and explanations on how to use Google Analytics and Google Tag Manager to track usage in journal searches and link resolvers
- features within Google Analytics that will help you gather statistics that show how users access and navigate a digital repository website;
- how to add Google Analytics to your library catalog or discovery service to enhance your system's built-in usage reporting;
- options for installing google Analytics on LibGuides and how it affects

data assessment at the individual guide level; and

- the benefits of using campaign URLs to measure the success of your social media marketing.

Place a Hold TODAY: A20519406208

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Youth Corner

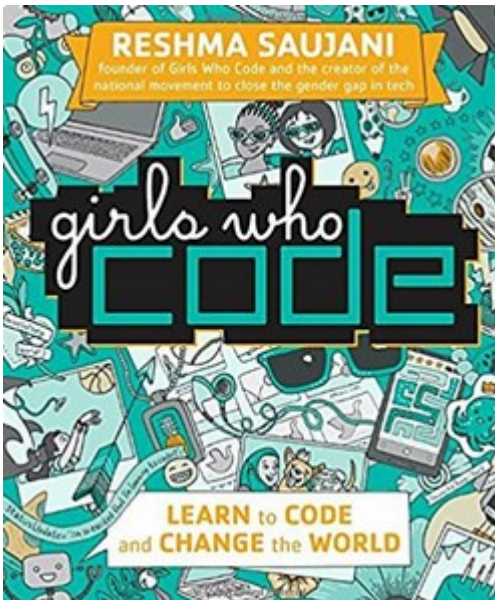
Storytime Rhyme of the Week

Take Me Out to the Forest

(Tune: Take Me Out to the Ball Game)

Take me out to the forest
Let me hike in the wild.
Show me a skunk and a few
bear tracks.
I won't care if I never come back.
But it's look, look, look at your
compass.
If it rains, then it pours.
And it's ouch, slap, sting and
you're bit
In the great outdoors!

YA Book of the Week:



***Girls Who Code* by Reshma Saujani**

Since 2012, the organization Girls Who Code has taught computing skills to and inspired over 40,000 girls across America. Now its founder, Reshma Saujani, wants to inspire you to be a girl who codes! Bursting with dynamic artwork, down-to-earth explanations of coding principles, and real-life stories of girls and women working at places like Pixar and NASA, this graphically animated book shows what a huge role computer science plays in our lives and how much fun it can be. No matter your interest—sports, the arts, baking, student government, social justice—coding can help you do what you love and make your dreams come true. Whether you're a girl who's never coded before, a girl who codes, or a parent raising one, this entertaining book, printed in bold two-color and featuring art on every page, will have you itching to create your own apps, games, and robots to make the world a better place.

Collections, Kits and Fun Stuff

New Kit: Yoga Storytime Box

Explore using Yoga in your storytimes with our brand new Yoga Storytime Box! It comes with DVDs, music, toys, games and books so you can easily flex your way into a great story!



Try it TODAY: A20519406444

Youth Related Links:

- [Do the Cube \(Rubik's Cube\) Program](#)
- [Have You Visited Storyplace?](#)
- [13 Tips for Teaching Information Literacy](#)

**Star Reviewed in School Library Journal July 2017

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Scam of the Week



New Type of WhatsApp Phishing Attack

Heads-up. There is a new social engineering attack currently being tested in Europe, and that means we will see it in America in the near future.

The bad guys are using malicious WhatsApp ads, which offer a 250 dollar coupon for a well-known retailer, in exchange for a short survey. The invite looks like it comes from a friend on WhatsApp. A similar strain installs a malware on the phone, which looks like a software update, but steals all the contacts, phone numbers and email addresses - and if they can find any, passwords and banking credentials.

There are different ways to monetize all this phishing data, and it looks like the bad guys have got that down too, from selling the stolen credentials to using the malware to go viral to all the contacts on the phone.

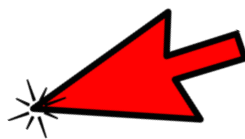
The large retailers have reported hundreds of these attacks to Europe's federal Cyber Crime Unit.

Warn your users to not click on dodgy WhatsApp special coupon offers.



Let's stay safe out there.

Think Before You Click!



Polaris Tip of the Week

Standards for Inserting Information in the Volume Field of a Multi-Part Set


The following examples will help to define and clarify the standardizations that should be used when entering information in the volume field of a multi-part set.

A multi-part set is defined as any item that includes multiple parts and is packaged as such. The number of discs in each case determines what information goes in the volume field.

For example:

245 04 \$aThe Transformers.\$h[videorecording]\$nSeasons three and four /
Marvel Productions Ltd. ; Hasbro.

260 \$aLos Angeles, CA :\$bShout! Factory,\$c2010.

300  \$a4 videodiscs (480 min.) :\$bsd., col. ;\$cDVD 4 3/4 in.

If these four discs are packaged all together in one case the volume field should contain the following information:
d. 1-4

Note: there is a space between the period and the first number. If the space is left out or additional spaces are added it won't match during the holds processing.

If these four discs are packaged in two cases the volume fields should contain the following information:
d. 1-2
d. 3-4

If these four discs are packaged separately in individual cases the volume fields should contain the following information:
d. 1
d. 2
d. 3
d. 4

Copy information; i.e. c. 1 and/or c. 2 should ONLY be entered into the COPY field.

Awards, Contests and Grants

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



2017 Joseph F. Shubert Library Excellence Award

Deadline: August 1, 2017

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.

Lowe's Charitable and Educational Foundation: Community Partners

Deadline: August 25, 2017

The Foundation's Community Partners grant program supports nonprofit organizations and local municipalities undertaking high-need projects such as building renovations and upgrades, grounds improvements, technology upgrades, and safety improvements. Grants range from \$2,001 to \$100,000.

Library Marketer of the Year Award

Deadline: August 8, 2017

The award, sponsored by Library Ideas, comes with a \$2,000 cash prize. The award recognizes the importance of innovative approaches to marketing of library services, the role of marketing in building library engagement, and the value of quality marketing collateral to help build a vibrant sense of the library and define its relevance in the community.

Gannett Foundation: Community Action Grant Program

Deadline: August 29, 2017

Foundation's Community Action Grant Program's priorities include education and neighborhood improvement, economic development, youth development, community problem-solving, assistance to disadvantaged people, environmental conservation, and cultural enrichment.

I Love My Librarian Award

Deadline: September 18, 2017

Each year 10 librarians are selected. Each librarian receives a \$5,000 cash award, a plaque and a travel stipend to attend the awards ceremony and reception in New York City, hosted by Carnegie Corporation

Question of the Week



LAST WEEK'S QUESTION OF THE WEEK: What is happening on August 21, 2017? Why is this so important?

Thank you to Cady Fontana of the Tompkins County Public Library and Jessie Miglus of the Ulysses Philomathic Library who both correctly answered the Solar Eclipse. Not only is it important because "Science is Awesome" but this is the first time in almost 100 years that it will be visible across the entire contiguous United States!

Source: <https://eclipse.gsfc.nasa.gov/SEplot/SEplot2001/SE2017Aug21T.GIF>

Check your location's visibility here: <https://www.vox.com/science-and-health/2017/7/25/16019892/solar-eclipse-2017-interactive-map>

THIS WEEK'S QUESTION OF THE WEEK:

This four-stanza song was used for over a century before officially adopted as this country's national anthem. What is the country, the song and who wrote the lyrics? (3 answers)

To answer a Question of the Week, please email Amanda (aschiavulli@fls.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**