



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



## MEMBER LIBRARY WEEKLY BULLETIN

No. 17.34

Friday, September 22, 2017

### Table of Contents

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

- [From the Director](#)
- [Webinars, Workshops and Events](#)
- [Awards and Grants](#)
- [Around the Interwebs](#)
- [Member Library News](#)
- [Scam of the Week](#)
- [Youth Corner](#)
- [PolarisTip of the Week](#)
- [Question of the Week](#)



### Reminders:

#### Annual Meeting Registration Due Next Week

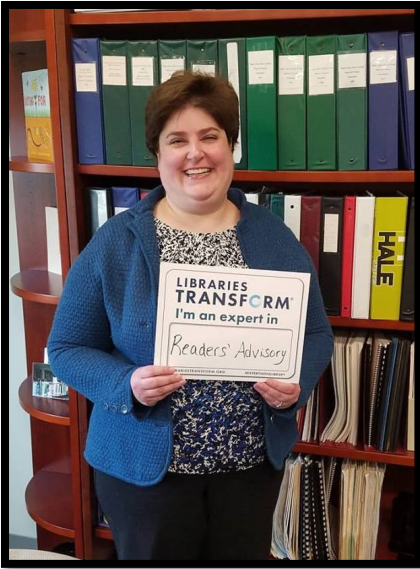
Don't forget to turn in your registrations to Diana Leigh by September 29! Questions? [dleigh@flls.org](mailto:dleigh@flls.org). This year our speaker is Cassie Guthrie, director of the Greece Public Library. Cassie will be speaking about the traits of transformational library trustees. In preparation for her talk, she's asked for people to fill out a quick survey. You can fill it out at: <https://www.surveymonkey.com/r/FLLSTrustees>.

#### Booksale Plus One Library

Congratulations to the Fair Haven Library who gets to select 100 items at the Fall Library Pick Day! Stay tuned this spring for your next chance to win!

[lynda.com](http://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 Brooks at ([jphilippe@scrhc.org](mailto:jphilippe@scrhc.org)). Please include your phone number and library's name. You can take as many courses as you like during your two-week access.

## **From The Director**



On Monday, September 18, FLLS Outreach Librarian Jenny Shonk and I facilitated a trustee meet and greet for Cortland County trustees. Held at the Cortland Free Library, we had almost 20 trustees from four of the five Cortland County libraries come together for a night of sharing ideas and discussing advocacy efforts. As you will hear me say many times throughout the year, advocacy for our libraries just doesn't take place in February/March when Advocacy Day is held. Instead, all of us – trustees, directors, staff, and even our patrons – should be advocating for our libraries and stable, sustainable funding.

The issues facing Cortland County trustees and libraries are issues facing all of our member libraries. We discussed the limitations of the tax cap, and how many of our libraries fear going above the tax cap for increased funding. How often to ask for a ballot increase and what amount libraries should be asking was discussed, again with trustees stating that they feared a negative community reaction to asking for an increase, or a fear of failing at the ballot. How our libraries are being marketed and running an effective PR campaign was another topic we talked about.

All of the issues I mentioned above are items that we can help you with at FLLS. Our goal is to strengthen our services for all of our libraries and to especially help libraries seek out secure funding opportunities. This can happen in many ways, including advocating for library funding on a national level, making sure our libraries are aware of the yearly advocacy efforts of NYLA, speaking to the elected officials in our five counties, and helping our libraries advocate for stronger funding on a more local level such as towns and villages. Making sure our directors and all of our trustees have the knowledge of relevant library issues is also something we work on constantly with our libraries.

Our meeting Monday night in Cortland County was a first step in strengthen trustee education and advocacy efforts for those five libraries. Our next step is to work in marketing and ballot funding ideas for some of our libraries. Remember that our upcoming Annual Meeting on October 13th will offer our libraries a great trustee training opportunity and an opportunity for all of us to think about transformational libraries.

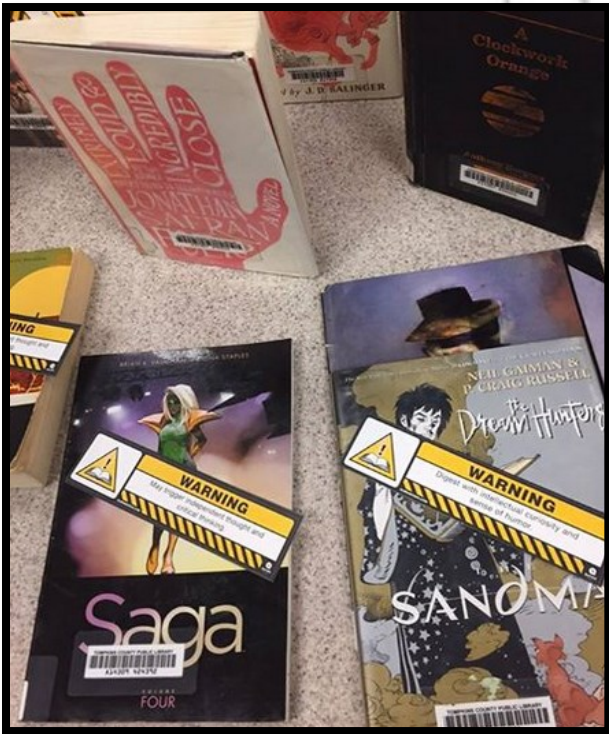
Sarah



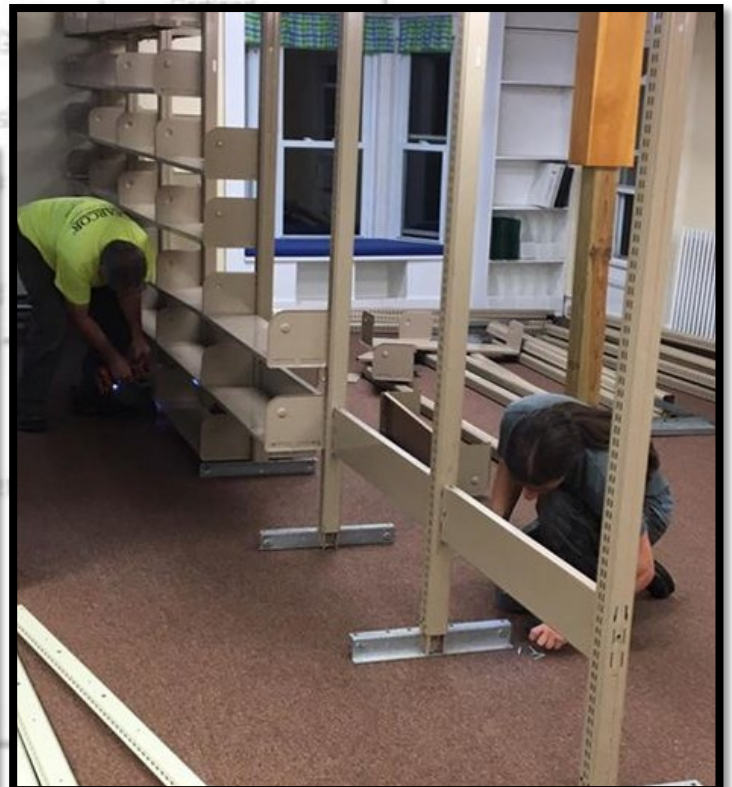


## Member Library News

TCPL is ready for Banned Books Week! Check out more pictures on their [Facebook Page](#)



The Apalachin Library is getting a makeover! Check out the progress on their [Facebook Page](#)



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



# Scam of the Week

## Your Politics Have Been Breached

Gizmodo reported on a blog post by IT Security company UpGuard which revealed the largest US voter data leak to date. Political data gathered on **more than 198 million US citizens** was exposed this month after a marketing firm contracted by the

Republican National Committee stored internal documents on a publicly accessible Amazon server and was available for 12 days for anyone with the URL.

The 1.1 terabytes of data includes birthdates, home addresses, telephone numbers and political views of nearly 62% of the entire US population. UpGuard cyber risk analyst Chris Vickery [discovered Deep Root's data](#) online.

### But wait, there's more...

Apart from personal details, the data also contained citizens' suspected religious affiliations, ethnicities and political biases, such as where they stood on controversial topics like gun control, the right to abortion and stem cell research.

This type of data can easily be used for nefarious purposes, from identity fraud to harassment or intimidation of people who hold an opposing political view.

*Worst of all, this is a [spear phishing](#) gold mine!*

### Who got their hands on this data?

It's not clear. What we know for sure is that UpGuard's Chris Vickery found it. Twelve days on the Internet is a very long time. Bad guys are scanning for misconfigured databases 24/7 so the chances are high.

In a statement, Deep Root founder Alex Lundry [told Gizmodo](#), "We take full responsibility for this situation." He said the data included proprietary information as well as publicly available voter data provided by state government officials. "Since this event has come to our attention, we have updated the access settings and put protocols in place to prevent further access," Lundry said.

### First, deny everything...

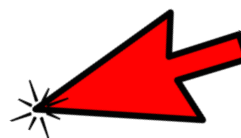
Deep Root's data was exposed after the company updated its security settings on June 1, Lundry said. Deep Root has retained Stroz Friedberg, a cybersecurity and digital forensics firm, to investigate. "Based on the information we have gathered thus far, we do not believe that our systems have been hacked," Lundry added.

Yeah, right. First, you deny everything. Later, bit by bit, the truth comes out. For the moment, should to assume the data was breached.



Let's stay safe out there.

## Think Before You Click!







# 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/)

### **Polaris Leap Regional Trainings**

9/27 @ WEED      10/31 @ OVID

10/20 @ CORT      10/23 @ WAV

### **Everybody Serves Families**

Thursday, September 28, 2017

9:30am - 12:00pm

### **NYS Retirement System Employee Benefit Workshop**

Thursday, October 5, 2017

10:00am-12:00pm

### **FLLS 2017 Annual Meeting**

Friday, October 13, 2017

Location: Seneca Falls Country Club

Registration and Payment Required. Contact Diana

Leigh at [dleigh@flls.org](mailto:dleigh@flls.org)

### **Annual Summer Reading Workshop**

Thursday, March 15, 2018

---

## Conferences, Outside Trainings and Fun Stuff



### **S.L.U.S.H. Ithaca Beer**

Friday, September 29, 2017 @ 6pm

"Savvy Librarians Unite for Social Hour"



### **New York Comic Con Library Professional Day**

Thursday, October 5, 2017

### **Teen Read Week**

October 8-14

### **National Friends of Libraries Week**

October 15-21, 2017

### **International Games Week**

October 29-November 4

### **NYLA Annual Conference**

November 8-11, 2017

Registration now OPEN

## Webinars

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

### **Make Your Mark Logo Design for Libraries**

**Tuesday, September 26, 2017 @ 2pm**

This webinar will provide an introduction to the fundamentals of graphic design, including typography and color theory. We'll discuss branding and look at successful examples of logo brand design -- like the New York Public Library's iconic lion logo and Nike's distinctive "swoosh". This session will also provide an overview of logo creation tools, including Canva, a free, online graphic design tool.

### **The Name of the Game: Playing Tabletop Games to Build 21st Century Skills**

**Tuesday, September 26, 2017 @ 3pm**

Learn about the wide array of games available and the specific skill sets each one promotes. Hear how public librarians are using games and get new ideas for programming and game-related projects that you can do at your library. Your younger patrons will be ahead of the 21st century game in no time.

### **Spreading the Word**

**Thursday, September 28, 2017 @ 11:00 AM**

Build institutional support through marketing and promotion—and center your message on your collections. This webinar will look at fresh strategies to build audiences, promote collections, and connect with new audiences, with additional discussion of how to leverage your stories for fundraising.

### **Getting to Know Informe and Educator's Reference Complete**

**Thursday, September 28, 2017 @ 1:00 PM**

Informe Académico meets the research needs of Spanish-speaking users with a wide range of full-text Spanish- and Portuguese-language scholarly journals and magazines both from and about Latin America. With more than 1,100 periodicals and 200 reports, Educator's Reference Complete is a great resource for any educator—from the school teacher and administrator to those studying in the field at the collegiate and graduate level. In this 30-minute webinar, we'll explore the content in these resources and share best practices.

### **Videography in Libraries**

**Wednesday, October 4, 2017**

This webinar will go over many different ways you can utilize the creating of video in libraries, focusing on many of the free tools available. From smart-phones to 3D animation, the video possibilities for librarians are endless.

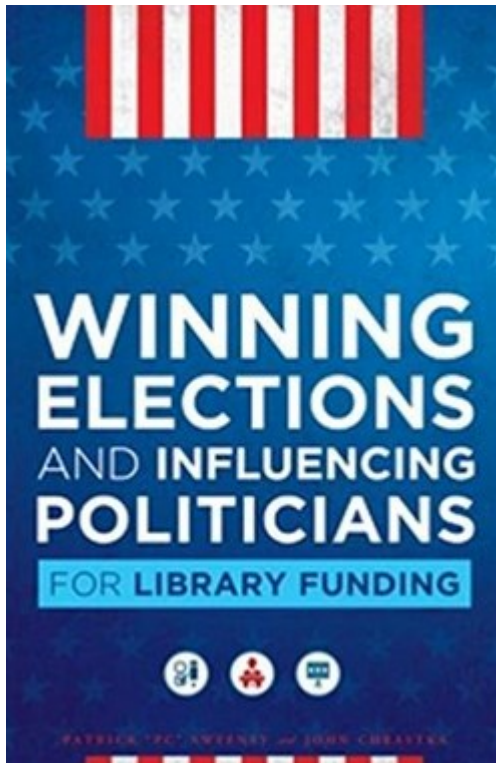
[Back to Top](#)



## Around the Interwebs

- [Finally, the Chance to Slather Your Lounge With Harry Potter Paraphernalia](#)
- [Teacher creates magical 'Harry Potter'-themed classroom to spellbind his students](#)
- [Cassini Just Sent Back Closest Ever Images of Saturn, And They're Incredible](#)
- [Free Digital Downloads of old Records](#)
- [20 Storytelling Activities for Kids](#)
- [10 Beautiful Lines From Literature](#)
- [Gender Swapping in Books](#)
- [Here's How You Can Use Google Search to Find eBooks Available at Your Local Library](#)
- [Libraries Can Be More Than Just Books](#)
- [The Library of Congress Wants Your Help Identifying World War I -Era Political Cartoons](#)
- ['EX LIBRIS: The New York Public Library': Film Review](#)
- [Fictional Libraries We All Want to Visit](#)
- [Project Welcome: Libraries Welcoming Refugees Program](#)

## Professional Collection Highlight



### *Winning elections and influencing politicians for library funding by Patrick Sweeney*

"With pitch-perfect tone, Sweeney and Chrastka more than arm library professionals with everything they could possibly need to prepare for an upcoming vote ... It is not hard to imagine every library employee keeping dog-eared, well-worn copies of this resource nearby. Sweeney and Chrastka deserve credit for a very up-to-date approach. The book includes discussion about the recent election of President Donald Trump and notes an increased potential for anti-library rhetoric, devoting a chapter to how best to respond to opponents, even opponents who lie. The authors have turned what can seem daunting and insurmountable into something very possible and approachable." --Voice of Youth Advocates

**Place a Hold TODAY: A20519406656**

# Youth Corner

## Storytime Rhyme of the Week

**Take Me Out for Some Ice Cream**  
Tune: *Take Me Out to the Ball Game*

Take me out for some ice cream, take me out to the store.  
Buy me a triple scoop jumbo cone.  
I won't share, I'll eat it alone!  
For it's scoop, scoop, scoop up the ice cream –  
Give me three kinds I adore!  
For it's one, two, three scoops to go  
At the ice cream store!

**DayByDayNY**  
FAMILY LITERACY CALENDAR

## Collections, Kits and Fun Stuff

### SAVE THE DATE! YSS 2018

NYLA YSS SPRING CONFERENCE 2018

**FRIDAY,  
APRIL 13,  
2018**



SHERATON SYRACUSE  
UNIVERSITY HOTEL &  
CONFERENCE CENTER

SYRACUSE, NY

SAVE THE  
DATE!  
MORE DETAILS  
TO COME!

[www.nyla.org/yss](http://www.nyla.org/yss)

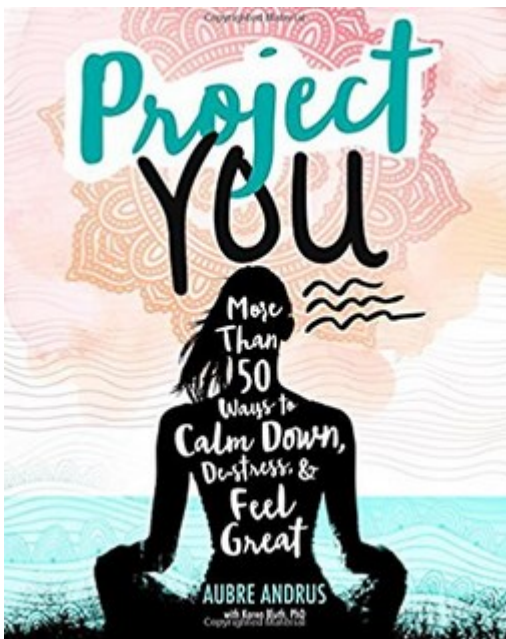


NEW YORK LIBRARY ASSOCIATION  
*Voice of the Library Community*



YOUTH  
SERVICES  
SECTION

## YA Book of the Week:



### **Project You: More than 50 Ways to calm down by Aubre Andrus**

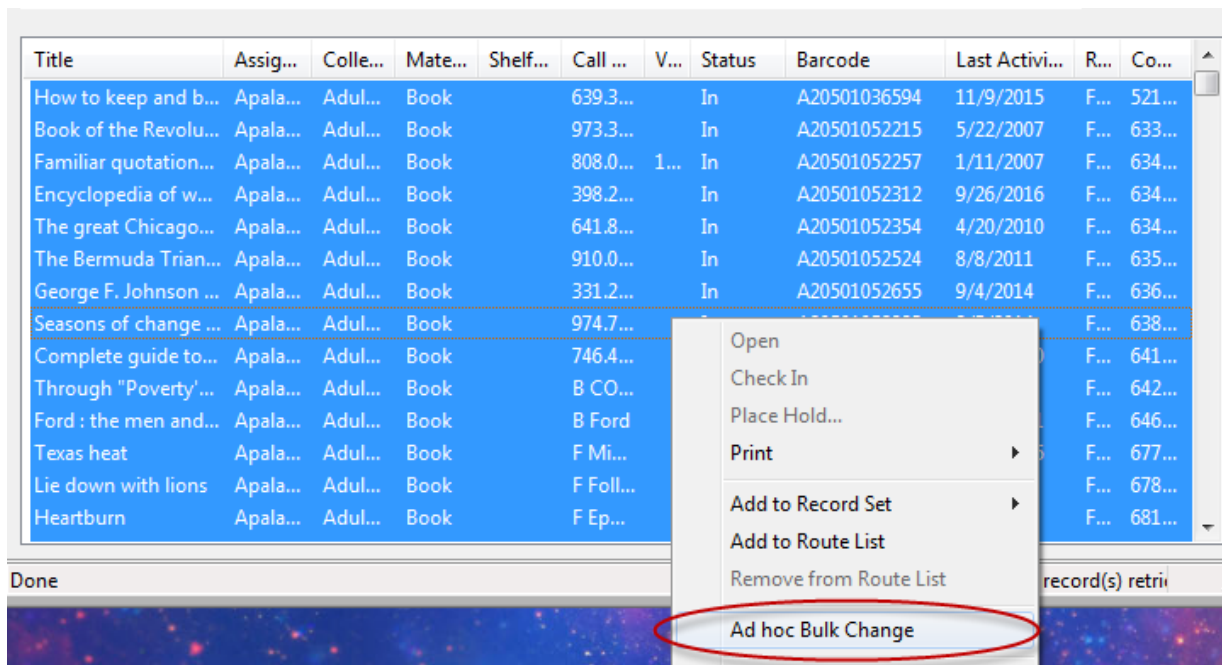
Find your balance. Make a protein-packed smoothie to energize for a busy day. Center yourself after a stressful week by taking five minutes to write in your journal. Strengthen your body and calm your mind with simple yoga poses and breathing techniques. Craft a vision board to help you achieve your goals. Create a time budget to organize your schedule. Develop an evening routine that will help you wind down before sleep. Award-winning author Aubre Andrus shares more than 50 do-right-now projects that will help you beat stress, smile big, and discover a calmer, more blissful you.

### **VOYA Starred Review 2017**

# Polaris Tip of the Week

## Ad hoc Bulk Change

1. Open the Find Tool. Customize your search so that you pull up the desired records. Click on the Branches tab and click on the **Unselect All** button. Then, click on the checkbox next to your library so you only bring in items from your collection.
2. Click on the **Search** button. Once the search is complete look in the lower right corner of the Item Find Tool. You will see the number of records retrieved. Press the **Ctrl+Shift+A** buttons on your keyboard to retrieve all the records into the Item Find Tool.
3. At this point you can perform an “Ad hoc Bulk Change” on your items. Select all the items by pressing the **Ctrl+A** on your keyboard which will highlight all the items in the results section. Right click on one of the highlighted items and then left click on the “Ad hoc Bulk Change” from the pop up menu.



4. The Item Record Bulk Change window that comes up should look familiar. Make your selections for the desired change and click **OK**. Follow the prompts to complete the Bulk Change.

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



# Awards, Contests and Grants

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



## Friends of TCPL Library Grants

**DEADLINE EXTENDED: September 29, 2017**

The deadline to submit your grant application has been extended to September 29. Public libraries within 30 miles of Ithaca in the Finger Lakes Library System are eligible.

## RIPL 2018 Scholarship Opportunity

**Deadline: Friday, October 27, 2017**

RIPL is a national event, hosted by the Colorado State Library and the Colorado Library Consortium, and offers three days of hands-on, intensive workshops about:

Evaluation design and implementation

Data collection and use for strategic planning, management, and communication

Measures for reporting library impact

## NYS Kids Safe Online Poster Contest

**Deadline: December 1, 2017**

The goal of the contest is to engage young people in thinking about cyber security through the creation of posters that will encourage their peers to use the Internet safely and securely.

## Community Foundation of Tompkins County Library Grants (Rosen)

**Deadline: January 2018**

It's never too early to start planning for your Community Foundation Library Grant! Contact Amanda with questions.



---

## Question of the Week

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

**What was the #1 most challenged book in 2013 and is now a major motion picture?**

Thank you to Julia from the Ulysses Philomathic Library who correctly answered Captain Underpants!

<http://www.ala.org/advocacy/bbooks/frequentlychallengedbooks/top10#2013>

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

**Why is a challenge to a book such a big deal?**

To answer a Question of the Week, please email Amanda ([aschiavulli@fls.org](mailto: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\*\*