



MEMBER LIBRARY WEEKLY BULLETIN

No. 17.40

Friday, November 17, 2017

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The Finger Lakes Library System
will be closed
on Thursday and Friday
for Thanksgiving.
There will be no deliveries these days.

Reminders

Creators Update

The Creator Updates that Microsoft released this year for Windows 10, and similar updates in the future, are important for your computers. We recommend not skipping them. We've posted the instructions for the upgrade on our website. It can be found at: <http://www.flls.org/wp-content/uploads/2012/11/Symantec14MP2UpdateInstructions.pdf>.

IF you check the version of Symantec you have on a given computer and it's already reporting 14.0 MP2, you don't need to run the upgrade from the flash drive.

NOTE: If you run the install from the flash drive on a computer that already has 14.0 MP2 installed, after the welcome screen shown in the instructions you'll see a window asking if you want to modify, repair, or remove the current install. You don't want to do any of those if 14.0 MP2 is already installed.

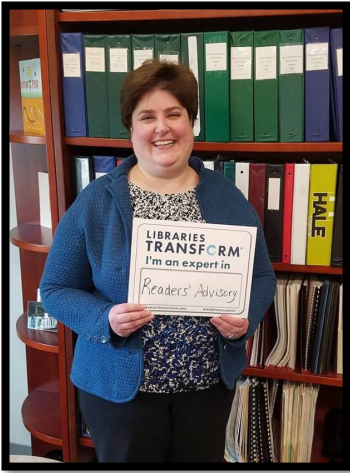
Sign Up to Host Woman's Suffrage Exhibit

Two traveling exhibits are currently available for SCRLC members to host at no charge throughout 2018. Sign up now to host at <https://scrlc.org/Community/Traveling-Exhibits/>

Helping All Libraries Succeed (HATS) Webinar Series

A series of short (10-15 minute presentations) online webinars focused on information trustees need to know (links open in a new window) from Vimeo: <http://www.nysl.nysed.gov/libdev/trustees/webinars.htm>

From The Director



My first day of NYLA was spent primarily in meetings. PULISDO, the Public Library Directors Organization, had a meeting on Thursday afternoon. During that meeting I was elected Secretary of PULISDO for 2018, with Lauren Moore of Pioneer being President, Eli Guinee of CCLS as Vice President, and Kevin Verbesey of Suffolk as Treasurer. We also had a presentation by Rebekkah Smith Aldrich on the NYLA Sustainability Initiative where we learned 12 libraries have already signed up for the program. PULISDO and the State Library are meeting to talk about trustee education regulation, with the State Library currently developing an archive of information from other states on how they regulate trustee training. We also met with the State Library librarians and learned that federal support for libraries is looking strong, but IMLS will be threatened again next year. As

for Advocacy Day, the State Library is advocating for \$30 million construction aid and full funding of state aid to libraries.

On Thursday afternoon, Rex and I went over to the Southern Adirondack Library System to meet with other library systems who use Polaris. The systems represented were FLLS, Southern Adirondack Library System, Mohawk Valley Library System, and Onondaga. We met with five representatives of Polaris to discuss a variety of issues – such as timing of billing for Polaris, lack of speed in answering ticket requests or enhancement requests, and the fact that the Polaris enhancement voting process has changed and is more confusing. Our system had very little issues with the way we work with Polaris in comparison to some of the other systems. I also took a tour of the Southern Adirondack System, as they are renovating the older portion of the building and are putting in a new heating system.

As for programming sessions, I was able to attend some interesting sessions on sustainable funding and fine free initiatives. “Sustainable Funding for Small and Mid-Sized Libraries” led by Brian Hildreth and Margo Gustina of Southern Tier Library System, showed how that system has helped their libraries receive referendum funding increases of between 100 – 150 %. In one case, they had a library have an increase of 261% in 2016. They spoke on the importance of transparency, strategic planning, and following a timeline for a successful vote.

One of the best attended workshops on Friday was “Breaking Down Barriers by Rethinking Fines”. The audience heard from librarians in Syracuse and Rochester how they eliminated fines for children and teens in their libraries in 2016. Removing fines actually helped increase circulation in those libraries, led to new patrons, a return of patrons who were afraid to use the library, and for the most part very positive PR for their libraries.

Thanks to all of our member libraries and trustees who were able to join us for NYLA this year. We are excited that the conference will be in Rochester next November, and are hoping to see more of our libraries and trustees attend next year.



Sarah



I am pleased to report that 3 out of 4 correctional facility librarians served by FLLS were able to attend the NYLA conference this year. Total, 24 library staff members from correctional facilities in NYS attended the conference. This was an “unprecedented number” according to Corinne Leone, the NYS Supervising Librarian & Law Library Coordinator. There were 3 special events for these librarians:

- Annual CORT (Correctional and Outreach Resource Team) Dinner at Gaffney's
- *Tales of a Jailhouse Librarian* author talk with Marybeth Zeman, (coming soon to the FLLS professional collection)
- *Budgets Behind Bars* with Corinne Leone, Julieann Polasko of Sing Sing Correctional Facility, Andrew Maines of Buffalo and Erie County Public Library, and Gwen Egan formerly of Bare Hill Correctional Facility

Towards the end of her talk, *Tales of a Jailhouse Librarian* author Marybeth Zeman remarked, “all librarians should go to jail,” eliciting a hearty laugh from the group. Not only would librarians have a newfound appreciation for many of the luxuries (Internet! Shelves!) of public librarianship, but they would get back to bare-bones librarianship and be reminded of what really matters: helping people better their lives through engaging and enriching programs, and the power of reading.

Other presentations that stood out:

***Libraries & Confidentiality: Your Privacy is Our Business* with Kate Ross and Nancy Greco of Lavery Library at St. John Fisher College**

There is nothing in the constitution about the right to privacy. As with many historical documents, there can be many interpretations. The Supreme Court and other lower courts have made decisions that impact many of our privacy laws and policies. Be mindful of the Patriot Act and create policies for requests for information from law enforcement and the government. [FLLS is working on sample policies](#). Other important documents:

- International Covenant on Civil and Political Rights (Article 17)
- The Universal Declaration of Human Rights (Article 12)
- 1st, 4th, 5th, 9th, and 14th amendments
- Privacy Act of 1974
- NYS Personal Privacy Protection Law
- Patron Privacy in Libraries section 4509
- ALA Code of Ethics
- Library Bill of Rights

***Making It Rain: Writing Killer Grants* with Eli Guinnee of Chautauqua-Cattaraugus Library System and Erica Freudenberger of Southern Adirondack Library System**

[Register](#) now for the Grant Writing Workshop at Finger Lakes Library System on Thursday, November 30th at 1pm to learn tips and tricks gleaned from this presentation!

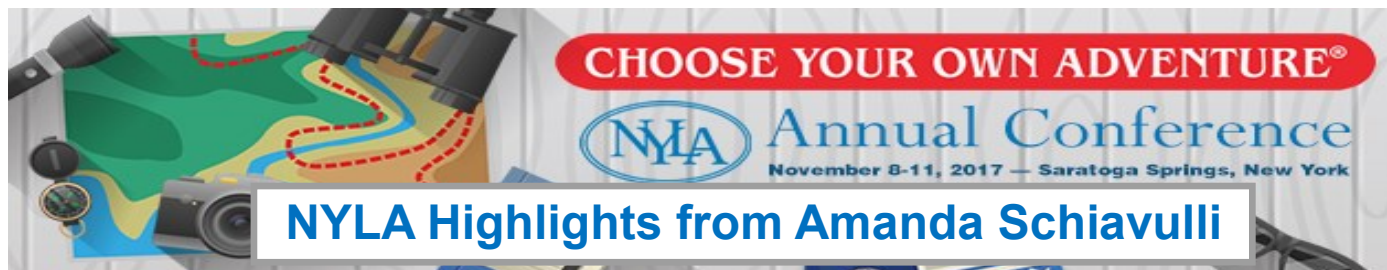
***Connecting to Patrons in Poverty* with Virginia Wescott of Troy Public Library, Anita Favretto of New York Public Library, and Kim Mcmann of the New York State Community Action Association**

- Sympathy vs. Empathy
- Judging People vs. Meeting Them Where They Are
- Grouping vs. Labeling
- Based on the research of Dr. Donna Beegle, see www.combarriers.com/ for more

***Preservation Crash Course for Libraries and Archives* with Arielle Hessler of Stony Brook University**

- Do the minimum necessary to stabilize and preserve the object
- Ask yourself: Is it worth the time investment to repair?
- Hinge Tightening is a simple, affordable, and effective way to extend the life of a book
- Encapsulation works well for newspaper articles
- Check out *Preserving Digital Information* by Gregory Hunter
- Visit <http://guides.library.stonybrook.edu/preservation/tutorials> for basic preservation tutorials

Many of the PPT presentations will be available online, we will notify you when they can be viewed.



Keynote: Camila Alire

- Perfect your elevator speech. Show that you are passionate about your job.
- Simplify Advocacy and share the **word** of library. It's not about YOUR library, it's about ALL libraries.
- 5 top excuses to not advocate:
 - I'm too shy.
 - I don't know what to say.
 - I don't have interaction with minority populations.
 - There are already people who do this.
 - I can't make a difference.

STEAMing Up Your Library Programs at the Phelps Library

- Decide what parts of STEAM you want to highlight.
 - STREAM (Science, Technology, READING, Engineering, Art, Math)
- STEAM is for ALL ages. Felting, art classes, etc. allows attendees to meet at an intergenerational level.
- Problem solving lifelong skills from project based learning builds success skills and confidence in all ages. (Plus it's really fun!)
- Change the name from programs to classes or workshops to drive the education feel of the library.
- Knowing the science behind the process helps solve problems.
- Anytime you create something you are an engineer.
 - Tryengineering.org
 - Teachengineering.org

Libraries a Powerful Platform for Change

- Libraries have never been about the book it's about what's inside the book. It's about how people learn. It's about the impact in our community. What is our ability to tell the story?
- We need to change the narrative. We measure by circulation, but people use us in different ways.
- What does the future look like? Whatever your issue is, the library is vital.
- Find the one thing that resonates with YOU as a person and turn that into your elevator speech. Why do YOU believe in these things? Make it personal. Why did you become a librarian?
- 3Es of sustainable funding: Empower, Engaged, Energized.

Q&A with Commissioner of Education MaryEllen Elia

- Discussed connections of systems and schools. Systems need to be part of the partnership conversations in the community. "The more we can break down barriers in different departments the more impact we can make all these institutions in our communities. The reason libraries exist is to connect their communities."
- We have the obligation to that our students are prepared for the digital age we are in. We need to have more trained critical thinkers and be sure students can be critical with the information they receive from social media.

Creating a Warm and Inviting Library

- Stay away from NO and negative language. The culture of NO goes all the way through the employees.
- Redirect the NO and think about [Maslows needs](#) and relate them to your library.
- How does a cluttered room make you feel? Your public space should not be full of clutter but not empty. You're not going to please everyone. Try a Mystery Shopper Program. Perfect the "mom look."
- First impression sets tone. Use color and other design techniques to pull eyes through your space and feel like they want to stay awhile. Ongoing process always reevaluate. Let your patrons teach you how your space works. Use focus groups, comment cards, conversations: Talk to people. Show up to people. You are the library wherever you are.
- Show compassion. Accidents happen. Did anyone cut themselves? Are you okay? Try not to get mad first.

A decorative header featuring a green string with several wooden clothespins. Hanging from the string are several flip-flops in various colors: green, pink, yellow, and blue. In the center, a white rectangular box with a black border contains the title text.

Youth Services @ NYLA

I was pleased to hear that at the **YSS Board Meeting**, the 2017 YSS Conference “Out of the Box” brought in a whopping \$7000 in revenue for the Youth Services Section of NYLA! Thank you again for all your help in this conference!

More YSS Highlights:

- Looking for Professional Development Academy presenters.
- Tammy Sickmon (CORT) and Amanda Schiavulli are on the [3 Apples Committee](#). Please Like and Share information on Facebook.

YSS Membership Meeting with Todd Strasser Quotes:

- “The kid who picks their nose the most will be the one to want to shake your hand.”
- “If you could have lunch with anyone living or dead, who would it be?”
 - “The living one duh.”
- “Every book must have a purpose beyond the story. You must have entertainment and a moral.”
- **YSS Empire State Award Luncheon with James Howe Quotes:**
 - “As long as you're not hurting someone, what difference does your difference make?”

BreakoutEDU in Your Library

- Using active learning and being able to see how different people think through puzzles. Say aloud what you are thinking to get through the game.
- 4 Cs communication, creativity, collaboration, critical thinking
- <https://Goo.gl/he6kaa>
- FLLS Kit coming SOON!

NYS Battle of the Books

- Learn more about this at our next Youth Services Advisory Group Meeting in December.
- <https://Bit.ly/nysbotb>

Youth Services Consultant Meeting

- Changing the Language Discussion
 - Summer Reading Program vs. Summer Encouragement Program
 - Passive Programs vs. Self Directed Programs
- [2.2 Million Children Participated in Summer Reading 2017](#)
- New online registration software coming for Summer Reading. Stay tuned for more information.
- Don't forget about Day By Day in Spanish!
 - <http://daybydaynysp.org/>
- Hunger Solutions NY also recently updated their promotional flyer “To Be Well Read You Must Be Well Fed” check the Hunger Solutions page:
 - www.summerreadingnys.org.
- Booklets for healthy recipes can be shipped to libraries for free. Growth charts. New York State WIC program:
 - www.health.ny.gov/prevention/nutrition/wic
- NYS Library had some highlights. All on their website at:
 - <http://www.nysl.nysed.gov/libdev/whatsnew.htm>

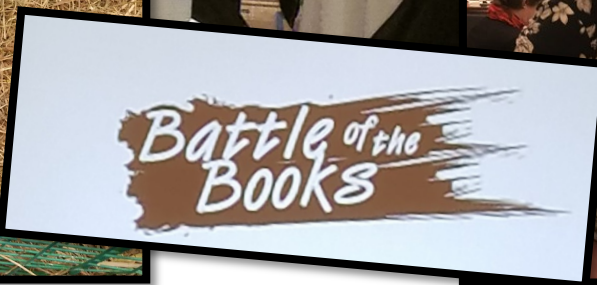
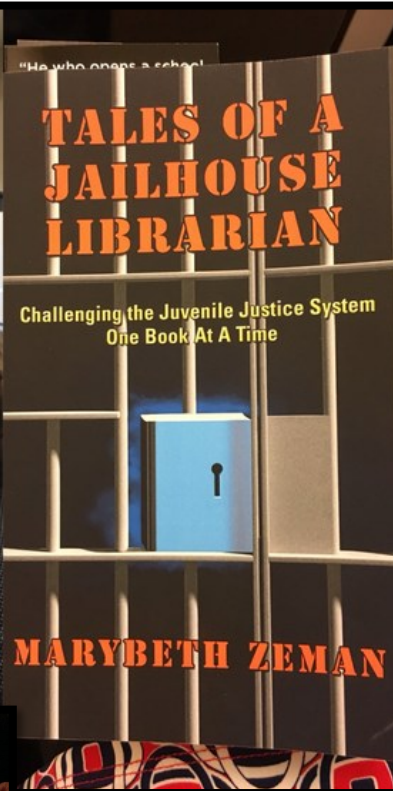
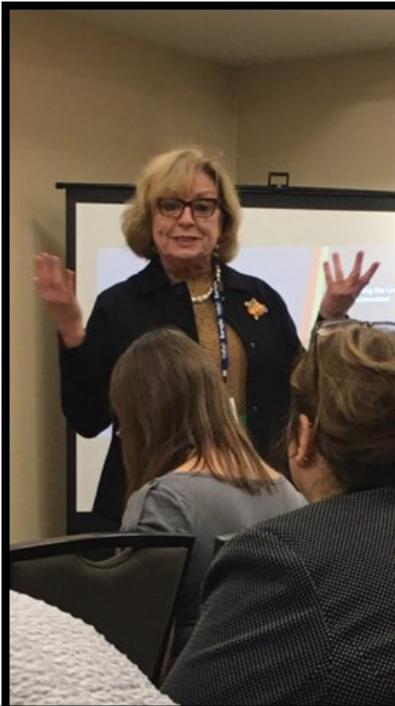
A blue rectangular logo with the text "DayByDayNY" in a large, white, sans-serif font. Below it, in a smaller white font, is the text "FAMILY LITERACY CALENDAR".

DayByDayNY
FAMILY LITERACY CALENDAR

CHOOSE YOUR OWN ADVENTURE®

NYA Annual Conference
November 8-11, 2017 — Saratoga Springs, New York

Photo Highlights #NYLA2017





Scam of the Week

[ALERT] This Scary New Phishing Attack Is Very Hard to Detect

This week, users at one of their customers began receiving emails from known contacts they had at another organization. In the screenshot below you can see that at least one of the emails appeared to be a reply to an existing email thread, where users at the two organizations had been emailing back and forth. The new message was noticeably short — "Morning, please see

attached and confirm" (you probably see where this is going) — but in the context of the email chain it was very convincing. The email appears to come from a person at a company the receiver has been emailing with, and this message appears to be a reply to a legit email chain. Yikes. Here is a picture of how it looks:

The aim was to have the user open the Word attachment, and follow instructions to enable macros.

Technical background of the attack

The user on the other end had been infected with a new variant of Ursnif, one of the most active and widespread banking Trojans in the world. Investigation showed that the Word doc the user downloaded contained a macro that, when activated, launched PowerShell script designed to download the Ursnif payload. Ursnif is a powerful trojan with a lot of features like stealing victim credentials in a variety of ways via man-in-the-browser attacks, keylogging, screenshot capture, etc.

It's turning infected workstations into spam factories

What makes this social engineering attack so tricky is that the email pictured above wasn't just coming from an organization the recipient knew and had been emailing with, **it came as a reply to an existing email chain**. That is a hard one for a user not to fall for, they really need to be on their toes to catch this one.

What You Can Do About It

Here are some suggestions how to counter attacks like this using as many layers of your defense-in-depth as possible:

- Disable MS Office macros network-wide if possible
- Check your firewall rules to make sure this type of attachment is at least flagged as potentially dangerous or quarantined
- Configure your email servers/filters to block attachments containing VBA/Macro code
- Configure the endpoint security software on the workstation to catch malicious attachments



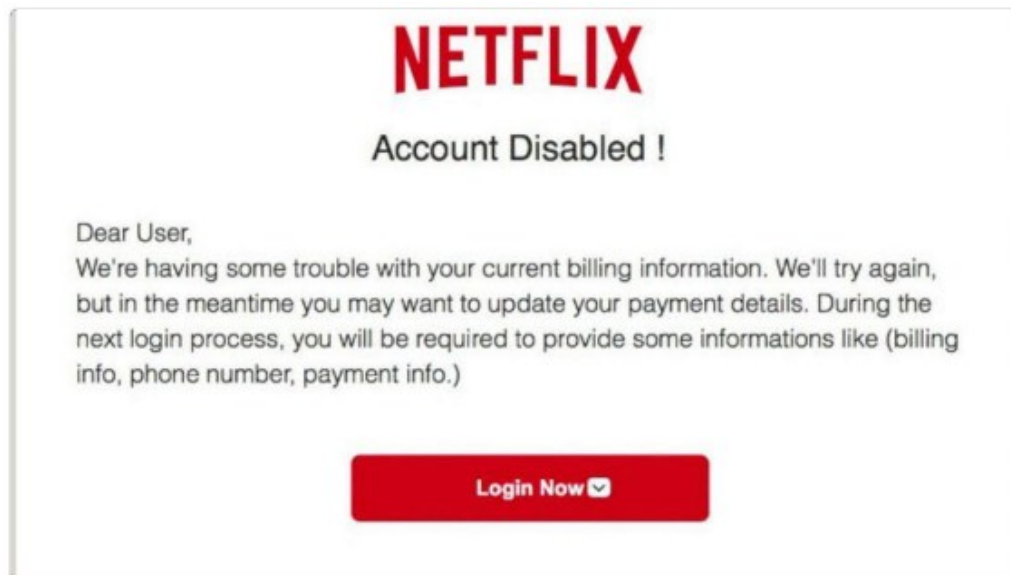
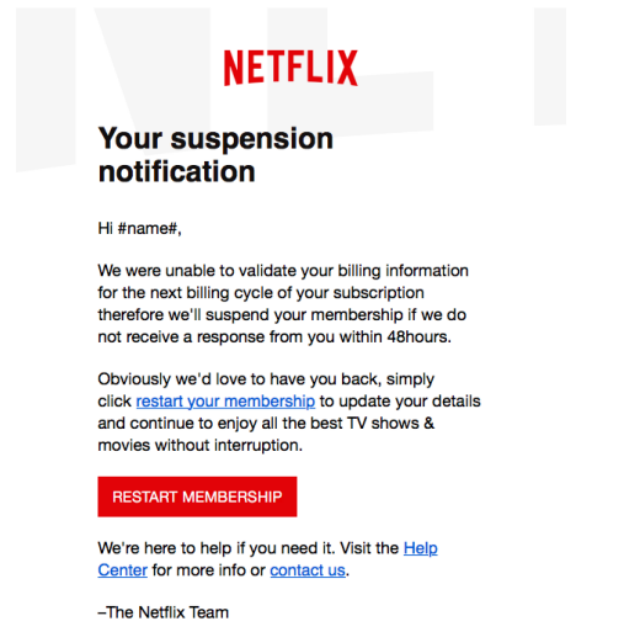
BONUS Scam of the Week

Sophisticated phishing scam targets millions of Netflix subscribers

While phishing campaigns from spammers and scammers used to be pretty easy to identify, efforts to trick unsuspecting users into giving up sensitive information have only grown more sophisticated in recent years. The latest email scam making the rounds specifically targets Netflix subscribers and is particularly clever, which is to say that it's especially dangerous. According to a [report from Deadline](#), scammers are firing off emails with the subject line "Your suspension notification" to masses of people. When a curious user naturally opens up the email, they're presented with a link that redirects to a dummy Netflix page where they're instructed to enter their login credentials along with their credit card information.

The email aggressively targeted Netflix growing 110 million subscriber base, and as can be seen below, it's easy to see how an average user might be tricked believing the message truly originated from Netflix. The look and feel of the email is decidedly Netflix inspired and, equally as important, the email itself isn't suspiciously forceful or coercive. Indeed, the tone and diction of the message are on par with legitimate emails typically sent out by subscription based companies when a credit card is unable to be processed.

No Sender
Your suspension notification
To: me

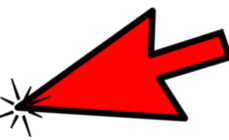


Incidentally, this isn't the first time scammers have targeted Netflix subscribers with a phishing campaign, but this appears to be the most sophisticated and well thought out effort we've seen yet. As a quick example, a similar email which made the rounds a few months ago seems more overtly fake with the "Account Disabled !" title at the top.



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/

FLLS Billing Meeting*

Monday, November 27, 2017

10am

*Contact Sarah if you are interested in attending.

Grant Writing Workshop

Thursday, November 30, 2017

1:00pm-3:00pm

Connecting the Dots: Community Library Connections

Thursday, December 7, 2017

9:30am - 11:30am

Youth Services Advisory Meeting

Thursday, December 14, 2017

1:00pm-3:00pm

Annual Summer Reading Workshop

Thursday, March 15, 2018

Conferences, Outside Trainings and Fun Stuff

Developing a Mascot: Giving Your Library a New Personality

Monday, December 11, 2017

Syracuse, NY

NYLA YSS SPRING CONFERENCE 2018

FRIDAY,
APRIL 13,
2018



SHERATON SYRACUSE
UNIVERSITY HOTEL &
CONFERENCE CENTER
SYRACUSE, NY

www.nyla.org/yss

Save the Date! 2018 NYLA-YSS Conference

**Friday, April 13, 2018
Syracuse, NY**

**Reference Summit
SCRLC and FLLS
Date: May 11, 2018
Location: TBA.**

SAVE THE
DATE!
MORE DETAILS
TO COME!

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

Webinars

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

Free Tools for Digital Preservation

Wednesday, November 29, 2017 @2pm

This session will provide an introduction to tools that can be used to manage digital files in a cultural heritage institution.

Social Media Analytics: What to Measure and Why

Thursday, November 30 @2:00pm

Now that you are using social media to engage with your community, how do you know if it's working? Learn the best methods to measure your library's social media outcomes.

NOVELNY: Britannica for Teens: Public Libraries

December 5, 2017 @ 3:00pm

In this hands-on session, learn about how to use Britannica School to ignite inquiry and promote self-directed learning. We'll explore ideas and strategies to uncover content, engage reluctant readers and provide support to ALL users.

How to Create New Revenue Streams for Your Library with Ed Rossman

Friday, December 8, 2017 at 1:00pm

In this fast-paced, free webinar, the author will be getting right into the key considerations for methods to generate revenue. He'll then reinforce these by introducing several fast-track methods discussed in his book and will share valuable tips on how to start implementing these techniques immediately to create hundreds of dollars of new money by year's end.

Getting to Know Informe and Educator's Reference Complete

Monday, December 11, 2017 @ 10:00am

Académico and Educator's Reference Complete periodical resources and we want to show you what they're made of! 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.

Opposing Viewpoints In Context Chrome Extension

Monday, December 11, 2017 @ 3:00m

Gale has launched a Google Chrome extension for Opposing Viewpoints In Context! This puts related search results from Opposing Viewpoints In Context right on your Google search results page! Tune into this webinar to see how to install and set-up the extension and see it in action!

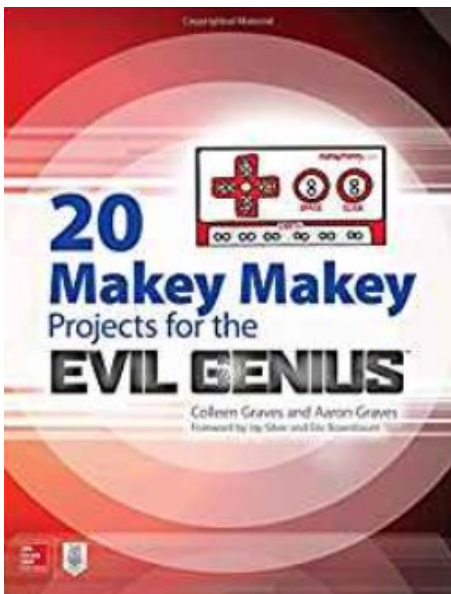
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Around the Interwebs

- [Anonymous Donor to Match ALA Annual Fund Contributions](#)
- [All the Hats We Wear in Libraries](#)
- [Reference Librarians are Busier than Ever](#)
- [2017 Annual Performance and Accountability Report](#)
- [Bringing Virtual Reality to Our Senior Patrons](#)
- [Subtle Nudges: Reminding Your Audience about Upcoming Events](#)
- [10 Fictional Dogs That Help With The Loss Of Your Own](#)
- [How to Use the Internet for Family Game Night](#)
- [The world's weirdest skyscrapers – in pictures](#)
- [Digital Loitering](#)
- [Technology at the Forefront of Education](#)
- [Creating a Culture of Reading](#)
- [Strengthening School and Public Library Ties](#)
- [Laughing Librarian Gets Last Laugh](#)
- [A Different Kind of Proposal: Weddings in the Library](#)
- [Other People's Minds: Four New Story Collections](#)
- [4 No-Pressure, No-Stress, No-Deadline Reading Challenges](#)
- [Paid Family Leave](#)
- [Skip the Switch and Play This Cardboard Version of Super Mario You Can Build Yourself:](#)
- [Company recalls 37M fire extinguishers that can fail to work](#)

Professional Collection Highlight



20 makey makey projects for the evil genius by Colleen Graves

This hands-on guide is filled with DIY projects that show readers, step-by-step, how to start creating and making cool inventions with the Makey Makey invention kit. Each project features easy-to-follow, fully-illustrated instructions and detailed photographs of the finished gadget. Readers will see how to apply these skills and start building their own Makey Makey projects. **Goes GREAT with one of our Makey Makey Program Boxes: A20518103263 and A20518103221**

Place a Hold TODAY: A20519406096

Polaris Tip of the Week

Series Searching with Browse Search

1. Open the Find Tool, go to **Cataloging à Bibliographic Records** or press **F12** on the keyboard.
2. In the **Object** field, select **Bibliographic Records**.
3. In the **Search by** field, select **Series**.
4. In the **Type** field, select **Browse**.
5. Type the series name into the **For** field (Ex. *Harry Potter*) and click on **Search**.
6. In the results, the series number will be displayed next to the title. Double clicking on a specific Heading (Ex. *Harry Potter ; 5*) will display all of the Series Headings.

Bibliographic Records - Series Find Tool

File Edit Tools Options Help

General Settings Scoping Branches Collections Databases

Object: Bibliographic Records Limit by: (None) Search Mode: ☒ Normal ☐ Power ☐ SQL

Search by: Series Value: Search

Type: Browse Stop

Sort by: (None) Count Only New Search

For: Harry Potter Clear

Help

Heading	Count
Harry Houdini mysteries ; 2	1
Harry Houndini mysteries ; 1	1
Harry Potter	5
Harry Potter ; 1	20
Harry Potter ; 2	22
Harry Potter ; 3	19
Harry Potter ; 4	13
Harry Potter ; 5	14
Harry Potter ; 6	10
Harry Potter ; 7	15
Harry series.	7
Harry Tate thriller ; 2	1
Harry Tate thriller ; 3.	1
Harry Tate thrillers ; 5	1

Done Stay on Select

7. Double clicking on a Series Heading (Ex. *Harry Potter and the Order of the Phoenix - Large Type*) will bring you to the BIB record. You can also right click on a Series Heading and go to **Links-> All Item Records** to view specific item records.

Series Heading: Harry Potter ; 5

Title	Author	Format	Lin...	Ho...	Pub...	Call Number	C..
Harry Potter and the Order of the Phoenix - Large Type	Rowling, J. K.	Large ...	3	0	2003		1...
Harry Potter and the Order of the Phoenix	Rowling, J. K.	Book	1	0	2003	j843/.914	1...
Harry Potter and the Order of the Phoenix	Rowling, J. K.	Audio...	16	2	2003		1...
Harry Potter and the Order of the Phoenix	Rowling, J. K.	Book	58	0	2003	Rowling	3...
Harry Potter and the Order of the Phoenix	Rowling, J. K.	Audio...	10	0	2003		3...
Harry Potter and the Order of the Phoenix	Rowling, J. K.	Audio...	1	0	2003	[Fic]	3...

Done 14 of 14 record(s) retrieved

You can also try this out in Polaris Leap!!

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Awards, Contests and Grants

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



[Health Outreach Grant](#)

Deadline: December 1, 2017

The National Network of Libraries of Medicine, Middle Atlantic Region, is pleased to announce a new round of funding for health information outreach, health literacy initiatives, emergency preparedness partnerships and health sciences library projects.

[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.

[PLA 2018 Service Awards](#)

Deadline: December 4, 2017

The EBSCO Excellence in Rural Library Service Award provides recognition and an honorarium to a public library serving a population of 10,000 or less with an upper per capita income limit of not more than the 75th quartile of the national average that demonstrates excellence of service to its community as exemplified by an overall service program or a special program of significant accomplishment.

[2017-2018 Family Literacy Mini Grant](#)

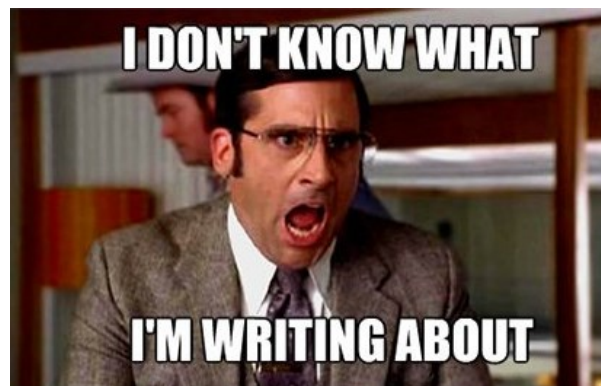
Deadline: December 15, 2017

For early literacy initiatives for the 33 FLLS member libraries.

Question of the Week



LAST WEEK'S QUESTION OF THE WEEK: What is NaNoWriMo and why should your library get involved?



November is National Novel Writing Month (NaNoWriMo)!

Get started at <https://nanowrimo.org/>

THIS WEEK'S QUESTION OF THE WEEK:

Esteem, Safety, Water, Love and Fulfillment are all part of what? How does this relate to libraries?

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**

Missed an issue? Check www.fls.org/bulletin
for archived Weekly Bulletins

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