



FINGER LAKES
LIBRARY SYSTEM



MEMBER LIBRARY WEEKLY BULLETIN

No. 17.41

Friday, December 1, 2017

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Reminders

Tell Congress to Save Net Neutrality

It's easy and takes moments:

<http://cqrcengage.com/ala/app/write-a-letter?0&engagementId=418433>

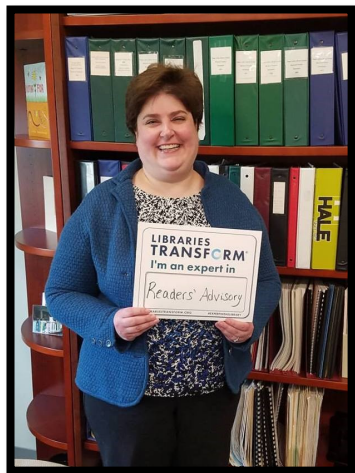
Sign Up to Host Woman's Suffrage Exhibit

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



On November 2 and 3, I attended the Library Journal Directors' Summit held in Philadelphia. Over 165 public library directors from across the country joined together to discuss community involvement in today's public libraries. This was the first time I attended the conference, and I was joined by the directors of TCPL and Lansing libraries, along with two department heads from TCPL.

I took part in a tour of two branches that re-opened at the end of November after being closed for renovations that lasted over a year and a half. Both branches are located in neighborhoods with extreme poverty and the highest illiteracy rates in the city. Philadelphia is modeling the new branches on a living room

concept, with open spaces with lots of couches and clustered seating. The goal is for the libraries to be used as more community spaces as opposed to a standard library. In fact, they are purposefully keeping the collections low at these branches to encourage more browsing.

The Logan Library branch emphasized family literacy and had a reading garden for patrons to settle in and enjoy the books they had checked out. The Lillian Marrero Library emphasized early literacy and new American patrons. This branch had new, expanded bilingual resources and enhanced workplace readiness resources. The transformed 21st century libraries have warm, state of the art spaces, with updated children's spaces and dedicated teen spaces. The living room space is front and center in both branches and is a place for patrons to gather with friends and enjoy library programs.

The keynote speaker was Dr. Carla Hayden, the Librarian of Congress. She spoke of her desire to bring the Library of Congress to the people, and to have it be more accessible than ever. She refers to libraries as opportunity centers, and also spoke about an upcoming Youth Library section of the Library of Congress, where children will actually be able to get cards. It was an honor to hear Dr. Hayden speak in person and it was inspiring to see her treated like the celebrity she has become.

Over the two days, we heard from panelists who are engaging their communities in a variety of new and exciting projects, such as history workshops with police recruits led by Nashville librarians, and new libraries being built with new low-income housing attached in Chicago. The Skokie Public Library director, Richard Kong, spoke about leading through change and also about compassionate leadership. Our conference ended with a cooking class demonstration from Philadelphia Free Library's new cooking literacy program for immigrants. Before I left Philadelphia, I also was able to tour the new projected teen space at the Free Library of Philadelphia (central branch) and hear about their renovation plans.

The Library Journal Directors' Summit occurs every year, usually in November or December and the location changes yearly. It is a free conference to attend – you just have to pay travel expenses and the discounted hotel rate. I would highly urge you to consider attending at some point and will be sure to send out next year's information as soon as I receive it.

Sarah



Member Library News

Congratulations Ksana!

Ksana Broadwell has accepted the position of Library Director of the [Ulysses Philomathic Library](#). A familiar face in the Finger Lakes Library System, Ksana received her Masters of Library Science from the University at Buffalo in 2010. She served as librarian at the Ford Memorial Library in Ovid for three years before assuming the position of librarian at the Ulysses Philomathic Library in 2014. Ksana's history with UPL dates back much further however; as a child growing up in Trumansburg, she was a library patron almost from birth, and she spent her high school and early college years volunteering at the circulation desk."



During candidate presentations, Ksana had the following vision for UPL as detailed on [lthaca.com](#):

Her presentation focused on three main topics: volunteer training 2.0, services, and growth.

After telling the crowd how amazed the library is at its wonderful and dedicated volunteers, Broadwell then laid out what issues the current volunteer system has and her suggestions for improvement. Currently, volunteers who can only work at the library maybe once a week do not become proficient in the computer programs that the library uses. The programs are ones that are already somewhat complicated. Broadwell's solution would be ongoing training throughout the year and possibly online to help each volunteer become proficient with all necessary programs and systems.

"If we create safe places for our volunteers to sit down and feel supported and to be retrained and refreshed on all of the policies and procedures, I think that will really strengthen our service as a whole," Broadwell said. "Also, there's software upgrades. There's policy upgrades. Even if you're the very best volunteer ever, who never makes a mistake, there will still be things you can learn from these refresh trainings."

Before describing her ideas for programs, using Maslow's Hierarchy of Needs, Broadwell explained that the current program system at UPL was a reactionary one, and she would like to take a more proactive stance. With a little reorganizing Broadwell suggested that the library could be providing more structured service programs that could be built off the current program system.

"Something like a job-seekers support program would be the resume, the faxing, setting up an email, applying for jobs, and then if I add a couple other 'How to use a computer' program, 'How to make money with your blog,' then we can start marketing these programs and start going after grants to support these services," Broadwell said.

When it comes to growth, Broadwell has intimate knowledge of the physical limits of the current library. With her vision of growing the library programs, Broadwell explained that UPL growth could mean in services, and in physical structure. The library could use more staff space, meeting room space, and personal work space for patrons. Broadwell also suggested replacing the reference island with a reference desk equipped with the necessary resources.

We look forward to continuing to work with Ksana in her new role!

Youth Corner

Storytime Rhyme of the Week

Friend of Mine

Tune: *Mary Had a Little Lamb*.

Can you think of lots of activities to do with your friends?

Will you be a friend of mine, a friend of mine, a friend of mine?

Will you be a friend of mine and (insert an action) around with me?

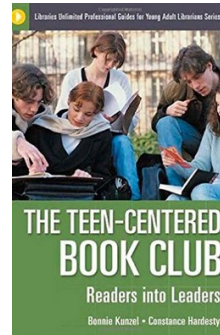
(name) is a friend of mine, friend of mine, friend of mine,

(name) is a friend of mine, who (insert same action) around with me.



[Also in Spanish](#)

Collection Highlight:



The teen-centered book club : readers into leaders

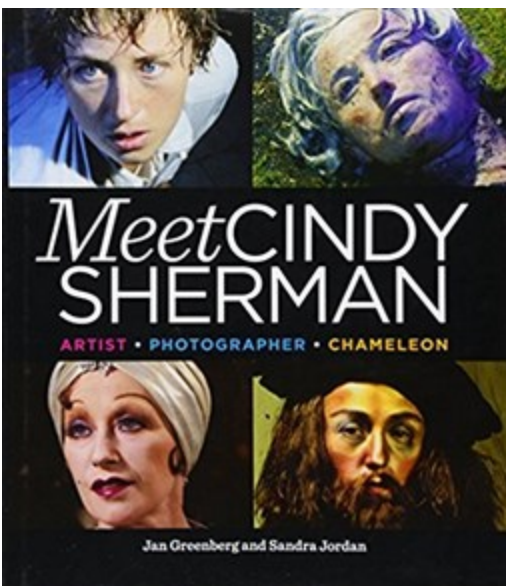
**Try it TODAY:
A20512920007**

Youth Links

- [NYLA Youth Awards](#)
- [3 Apples 2018 Finalists](#)
- [Libraries Undoing Harm with Teens](#)



YA Book of the Week:



Meet Cindy Sherman by Jan Greenberg

How does someone become a ground-breaking artist? Does it start when you're very little and discover that you like to play dress up? Does it happen when you're ten years old and someone gives you a Polaroid camera for Christmas? Maybe it begins in college, when you're finally on your own to discover the world as you see it for the first time.

Looking at the life of legendary photographer Cindy Sherman, Jan Greenberg and Sandra Jordan have created an unconventional biography, that much like Cindy Sherman's famous photographs, has something a little more meaningful under the surface. Infusing the narrative with Sherman's photographs, as well as children's first impressions of the photographs, this is a biography that goes beyond birth, middle age, and later life. It's a look at how we look at art.

SLJ Star Reviewed September 2017

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A Week of Scams

Warn Your Users About Uber Phishing Attacks

Uber Total Loss: 57 million records stolen but data breach was hidden for a year. Oh boy. Uber is known for pushing the limits of the law and has dozens of lawsuits pending against it, but this one went too far and now comes the reckoning. Bloomberg was first to report that hackers stole the personal data of 57 million customers and drivers from Uber, a massive breach that the company concealed for more than a year. Finally, this week, they fired their

chief security officer and one of his deputies for their roles in keeping the hack under wraps, which included a 100,000 dollar payment to the attackers to "delete the data". They tried to get away with the incident by calling it a "bug bounty reward" and swipe it under the floor mats that way. Yeah, sure! Here is the write-up, the sordid details, and a ready to copy/paste/edit blurb you can email to your users, friends and family first thing today: <https://blog.knowbe4.com/uber-total-loss-57-million-records-stolen-but-data-breach-was-hidden-for-a-year>

Fake Symantec Blog Spreads the MacOS Proton Malware

Sunday night, a series of tweets from security researcher @noarfromspace revealed a new variant of the OSX.Proton malware, spreading in a concerning new method: spoofing security company Symantec's blog. The malware is being promoted via a fake Symantec blog site at symantecblog[dot]com. The site is a good imitation of the real Symantec blog, even mirroring the same content. The registration information for the domain appears, on first glance, to be legitimate, using the same name and address as the legitimate Symantec site. The email address used to register the domain is a dead giveaway, however. The bad guys have made up a completely fictitious product: The Symantec Malware Detector and use social engineering to trick the user into installing it. Train those users to not fall for social engineering tactics like that. More at Malwarebytes:

<https://blog.malwarebytes.com/threat-analysis/mac-threat-analysis/2017/11/osx-proton-spreading-through-fake-symantec-blog/>

Massive Phishing Attack on Businesses With Evil New Ransomware Strain

The Scarab ransomware strain is updated again and spreads via Necurs botnet in a massive 12.5 million campaign, mostly targeting .com domains. Scarab was spotted June 2017 for the first time, appending the .scarab file extension to the files. Later it was updated and started using .scorpio suffix to make files inaccessible. The current campaign is spreading a third updated version of the ransomware which in order to prevent users from using third-party recovery tools, deletes Shadow Volume Copies and other default Windows recovery features. Although this cybercrime gang is smaller, they are pros in social engineering and know the successful tactics to manipulate people into opening a malicious attachment. Currently, Scarab's payload is included into the emails with fake images of scanned documents and have subject lines like:

- Scanned from Lexmark,
- Scanned from Epson,
- Scanned from HP,
- Scanned from Canon.

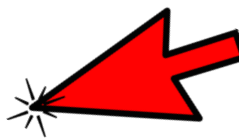
More background, screenshots and links at the KnowBe4 blog:

<https://blog.knowbe4.com/massive-phishing-attack-on-businesses-with-evil-new-ransomware-strain>



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/

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

FALCONS

Thursday, February 15, 2018
9:30am - 11:30am

Annual Summer Reading Workshop

Thursday, March 15, 2018
9:00am - 12:00pm

Conferences, Outside Trainings and Fun Stuff

Developing a Mascot: Giving Your Library a New Personality

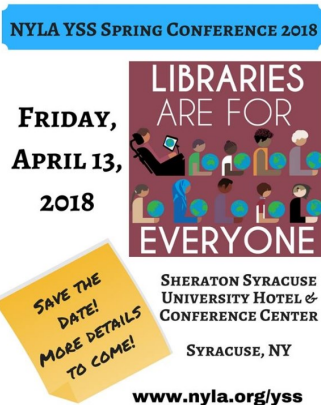
Monday, December 11, 2017
Syracuse, NY

Save the Date! 2018
NYLA-YSS Conference
Friday, April 13, 2018
Syracuse, NY

Register Now for Library Legislative Day

May 7-8 2018

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



Webinars

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

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!

Collection Management Policies

Thursday, December 14, 2017 @10am

This webinar will focus on the Collection Management Policy (CMP). Actually a series of various shorter policies, it assists in the governing, planning, and maintenance of collections. The components of a CMP will be covered, including mission statement, collection vision, collecting scope, acquisition policies, accessioning and deaccessioning policies, and loan policies.

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

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Around the Interwebs

- [Why Libraries Are More Important Now Than Ever](#)
- [Ask a Librarian: the relationship of library work to social justice](#)
- [Little Free Library to Donate 100 Book Exchanges to Police Departments Across the Country](#)
- [New Findings for Every Child Ready to Read in Public Libraries](#)
- [“Laughing Librarian” Gets the Last Laugh](#)
- [Five Alternatives to Book Talks](#)
- [Save Net Neutrality](#)
- [Max Really Wants to Live in the Library](#)
- [Stunning Aerosol Visualization Accidentally Captures the Ferocity of This Year’s Hurricane Season](#)
- [Feast Your Eyes on Some of the Year’s Best Wildlife Photography](#)
- [Use This Tool to See If Your Name Was Used to Support Net Neutrality Repeal](#)
- [The Hate U Give Banned in Texas](#)

Professional Collection Highlight



50+ fandom programs : planning festivals and events for tweens, teens, and adults

This book of ready-to-go programs and events will help public libraries give fans who are passionate about genres, characters, games, and book series plenty of reasons to return to the library again and again. Fandom programming can require planning across departments, tie-ins to collections and community partnerships, and targeted marketing. But the fun content cooked up by the three best-selling authors in this guide makes it easy to stay organized every step of way, with events broken down into components that streamline planning and facilitates coordination. Adaptable for a wide range of ages

Place a Hold TODAY: A20519406135

Polaris Tip of the Week

Reading History:

Polaris can save a patron's reading history to keep track of what the patron has read. The reading history lists information about each item the patron has checked out since the history was turned on, it is not retroactive. Reading history is kept for 3 years or 1000 records. Renewals are not included in the list, but multiple check-outs of the same item are included.

Note: Patrons may view their reading history by accessing their patron account in the PAC. Please be aware that this history can be subpoenaed by law enforcement agencies so it is recommended that the Patron enable this service directly from their PAC account, where a warning will display informing them of this possibility.

1. Select **Patron Services -> Patron Records** or (F7) to find and open the patron's record.
2. Select **View -> General** to display the General view. Then select the **Maintain reading list** check box.

General

Gender: ☐ Male ☒ Female ☐ N/A

Statistical class: CORTLAND CITY

Password: ****

Language: English

Former barcode: D8388

Birth date: ☒ 9/ 4/1986

Date of original registration: ☒ 5/19/2006

Last activity date: 9/6/2015 7:30:59 AM

Exclude from notices and reminders:

☐ Overdue ☐ Almost overdue/auto-renew ☐ Exclude from collection agency

☐ Hold ☐ Patron record expiration ☒ Maintain reading history

☐ Billing ☐ Inactive patron ☐ E-mail notices in plain text ☐ Do not delete patron record

User defined fields

Local Use

Parent/Guardian

PSTAT2: CORTSD-CORTLAND SCHOOL DISTRICT

PSTAT3

Staff Initials: jk/CAT

3. Select **File-> Save**, click the save button, or (Ctrl)+(S) to save the record.
4. The next item checked out is displayed in **Patron Status (F6)-> Reader Services** view, after overnight processing is run.

Status: Active Reactivate: 9/ 8/2015 Last Service: Next Service: 9/ 8/2015

Note:

Number of Items to Send: 0 ☐ Patron Selections Only ☐ Allow previous items to be resent Months to wait: 120

Reading History

Title	Author	Format	Checkout Date	Loaning Library
This book is overdue! : how librar...	Johnson, Marilyn, 1954-	Book	8/24/2015 10:15:08 AM	FLLS - Finger Lakes Library System
Plum spooky	Evanovich, Janet.	Book	8/22/2015 1:01:44 PM	Cortland - Cortland Free Library
Bare bones	Reichs, Kathy	Book	8/22/2015 9:19:17 AM	Cortland - Cortland Free Library

Don't forget about the Polaris Documentation online.
Visit 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.



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.

American Dream Adult Literacy Grants

Deadline: January 2, 2018

With a generous grant from the Dollar General Literacy Foundation, the American Library Association (ALA) is launching the sixth round of American Dream grants to public libraries to expand services to adult English language learners and/or adults in need of basic education and workforce development.

Question of the Week

LAST WEEK'S QUESTION OF THE WEEK:

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

Thank you to Thitirat Luu from TCPL for their detailed response: "Esteem, Safety, Water, Love and Fulfillment are all part of **Maslow's hierarchy of needs** (1). We can use Maslow's hierarchy of needs to motivated library staff. When staff become demotivated such as lack of recognition, boredom, lack of involvement, not being listened to, lack of encouragement, lack of training, no delegation, criticism, too much work, increased sickness, increased absenteeism, late, poor quality of work, lack of communication, attitude or frustration. Staff work to meet people and have a personal challenge and sense of achievement, others work to gain experience or to get promotion or maybe a combination of these. We can motivation staff with Maslow's hierarchy of needs such as pay staff enough, workplace safe and good environment, incentives – employee of the month, set goals, treat people as individuals, needs, show respect, delegate – give responsibility, give recognition, communicate, involve people in decision-making, encourage ideas, praise people, get to know people, team building days and office away days, celebrate success, offer support to complete new tasks, give staff a challenge, work should be made interesting, encourage staff to think for themselves, keep staffs informed, ask staffs what motivates them, stretch staffs with new work or offer training where possible.(2)

References:

1. Erin Sullivan - Contributor to SAGE Publications's *Encyclopedia of Giftedness, Creativity, and Talent* (2009) whose work for that encyclopedia formed the basis of her contributions to Britannica. (tcpl.org's online database)
2. Maslow's Hierarchy of Needs – How to Motivate Your Staff. <http://www.callofthewild.co.uk/library/theory/maslows-hierarchy-of-needs-how-to-motivate-your-staff/>

Library Services and Maslow's Hierarchy of Needs

Pateman and Williment, 2013

Self-Actualization

- Co-produce library services with community

Esteem

- Share power and resources with community
- Community has genuine stake in planning

Love/Belonging

- Create inclusive library environment
- Build relationships with community

Safety

- Work with partner agencies to offer financial, health, and education advice and assistance

Physiological

- Work with partner agencies to meet housing, food, and clothing needs

THIS WEEK'S QUESTION OF THE WEEK: **Who won the 3 Apples Young Readers Award in 2013?**

To answer a Question of the Week, please email Amanda (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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