



MEMBER LIBRARY BI-WEEKLY BULLETIN

No. 22.19

Friday, October 21, 2022

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Happy HalloReads!

View more OverDrive Marketing Materials [HERE!](#)

ANNOUNCEMENTS & REMINDERS

Whenever your service model changes, please fill out the reopening [form](#). Visit this [page](#) to view each library's quarantine period & hours information.

LINKS TO MAKE YOU THINK

[Cayuga County Libraries Receive State Funding for Capital Projects](#)

[Seymour Library: Reflecting on a remarkable year of change](#)



[Black Poetry Day adopted by NYS](#)

[Spice of Life! Adding Variety to a Library of Things](#)

[Friends of the Library Book Sale continues this weekend](#)

[One of the world's most spectacular new libraries has opened in Dubai](#)

Librarian's Guide to Homelessness *FREE* On Demand!

To gain access to the webinar series on Niche Academy, please email jshonk@flls.org.

Did you miss an issue?

Check <https://www.flls.org/bulletin> for archived bulletins!

FROM THE DIRECTOR

Here are some recent highlights from the last two weeks:

FLLS Annual Meeting - A big thank you to all who attended the 64th Annual Meeting of the Finger Lakes Library System on Friday, October 14. We had over 60 library staff, directors, trustees, and even a few retired FLLS trustees attend. Here are some highlights:

- Patricia Schaffer was elected for a second term as a Tioga County trustee for the FLLS Board.
- Minutes from our 2021 Annual Meeting were approved by the membership.
- FLLS Board President Martin Toombs gave remarks thanking our member libraries for their hard work over the past year.
- Sarah gave a State of FLLS presentation and highlighted federal initiatives, State reminders, member library updates, and news about FLLS services.

The recording of the meeting, slides of the presentation and our 2021 and 2022 Report to the Community were sent out following the meeting to directors and trustees. A reminder that you can view our community reports at <https://www.flls.org/about-us/>. A big thank you to Jenny Shonk for revamping and modernizing our reports this year!

While this Annual Meeting was virtual, it is our sincerest hope that next year we can meet in person and enjoy networking and listening to a guest speaker.

Robert's Rules of Order Webinar – We hope that you consider registering for the upcoming webinar, “Effective Meetings Utilizing Parliamentary Procedure” with Adrian Stratton. You can register [here](#) for the session that will start at 5pm on Thursday, October 27. This webinar is sponsored by the Public Library Systems Directors Organization (PULISDO) and the Library Trustee Association Section of the New York Library Association. Using Robert's Rules of Order is something almost every library has in their bylaws to help assist in better meetings. This workshop will give trustees and library staff the knowledge and framework to conduct effective, fair, and equitable meetings. At FLLS, we commonly see and assist with board issues where boards simply do not understand or follow Robert's Rules of Order which can result in potentially harmful board actions. By registering for the webinar, you will have access to the recording, which will be archived and count toward the 2023 Trustee Education requirement.

NYLA Conference – I will be out of the office from November 1 through November 5 to attend the New York Library Association's (NYLA) Annual Conference in Saratoga Springs. On Tuesday, November 1, public library system directors are meeting to learn about the new public library district toolkit that Rebekkah Smith Aldrich and Jerry Nichols created for the State Library. This will directly help our work with our member library referendums. On Wednesday, the Public Library System Directors Organization will be hosting an in-person meeting, where I will end my two-year term as PULISDO Chair. On Friday, November 4, I will be speaking in a panel discussion with State Library staff on NY State Minimum Standards for Public Libraries.

I hope everyone has a relaxing and enjoyable fall weekend!

Sarah

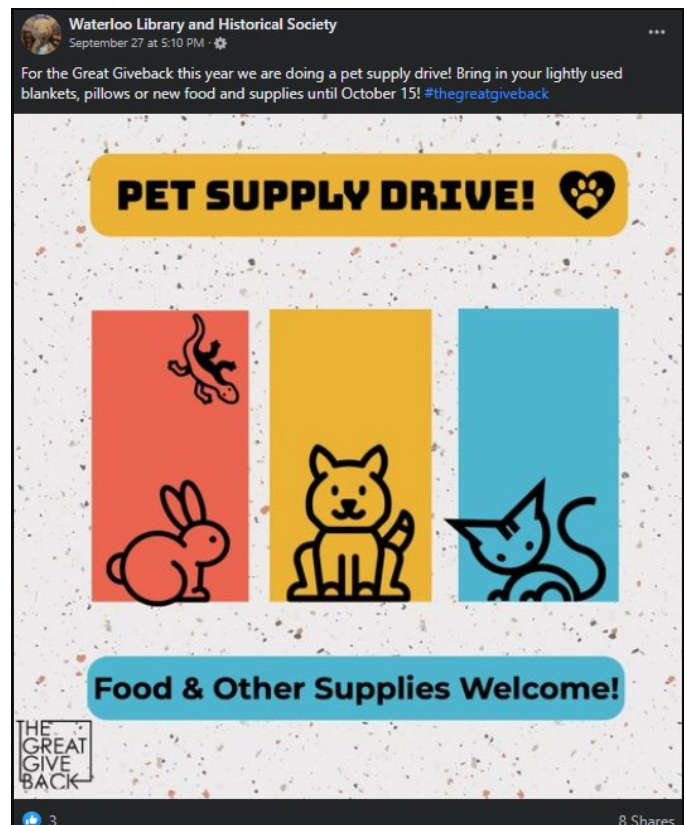
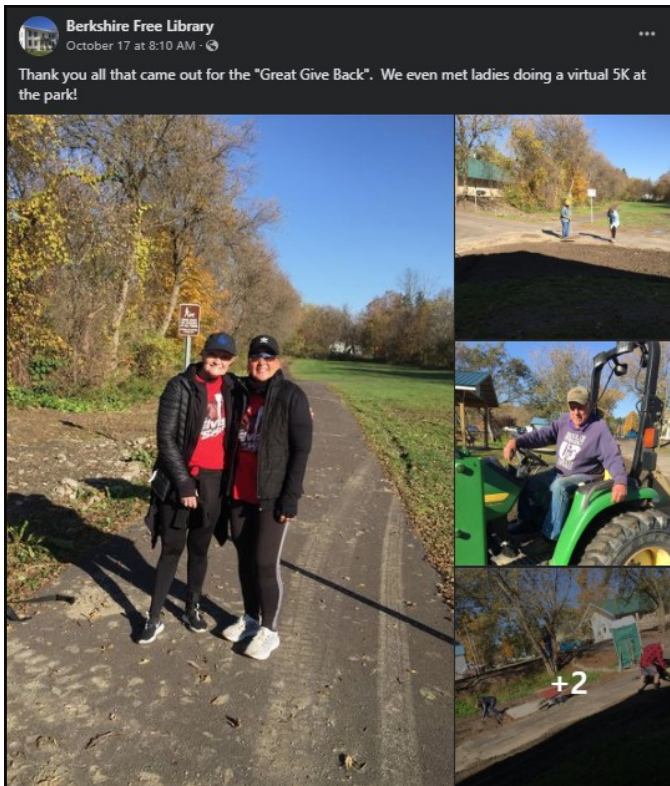




MEMBER LIBRARY NEWS



THE GREAT GIVE BACK 2022!



Do you have something to share? Please email jshonk@flls.org!

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SCAM ALERT!

TikTok's "secret operation" tracks you even if you don't use it

Consumer Reports (CR), a US-based nonprofit consumer organization, has revealed that TikTok gathers data on people who don't even use the app itself. If this sounds familiar, it's because it's happened before. Meta's near-omnipresence wherever you are online enabled it to gather data on users, even those who don't have Facebook accounts—thanks, in part, to the Facebook "Like" button, a piece of code embedded on most websites. According to this Facebook Help Centre page, if a logged-in user visits a website with this button, the browser sends user data to Facebook so it can load content to that website.

Something similar happens to users who are either logged out of Facebook or don't have an account. The only difference is that the browser sends a limited set of data. However you look at it, Facebook gets your data. In TikTok's case, the company embeds a tracker called a "pixel." Pixel gathers user data from these websites to help companies target ads and measure how these work.

CR sought the aid of security firm Disconnect to scan for websites containing TikTok's pixel, paying particular attention to sites that regularly deal with sensitive information, such as .gov, .org, and .edu sites. It turns out that pixels are already widespread. "I think people are conditioned to think, 'Facebook is everywhere, and whatever, they're going to get my data.'," said Disconnect Chief Technology Officer (CTO) Patrick Jackson. "I don't think people connect that with TikTok yet."

Among other data, TikTok collects the IP address; a unique number; the page a user is on; and what they're clicking, typing, or searching for. While the data is used for targeted ads and ad effectiveness, TikTok spokesperson Melanie Bosselait said the data "is not used to group individuals into particular interest categories for other advertisers to target." Data collected from non-TikTok users, however, are used in aggregated reports sent to advertisers.

CR also reported why websites use pixels (on top of other trackers). One school, Michigan State University, uses it to "help generate interest in applying to and enrolling courses at Michigan State". Dan Olsen, the university spokesperson also said, "They help us target our advertising to relevant audiences. The most sensitive information this pixel captures is potential major interests of prospective students."

Some sites like Mayo Clinic's public-facing pages and RAINN, a leading anti-sexual-violence organization, have removed pixels, citing their presence was an oversight. Other businesses CR questioned either declined to comment or never responded. Jackson said that most companies are unaware TikTok and other big brands gather data this way. "The only reason this works is because it's a secret operation. Some people might not care, but people should have a choice. It shouldn't be happening in the shadows."

To prevent clandestine data collection, policymakers need to get involved. "Because of the way the web is structured, companies are able to watch what you do from site to site creating detailed dossiers about the most intimate parts of our lives," said Director of Technology Policy for CR Justin Brookman. "In the US, the tech industry largely gets to decide what is and isn't appropriate, and they don't have our best interests front of mind."

Consumer Reports recommends three guidelines to follow for users to protect their personal information online:

- Use privacy-protected browser extensions, such as uBlock Origin (or, we might add, Malwarebytes Browser Guard).
- Take advantage of your browser's privacy settings.
- Use a privacy-focused browser, such as Brave or Firefox.

When it comes to tracker presence online, Google and Meta still lead. But TikTok's advertising business is booming. And, with that, data collection is expected to grow, too. [Source](#).



CONTINUING EDUCATION

Upcoming Webinars

[Effective Meetings Utilizing Parliamentary Procedure Webinar \(PULISDO/LTA\)](#)

Thursday, October 27, 5:00pm

A workshop to discover how parliamentary procedure, also known as Robert's Rules of Order, can assist with better meetings. Robert's Rules of Order is a tool that will give trustees and library staff the knowledge and framework to conduct effective, fair and equitable meetings. Attendees will:

- Gain an understanding of Robert's Rules of Order
- Learn how to conduct more effective, fair and equitable meetings
- Encourage respectful discussions and debates
- Utilize time management to fulfill the business of the library

Presented by Adrian Stratton, PRP.

[Lodi Literacy Hub: The Road to Decode Begins at the Library \(FLLS\)](#)

Thursday, October 27, 10:00am

Libraries are for everyone, including readers who struggle with dyslexia or other learning differences. During Dyslexia Awareness Month, join Lodi Whittier Library Director Beth Bevars, Marion Waldman and Tracy Young from Teach My Kid to Read, and Human Rights Attorney Laurie Puhn Feinstein for an informative and inspirational look at how libraries can serve all readers. *Registration is required. Session will be held on Zoom and recorded/distributed.*

[Social Work Approaches to Library Services \(WebJunction & ARSL\)](#)

Tuesday, November 29, 3:00pm

Join this webinar to explore the concept of "Whole Person Librarianship" and to learn how a range of social work approaches can be applied to improve library services. We'll invite you to look at all aspects of your library through a social service lens, including policies, spaces, community partnerships, and programming. You will leave knowing how to conduct a community needs assessment and how to identify resources and social services you can provide through your library. You'll explore new ideas and goals to incorporate within your strategic plan, and gain the confidence necessary to advocate for whole person services at your library.

Conferences & Special Programs

[NYLA 2022 Conference & Trade Show](#)

November 2-5

Saratoga Springs, NY

Did you know that Pre-Conference workshops are 6 additional CE/CTLE credits? If you attend Pre-Con as well as the programs included in the Full Conference that is 30 CE/CTLE Credits in total! View full [descriptions](#) or [register](#).

Also, check out the Lightning Rounds that are happening on Thursday, November 3 from 11:00am-12:00pm in the High Rock room located behind the NYLA registration desk!

[Social Emotional Learning in the Library Series \(PLA\)](#)

Libraries respond to the needs of our communities, and communities all over the world have experienced an elevated level of trauma and stress over the past few years. As we continue to serve the public in these challenging times, library workers must adapt, pivoting to incorporate Social Emotional Learning (SEL) into the work we do with families every day. This **FREE** webinar series will cover key SEL concepts and how to integrate them into library programs and activities. The next session will be:

- ***Practical Applications of Social Emotional Learning in the Library on November 8 at 2:00pm***

Polaris Help

To access helpful Polaris handouts [AND](#) training videos on our website:

1. Visit <https://www.flls.org/> and click on **STAFF LOGIN**.
2. Enter the username & password and click on **Log In**.
3. Then click on **Polaris Documentation**.

Please contact jshonk@flls.org, efranks@flls.org, or rhelwig@flls.org for the username & password.

Polaris documentation and videos from Innovative are also accessible online, with no login required. Please visit:

<https://vimeopro.com/innovativeiii/webinars>
<https://innovative.libguides.com/polaris>

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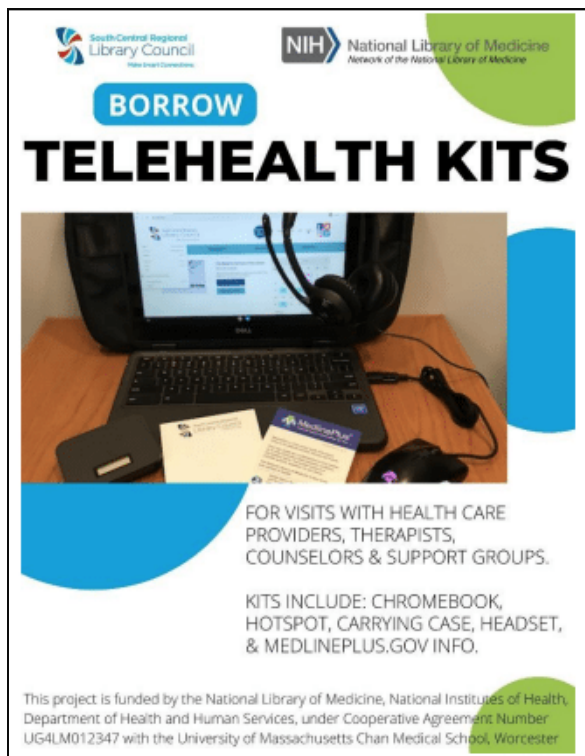


PROGRAMMING & OUTREACH

October is Health Literacy Month!

Here are a couple ways libraries play a vital role in the health of their communities:

Telehealth Kits



Earlier this year, the South Central Regional Library Council (SCRLC) received a grant from the Network of the National Library of Medicine Region 7 to pilot a telehealth project. The telehealth kits will be used primarily for visits with health care providers including therapists and counselors, and also to participate in support groups-- grief, cancer, caregivers, etc. Other local needs may be identified by individual libraries and supported by the kits.

The kits include a Chromebook; hotspot; sturdy carrying case; headset; paper and pens and MedlinePlus.gov/health literacy materials. Our member libraries in Union Springs, Weedsport, Cortland, Ovid, Candor, and Dryden house the kits, but they are available to any library in our system through interlibrary loan.

Breaking News Posters

Your library should have received an 18x24 color poster with some simple tips for the general public. See right →

These posters, produced by the Brooklyn Public Library (BPL), outline fundamental aspects of information literacy and social-emotional intelligence about which *we all* could use occasional reminders.

The [Information Literacy page](#) on BPL's website contains more resources for NY libraries.



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PROGRAMMING & OUTREACH Cont...

NEW BOOKS in the Professional Collection!

- *The Black Librarian in America*
- *Fostering Wellness in the Workplace*
- *Libraryland: It's All About the Story*
- *Library Management*
- *The Passive Programming Playbook*
- *Podcasting: A Practical Guide for Librarians*
- *Advancing a Culture of Creativity in Libraries*
- *Connecting Teens with Technology at the Library*
- *Creating Inclusive Libraries by Applying Universal Design*
- *Think Big! A Resource Manual for Teen Library Programs that Attract Large Audiences*



OverDrive Big Library Read

Find out more on our [website!](#)

BIG LIBRARY READ
Nov. 2-16, 2022

This award-winning title draws on traditional Lipan Apache storytelling structure to weave an unforgettable tale of monsters, magic and family.

Libby.
The library reading app

2023 OverDrive eContent Contributions

Our [OverDrive collection](#) boasts nearly 33,000 eBook and audiobook titles with over 200,000 checkouts in 2021. FLLS pays for the annual OverDrive platform fee and provides some funds for purchasing content. Member libraries are strongly encouraged to contribute to our System's OverDrive pool so we can curate a top-shelf collection that all member library patrons can enjoy.

Letters explaining the eContent Contribution process will be emailed to directors in early November and include suggested contribution amounts based on your library's collection budget and OverDrive usage.

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AWARDS & GRANTS



Upcoming FLLS Webinar! Grant Writing for Libraries



Thursday November 10, 11:00am

Whether you are new to grant writing or you are a seasoned grant writer, this webinar is for you. Jenny & Heidi will share tips, tricks, and resources for winning grants. Time will be allotted for a Q&A. Lastly, we'll discuss grant opportunities specifically for member libraries. [Registration is required.](#) The session will be held on Zoom and recorded/distributed.

Smithsonian traveling exhibition grant: Exploring Human Origins

Deadline: November 7, 2022

The American Library Association (ALA), in collaboration with the Smithsonian National Museum of Natural History's (NMNH) Human Origins Program, invites applications from public libraries interested in hosting the traveling exhibition Exploring Human Origins: Promoting a National Conversation on Human Evolution.

The exhibition will travel the U.S. from May 2023 through May 2026. **Six public libraries** will be selected to present the exhibition in their communities for a period of six to nine weeks each, with library host periods available each summer and winter. Experts from the NMNH Human Origins Program will present in-person or virtual programming at the participating libraries.

The goal of this traveling exhibition and public programs is to create an opportunity for audiences across a wide spectrum — from those who do not question the scientific study of human origins to those who are troubled by its findings — to engage the complex field of human evolution research in ways that are understandable, fulfilling, captivating, and relevant. By touring the exhibition and providing public programs to communities across the U.S., the exhibition sponsors endeavor to create a respectful and welcoming atmosphere for public audiences to explore how, when and where human qualities emerged.

For more information including project guidelines, a PDF of the application questions, a FAQ, and the online application through ALAApply, the American Library Association's Grant Management System, visit this website: <https://www.ala.org/tools/programming/exploring-human-origins>.

Check <http://librarygrants.blogspot.com/> frequently for more grant announcements or subscribe to have new blog posts sent to your email!