

## **Director's Report May 2007**

### **Sirsi Implementation Update.**

Much progress has been made with the operation and functionality of the new Sirsi Information system. Many of the issues plaguing the member libraries during the first two weeks appear to have been corrected. Patrons/customers are now able to place holds and now receive a message when their hold is available for pickup. The system does now backup successfully every night as scheduled, and staff are now able to link new holdings to the catalog in a much improved series of steps vis-à-vis the Dynix system. We are still struggling to have a solution developed to print or email overdue notices. There are other issues – on a library by library basis - relative to collection codes which were not brought over from Dynix. WLS IT staff will be developing programs to correct these individual issues. However, each day, things improve and problems are solved. Ultimately, staff, across the system, need time to become completely familiar with the many new, Windows-based, features of this system.

### **WLS Website Redesign.**

Work has begun on the redesign of WLS's website. We have engaged Tim Wood Design to work with staff and the web committee of PLDA to develop the new site. While there are a number of stated benchmarks to the development of the site, probably the key benchmarks are the week of June 25 through July 6<sup>th</sup> when content for the various sections of the site are developed; the week of July 9<sup>th</sup> through July 20<sup>th</sup> when we test a mockup of the new site and conduct focus groups with targeted constituencies; the week of July 30 through August 3<sup>rd</sup> for final review and testing of the site as well as training for key personnel as to the technical maintenance of the site. Currently, we project August 15<sup>th</sup> as the target date for the "soft launch" of the site and September 25<sup>th</sup> as the official unveiling to the public. The week of September 25<sup>th</sup> is Library Card signup week.

### **Marketing Campaign**

WLS issued a Request for Proposal to five Westchester-based Communications/Public Relations firm to develop and implement an ongoing promotional campaign to raise the visibility of WLS and its member libraries. This project is in two phases.

**Phase I** consists of the development and implementation of a strong public relations campaign that supports the redesign and re-launch of the WLS web site in September 2007 as the preface for a larger education promotion to the general public about the vast technology available for free at the 38 member libraries.

**Phase II** consists of ongoing communications and public relations support for WLS and its member libraries through the development and implementation of a 12-month communications strategy, and the implementation of multiple campaigns that support WLS and library programs and events.

Responses are due back to WLS by May 24<sup>th</sup>, with a proposal for a firm to be presented to the WLS Board for approval at the June 2007 meeting.

### **Summer Reading Program**

WLS has teamed up with a number of Westchester area organizations to help promote reading over the summer months. On Sunday, May 13<sup>th</sup>, WLS participated in the opening day festivities at Playland in Rye by signing up children and families for library cards and tout the Summer Reading initiative. In addition, Judith Rovenger has been working with the Newspaper in Education program of *The Journal News* in developing their summertime edition dedicated to summer reading. We are fortunate that we have received funding from both Hitachi and Commerce Bank to support summer reading activities throughout the county. Finally, WLS is participating in a countywide program called "Open Books" with the Westchester Arts Council, the Jacob Burns Film Center, the Katonah Museum of Art and the Hudson River Museum. The program celebrates Westchester artists who illustrate children's books.

### **Trustee Institutes**

The second of four Trustee Institutes will take place on Wednesday, June 20<sup>th</sup>, at WLS from 6:00 to 9:00 p.m. The topic up for discussion will be *Fundraising: Developing an Integrated, Comprehensive Development Plan for General Private Financial Support*. WLS staff has sent out a survey to trustees of each of the member libraries to obtain feedback as to what they hope to learn/gain from this session.

### **Important Dates to Remember**

May 31-June 3, 2007 – Book Expo America – Jacob Javits Convention Center  
June 7<sup>th</sup> – Outreach Services Quarterly Interagency Meeting – Polytechnic University  
June 20<sup>th</sup>, 2007 – Second Trustee Institute – WLS  
June 21-27, 2007 – ALA Annual Conference – Washington D.C.

### **Next Board Meeting: June 19, 2007**

Respectfully submitted,



Siobhan A. Reardon

Director