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## **Executive Director's Report**

### **September 2014**

**(covering time period of June 18 – September 19, 2014)**

#### ***PLA Boot Camp: Intensive Library Management Training***

This weeklong course was led by Sandra Nelson, senior editor of the *PLA Results Series* of publications by the Public Library Association (PLA), and June Garcia, associate editor of the *Results Series*—both national leaders in using the Strategic Planning for Results Process. This process focuses on ten main steps:

1. Design the Planning Process
2. Start the Planning Process
3. Identify Community Needs
4. Select Service Responses
5. Prepare for Change
6. Consider Library Values and Mission
7. Write Goals and Objectives
8. Identify Organizational Competencies
9. Write the Strategic Plan and Obtain Approval
10. Communicate the Results of the Planning Process

One of the strongest messages that emerged during the week is that this process is only successful if the library director and the trustees are able to work as a team and are committed to implementing change. Having completed this course, I have a much better understanding of this method and would be able to coach others on how they can implement this as part of their long range strategic planning and would welcome the opportunity to speak with any directors and/or trustees interested in learning more.

#### ***2015 Budget Update***

Fran Feuerman, WLS Chief Financial Officer, Patricia Braja, Director of Development, and I had an opportunity to meet with Kevin Plunkett, Deputy County Executive; Joseph Kenner, Deputy Commissioner, Department of Social Services; and Christine A. Sculti, Senior Advisor, Governmental Operations, to review budget priorities for 2015. Current expectations are that, at minimum, WLS will receive the same level of funding as received for 2014. WLS and County representatives are exploring additional opportunities to work together to best support the strong role of the member public libraries as information distribution and lifelong learning centers within their communities.

The PLDA Finance Committee and I met in early September to identify and prioritize member library service needs. The committee's work will be discussed with the PLDA membership at their September 18<sup>th</sup> meeting, and the prioritized recommendations will then be shared with the WLS Budget Committee as part of the planning process.

### **Central Library Maintenance of Effort Variance**

Working with an attorney, WLS did officially file an Article 78 of the New York Civil Practice Laws and Rules with the Supreme Court of the State of New York. This filing related to the denied maintenance of effort variance request filed by WLS on behalf of the system's Central Library (Mount Vernon Public Library) that has resulted in the 25% reduction of system-wide Central Library Aid received for a period of two years. The State Attorney adjourned the matter, and the first hearing date is expected to be in early October. Additional information will be shared with the WLS Board as the case moves through the court system.

### **Member Library Updates**

The Purchase Free Library was notified by their landlord, the Purchase Community House (PCH), that the library's lease which expired on August 31, 2014, would not be renewed. The library is disputing this decision and has organized a community petition drive requesting that the PCH reconsider their decision. The library did not vacate the premise and is still fully operational.

The Harrison Public Library's main building is closed for construction and has temporarily relocated all library operations to the West Harrison Branch.

Irvington Public Library has experienced a change in leadership. Pam Strachan retired as of August 31, 2014. Ms. Strachan worked at the Irvington Public Library for nearly 30 years—at first as a library clerk and for the last 9-1/2 years as library director. Ms. Rosemarie Gatzek started as the new library director on September 16<sup>th</sup>. Ms. Gatzek was previously a Librarian II at the Finkelstein Memorial Library in Spring Valley, NY. We wish Pam all the best in her retirement and welcome Rosemarie to WLS.

### **WLS Legislative Breakfast**

Over 60 library directors and trustees gathered together on 9/18 at WLS Headquarters for a Breakfast to thank our New York State Legislators for their support in adding back money to the FY2014-2015 Executive Budget for Library Aid and maintaining the \$14 Million Public Library Construction Aid Program. Patricia Braja, Director of Development, and Elena Falcone, Director of WLS's Public Innovation and Engagement (PIE), spoke of the services and some of the unique programs that WLS provides that are supported in part by State funding. Cindy Rubino, President of the Public Library Directors Association (PLDA), focused on the State Aid received through the NYS Construction Grant Program; and posters were displayed with the construction project awards received by the libraries in each Legislative District. The Legislators wrapped up the event by sharing their appreciation for the services that libraries provide.

### **WLS Trustee Institute**

Entitled, *Emerging Technologies*, the next WLS Trustee Institute is scheduled for Tuesday, October 7<sup>th</sup>, at the WLS Headquarters in Tarrytown. Westchester's experts will focus on technology trends and changes in how library services are rendered—and what library users expect. Norman Jacknis will present on *Looking Forward: How Can Libraries Respond to Technology Trends?* Rob Caluori will speak on Maker Spaces and do an onsite demonstration of WLS's 3D Printer. Patricia Braja will discuss ways to utilize these technologies to bring in new audiences and leverage potential funding. Inspired by the recent Trustee Institute held in May by the Library Trustees Association of New York State (LTA), the program will begin with a light dinner at 6 p.m., and the presentations will begin at 6:30 p.m. You can register for the program by contacting Kate Meyer [914-231-3226; kmeyer@wlsmail.org] or via WLS's event calendar at <http://evanced.westchesterlibraries.org>.

### **Professional Development & Training Focus Groups with Library Directors**

To gather a better understanding of the member libraries' staff training and professional development needs, the desired mechanisms for delivering programs, and levels of ability and interest in participating in future programs, a series of focus groups were conducted and facilitated by Skip Weisman of Weisman Success Resources, Inc. All 38 member library directors were invited to attend or send a representative, and 23 participated (a rate of 60%).

Responses from the participants covered a wide range of topics and interests, with the following categories having the greatest frequency: Technology; Human resources; Board and community development; Communication skills; and Serving "special needs" communities. Preferences for program delivery included on-site, in-person programs that are 90-120 minutes in length. Webinars were not popular as a primary learning tool but could be used as a supplemental tool for reinforcement of ideas and techniques. The main challenge to levels of interest in participation included the breadth of membership diversity, the different commitment levels of library directors in support of these programs, and timely awareness of the learning opportunities that are available.

The process of developing the most effective strategies for implementing and delivering professional development and training requires ongoing evaluation; and I will continue to work with PLDA and the PLDA Committees to collect feedback on current activities and to address future needs and interests.

### **Upcoming Events**

October 7	WLS Trustee Institute: <i>Emerging Technologies</i> – WLS Headquarters
November 5-8	NYLA Annual Conference – Saratoga Springs, NY
November 20	WLS Annual Meeting – Sheraton Hotel, Tarrytown

Respectfully submitted,



Terry L. Kirchner  
Executive Director

## LIST OF VISITS AND MEETINGS ATTENDED

June 18 – September 19, 2014

### JUNE

- 19 Bedford Hills Free Library  
Public Library Directors Association (PLDA) General Membership Meeting
- 19-20 Pioneer Library System Workshop, Canandaigua, NY
- 23 Rob Caluori, Director of Information Technology (IT)  
Elise Burke, Executive Assistant  
Elena Falcone, Director, Public Innovation & Engagement (PIE)
- 24 Evergreen Demonstration at WLS  
WLS Executive Committee  
WLS Board
- 25 Nonprofit Westchester (NPW) Chief Executive Officer/Executive Affinity Group at WLS  
Pat Braja, Director of Development
- 26-30 American Library Association (ALA) Annual Conference – Las Vegas, NV
- 30 NPW Board

### JULY

- 1 Directors' Professional Development/Training Focus Group at WLS  
Rob Caluori, Director of IT  
TD Bank Meeting
- 2 Pat Braja, Director of Development  
WLS-PLDA Integrated Library System (ILS) Committee
- 3 Conference Call with Public Library Directors Organization (PULISDO) and NYS Division of  
Library Development: Bernie Margolis, Jeff Cannell, Carol Desch
- 7 Jones Lange Lasalle (JLL) Architects  
Elise Burke, Executive Assistant
- 8 Southeastern NY Library Resources Council's Technology Review and Advisory Committee  
(TRAC), Highland, NY  
WLS Administrative Committee  
Rob Caluori, Director of IT
- 9 WLS-PLDA ILS Committee  
Official Unveiling of The Field Library's 3D Printer, Peekskill, NY
- 10 Pat Braja, Director of Development  
Sirsi Operations Conference Call  
Douglas Wray, Manager, Cataloging Services  
Hui Sheng, Manager, eContent & Resource Sharing Services  
Westchester Children's Association Celebration, White Plains, NY
- 11 Galina Chernykh, Director, and Walt Mardis, Trustee, Harrison Public Library; Elise Burke,  
Executive Assistant, WLS
- 14 Elise Burke, Executive Assistant
- 16 E-book Meeting at Columbia University Libraries, New York City  
Lance Amato, Senior Associate, Vocon Architects, New York City
- 17 PLDA General Membership Meeting
- 21 Ron Pramschufel, Partner, Self Publishing, Inc.; Rob Caluori, WLS Director of IT  
Elise Burke, Executive Assistant
- 22-24 PULISDO Conference – Utica, NY
- 28 Skip Weisman, President, Weisman Success Resources, Inc.  
Rhonna Goodman, Adjunct Associate Professor Program, Director of the Nonprofit  
Leadership Certificate, Manhattanville College  
Nancy Coradin, Spanish Language Cataloger

*JULY (continued)*

- 29 Emily Sementilli, Account Manager, Public Library Sales, Gale | Cengage Learning  
Rob Caluori, Director of IT  
WLS Board
- 30 WLS Staff  
Creative Aging East Coast Affiliate Network Institute, Edith Macy Conference Center in  
Briarcliff Manor, NY
- 31 Kevin Plunkett, Deputy County Executive; Joseph Kenner, Deputy Commissioner,  
Department of Social Services; and Christine A. Sculti, Senior Advisor, Governmental  
Operations, Westchester County; Fran Feuerman, Chief Financial Officer; Pat Braja,  
Director of Development, WLS

**AUGUST**

- 4-8 Public Library Association (PLA) Boot Camp – Nashville, TN
- 11 Elise Burke, Executive Assistant
- 12 Gabriella Radujko, Director, Bronxville Public Library  
Joe Levy, Account Manager, Recorded Books  
Rob Caluori, Director of IT  
Tom Sloan, Executive Director, Mid-Hudson Public Library System
- 13-15 New York Alliance of Library Systems (NYALS) Conference – Utica, NY
- 19 The Westchester Alliance of Academic Institutions for Aging Related Services and Workforce  
Development, White Plains, NY  
Dennis Noskin, Dennis Noskin Architects; Fran Feuerman, WLS Chief Financial Officer  
Rob Caluori, Director of IT  
Cathy Suehisa, US Account Manager; Carolyn Morris, Vice President of Digital Products;  
Steve Sutton, Director of Sales, North America/BiblioLabs, LLC; Hui Sheng, Manager,  
eContent & Resource Sharing Services; Rob Caluori, Director of IT, WLS
- 20 Pat Braja, Director of Development  
Hui Sheng, Manager, eContent & Resource Sharing Services  
Retirement Reception for Pam Strachan, Irvington, NY
- 21 Sirsi Operations Conference Call  
Douglas Wray, Manager, Cataloging Services  
Jim Peterson, Chief Revenue Officer, Library Ideas, LLC
- 22 NPW Board
- 26 John Cutsumpas, Partner, Lothrop Associates Architects; Fran Feuerman, WLS Chief Financial  
Officer
- 27 Pat Braja, Director of Development  
Elena Falcone, Director, Public Innovation & Engagement (PIE)

**SEPTEMBER**

- 2 Rob Caluori, Director of IT
- 3 PLDA Grants Committee  
Nancy Grimaldi, MLIS Regional Sales Manager, K12 & Public Libraries, EBSCO Information  
Service at WLS  
Pat Braja, Director of Development  
Hui Sheng, Manager, eContent & Resource Sharing Services
- 4 Nonprofit Leadership Certificate Program Advisory Board, Manhattanville College, Purchase  
Douglas Wray, Manager, Cataloging Services
- 5 NPW Finance Affinity Group, Tarrytown

*SEPTEMBER (continued)*

- 8 TD Bank Commercial Plus Card Demonstration  
Elise Burke, Executive Assistant
- 9 PLDA Finance Committee  
Rob Caluori, Director of IT  
WLS Administrative Committee  
Conference Call with PULISDO and NYS Division of Library Development: Bernie Margolis,  
Jeff Cannell, Carol Desch
- 10 Pat Braja, Director of Development