
Executive Director's Report

February 2015

(covering time period of January 21 – February 18, 2015)

Weather Challenges

This winter has presented numerous weather related delayed openings and early closings that have affected WLS and the member libraries. Many trainings and events over the past month—including our January Board Meeting—had to be rescheduled, with several events being rescheduled multiple times. The IT Helpdesk has been monitored remotely when the WLS Headquarters was closed and one or more member libraries remained open. The delivery staff also did an outstanding job maintaining their routes despite the many challenges they faced with the cold and snowy wintry weather. All in all, the recent weather events have provided a good test of WLS's business continuity plans; and I will continue to work with staff to monitor what worked well and to identify potential areas for improvement.

New Databases Supporting Digital Learning and Literacy

With the start of 2015, WLS and the member libraries began offering member library staff and all valid WLS member library card holders access to two digital learning and literacy products: Lynda.com and University of Fashion.

Lynda.com offers courses for learners at all levels and covers a broad range of technical skills, creative techniques and business strategies. Individuals can self-pace their learning experience by watching high quality videos of top experts in their respective fields who are passionate about teaching. Lynda.com contains over 3,300 video courses in a broad range of software, creative and business fields such as 3D animation, web design, programming languages, project management, marketing and business software. Individuals will receive a certificate of completion when they have successfully viewed all of the video segments in a given course. WLS member library card holders can access this resource through the "Learn" tab of the WLS website at: <http://www.westchesterlibraries.org/learn-online/>.

University of Fashion offers the first ever online fashion design video library, comprised of professionally produced online fashion how-to videos covering the five fashion design disciplines of draping, pattern making, fashion art, sewing and product development. Each lesson is taught by a college professor or an industry professional currently working in the fashion industry. This online resource will prove invaluable for the member libraries developing makerspace and other creative programs for their communities. Traditional creative arts such as drawing and quilting, as well as more modern arts such as 3D design, can be learned

through this tool. Individuals of all ages interested in the fashion industry can learn how to create and improve their professional portfolios, set up their own small business to support the fashion industry or simply learn a new skill related to sewing. WLS member library card holders can access this resource through the "Learn" tab of the WLS website at:

<http://www.westchesterlibraries.org/learn-online/>.

I encourage everyone to explore these two resources and to spread the word to friends and colleagues. The real value of these resources comes when they are used and they help individuals to learn and grow.

Upcoming Activities

APRIL 15th – CELEBRATING WESTCHESTER LIBRARIES: UNLIMITED POSSIBILITIES BREAKFAST FEATURING FRANK BRUNI

8:30-11 AM, Tappan Hill Mansion, Tarrytown, Sponsors include: Con Edison, Entergy, H.W. Wilson Foundation, Lothrop Associates and University of Fashion

WLS's annual celebration of American Library Association's National Library Week will take place on April 15th at the Tappan Hill Mansion in Tarrytown at 8:30 am. This year's event theme is *Celebrating Westchester Libraries: Unlimited Possibilities* and will feature a gourmet breakfast with Frank Bruni, *The New York Times* Op-Ed columnist and former food critic. This event raises visibility of WLS and Westchester public libraries; and libraries are invited to participate in the Souvenir Journal with a sponsored page to highlight the *Unlimited Possibilities* offered at their library. Each library page will be replicated as a poster and unveiled at the breakfast. Tickets, sponsorships, and journal information is available on the WLS website (<http://www.westchesterlibraries.org>) or by calling Pat Braja at 914-231-3241. Sponsorships and proceeds from the breakfast will support mini-grants to fund free public programming in the member libraries.

As part of WLS's series of interactive workshops for trustees and library staff to enhance leadership capacity and insure the sustainability of libraries, the following upcoming programs are scheduled:

FEBRUARY 28th – PLANNED & MAJOR GIVING—PLAIN & SIMPLE

10 AM-2:30 PM, Sam's of Gedney Way, White Plains, Sponsored by Morgan Stanley

Chris Templeman of Morgan Stanley will present a Planned & Major Giving presentation over Brunch at Sam's of Gedney Way in White Plains. Learn how you can implement simple strategies that will expand your potential to receive major gifts from individuals. You'll walk away with easy to execute ideas that will plant the seeds for future results. The small group format will allow Mr. Templeman to tailor the conversation to answer your questions.

Prior to joining Morgan Stanley in 2005, Mr. Templeman spent 14-years in the non-profit sector, most recently as executive director of Boys & Girls Clubs of New Rochelle. Mr. Templeman currently serves on the Stewardship Committee of Larchmont Avenue Church and is Chair of its Planned Giving Committee. He also serves as Vice President of the Board of Directors of STEM Alliance of Larchmont Mamaroneck. This is not a sales presentation for

Morgan Stanley. There is no charge for the brunch, and free parking is available in the rear of Sam's of Gedney Way.

**MARCH 10th – RENOVATION OR NEW CONSTRUCTION?
LESSONS FROM THE FIELD ON MAKING THE RIGHT DECISION**
6-8 PM, Dobbs Ferry Public Library, Sponsored by Gallin Beeler Design Studio Architects

Tarrytown architect Ray Beeler, principal at Gallin Beeler Design Studio, will lead a panel of professionals to discuss the pros and cons of library construction and renovation. Using real life examples from his vast library project portfolio, he and a former client, Judy Lockman, past director of the Syosset Public Library, will talk about the process of determining how your building will meet the needs of the future.

Ray Beeler is cofounder of Gallin Beeler Design Studio, and his professional memberships and credentials include the American Institute of Architects (AIA), where he is 2014 President of AIA New York State; Business Council of Westchester; New Rochelle Peer Architectural Review Committee; licensure in NY, NJ and CT, and NCARB Certification. Mr. Beeler is also a Leadership in Energy and Environmental Design (LEED) accredited professional. Judy Lockman is currently a public library consultant working with the Garden City Public Library and the North Bellmore Library, both on Long Island. In addition to serving as library director at Syosset Public Library for 9 years, she held the position at Seaford Public Library for 6 years.

Library Advocacy Day – Wednesday, February 25, 2015

Library Advocacy Day will take place on Wednesday, February 25th in Albany, NY. Appointments have been set with the majority of Westchester's representatives, and limited transportation to Albany will be provided by WLS via minivan/automobile.

For those who cannot make the trip to Albany, New York Library Association (NYLA) has equipped their [Online Advocacy Center](#) with a message to your NYS Representatives regarding this year's important advocacy priorities including the full funding of State library aid to \$102.6 Million as mandated in State Education Law and total exemption of all public libraries and library systems from the MTA Payroll Tax. It only takes approximately five minutes to log on and send a message; and all library supporters are encouraged to do so.

Public Librarian Certification

This year marks the end of the first five-year cycle that required some public librarians to have completed 60 professional development (continuing education) hours. Individuals issued a New York State Public Librarian Certification as of January 1, 2010 and thereafter are required by Commissioners' Regulation §90.7 to complete a minimum of 60 professional development hours in each five-year period in order to maintain an active certificate. New York State Library recently announced a new online portal for Public Librarian Certification. New applicants can complete and submit their applications and applicable Public Librarian Certificate holders will be able to renew their certificate online.

WLS is an approved provider for these professional development hours, as are peer organizations such as METRO, the Westchester Library Association (WLA), the New York Library

Association (NYLA) and the American Library Association (ALA). Each month, WLS provides numerous professional development opportunities for member library staff to earn the required hours. Annually, WLS has been offering an average of 190 professional development sessions attended by over 2,700 individuals. Certified Librarians are required to keep their own records for the continuing education courses that they complete. Information on courses provided through WLS is available.

Lease for WLS Headquarters

WLS's current lease will expire at the end of June 2016, and the exploration of leasing options has started for either a new location or a renewed lease at our current location. I recently attended a facilities management seminar to refresh and update my knowledge about key building management and leasing agreement issues to consider as part of this exploration. Later this month, Fran Feuerman, Rob Caluori, Elise Burke and I will conduct some site visits for available commercial properties along the I-287 corridor.

As previously discussed, WLS is working with the commercial real estate firm Jones Lang LaSalle Americas, LLC (JLL) and Dennis Noskin Architects (DNA) as part of this process. The board will be kept updated on further progress.

Future Events

February 28	<i>Planned & Major Giving—Plain & Simple, Sam's of Gedney Way, White Plains</i>
March 10	<i>Trustee Institute: Renovation or New Construction?, Dobbs Ferry Public Library</i>
April 15	<i>Unlimited Possibilities @ Your Library: Celebrating Westchester's Libraries, Breakfast featuring Frank Bruni, Abigail Kirsch's Tappan Hill, Tarrytown</i>
May 1-2	<i>Library Trustees Association of New York State (LTA) Trustee Institute, Double Tree Inn, Syracuse, NY</i>

Respectfully submitted,



Terry L. Kirchner
Executive Director

LIST OF VISITS AND MEETINGS ATTENDED

January 21 – February 18, 2015

JANUARY

- 21 Ray Cravy, Director of Sales, Digitalia; Nancy Coradin, WLS Spanish Cataloger, Hui Sheng, Manager, eContent & Resource Sharing Services
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Pat Braja, Director of Development
Mount Vernon Public Library Board Meeting
- 22 WLS Battle of the Books 2015 Meeting
Sirsi Operations Conference Call
Douglas Wray, Manager, Cataloging Services
Elena Falcone, Director, Public Innovation & Engagement (PIE)
- 23 Mark Jacobs, JLL
- 26 WLS Headquarters Early Closing
- 27 WLS Headquarters Closed
- 28 NonProfit Westchester Executive Committee
WLS Staff Meeting
Tim Gavin, Executive Director, Library Trustees Association of New York State (LTA); Pat Braja, WLS Director of Development
Pat Braja, Director of Development
- 29 Elena Falcone, Director, Public Innovation & Engagement (PIE)
- 30 Port Chester-Rye Brook Public Library Check Presentation
Rob Caluori, Director of IT

FEBRUARY

- 2 WLS Headquarters Closed
- 3 Learning Ambassador Mentor Training
Rob Caluori, Director of IT
Douglas Wray, Manager, Cataloging Services
Elena Falcone, Director, Public Innovation & Engagement (PIE)
- 4 Pat Braja, Director of Development Pat
Brian Risse, Vice President-National Sales Manager, Public Libraries Cengage Learning/Gale
Hui Sheng, Manager, eContent & Resource Sharing Services
Manhattanville College Reception for Nonprofit Management Certificate
- 5-6 Facilities Management Training, White Plains
- 9 WLS Headquarters Closed
- 10 Rob Caluori, Director of IT
Bill Loges, Infogroup/ReferenceUSA
Conference Call with Public Library Directors Organization (PULISDO) and NYS Division of Library Development: Bernie Margolis, Carol Desch
- 11 Pat Braja, Director of Development
Elise Burke, Executive Assistant
- 12-13 Vacation
- 17 Rob Caluori, Director of IT
Elise Burke, Executive Assistant
- 18 Pat Braja, Director of Development pat
Hui Sheng, Manager, eContent & Resource Sharing Services
Webinar: *Privacy and Data: What You Need To Know About Collecting, Using and Storing Personal Information*