
Executive Director's Report January 2016

(covering time period of November 18, 2015 – January 19, 2016)

Plan of Service for 2017-2021

By October 1, 2016, each New York State public library system must file online a five-year plan of service with the Division of Library Development (DLD). Mainly, this plan of service conveys the basic agreement between the State and the governing board of the system and makes possible the payment of State aid to the system. In addition, the plan of service describes:

- The mutual commitments, responsibilities and obligations of the system and its members;
- The system's mission, goals, intended results and evaluation methods with its members; and
- How the system meets the service needs of its community, region, and the State.

Over the past year, I have held discussions with member library directors and staff and the Public Libraries Directors Association's (PLDA) Executive, Finance, eContent and Technology Committees to gather feedback and data for inclusion in the new plan in light of the four major roles of public library systems that are supported by the online software provided by DLD:

- Supporting and strengthening member libraries;
- Facilitating equitable access to library services and resources directly to patrons/customers;
- Facilitating resource sharing among libraries; and
- Providing leadership for improving library services for all.

In order to familiarize the Board with the various aspects of the plan of service being developed, I will incorporate highlights from the plan of service into brief board presentations and/or my monthly reports throughout the year.

Budget 2016 Update

Governor Andrew Cuomo has released his Executive Budget for FY2016-17. Included in his proposed budget is \$91.6 Million for Library Aid as well as \$14 Million for the Public Library Construction Grant Program. Although the \$91.6 Million includes the \$5 Million added back into Library Aid by the Legislature last year, it still falls short of the \$102.6 Million that is required by Education Law. Your help in advocating for additional funds for libraries is needed. New York Library Association (NYLA) has just released their [online advocacy campaign](#); and WLS is in the process of coordinating our annual trip to Albany for Library Advocacy Day as noted below.

Library Advocacy Day – Wednesday, March 2, 2016

Library Advocacy Day is scheduled for Wednesday, March 2nd, in Albany, NY. Two advocacy priorities for this year include the full funding of State library aid at \$102.6 Million as mandated in State Education Law and an increase to the \$14 Million Public Library Construction Grant program. Similar to last year, WLS will provide limited transportation to Albany for Westchester advocates via minivans and automobiles leaving from the WLS Headquarters, with a streamlined schedule of Legislator visits. Individuals interested in going should contact Elise Burke at 914-231-3225 or via email at eburke@wlsmail.org. Further details regarding Library Advocacy Day will be sent out soon.

Library Trustees Association (LTA) of New York State's Annual Trustee Institute – May 6-7, 2016

This year's LTA Annual Trustee Institute will be held on Friday, May 6th, and Saturday, May 7th, in Plattsburgh, NY. The theme of the conference is *Every Library is a Small Library - Practices for Planning, Funding and Growth*. Details about the event are being finalized and more information will soon be available on the [LTA website](#).

The event provides a good learning and networking opportunity for public library and public library system trustees. Limited funds are budgeted to support the reimbursement of expenses for WLS trustee training; and WLS trustees interested in attending the institute should notify Elise Burke by Tuesday, March 29th.

Recap of 2015 Accomplishments

Last year was a productive year that laid the foundation for many efforts that will be moving forward in 2016. Highlights from 2015 included:

- Enhanced access to electronic resources with self-learning tools such as Lynda.com and University of Fashion, available 24/7 to all patrons with a Westchester Library Card;
- Improved access to library content and ADA accessibility for the online library catalog;
- Second Annual Battle of the Books that included teams from more than half of WLS libraries and engaged over 200 youth and teens in reading and friendly competition;
- Continued participation as a Westchester County Senior Law Day partner and website host of 24/7 information site;
- Library staff training programs focused on mental health education;
- Ongoing WLS sponsored programs, the WEBS Career and Educational Counseling Service, Westchester Seniors Out Speaking, and Senior Benefits Information Centers were recognized with the 2015 Distinguished Public Health Service Award from the Westchester County Board of Health;
- WLS Unlimited Possibilities Mini-grant Initiative, a grant program established with funding from Con Edison, Entergy, and the H.W. Wilson Foundation to fund community engagement projects that foster creativity and love of learning for all ages, supported informal learning

programs in the areas of STEAM (Science, Technology, Engineering, Arts, and Math) for youth, teens, and adults in libraries throughout the County;

- Creation of the Connections Guide to help formerly incarcerated individuals more quickly integrate into the workforce and society; and
- Pilot projects such as “Pull Up a Chair” sponsored by the AARP Foundation and the “Music & Memory Project” that explored different approaches for how libraries and library resources could be used to improve the quality of life for individuals too young for Medicare as well as those suffering from dementia.

Projected Activities in 2016

The relocation to a new office space that is targeted to open on July 1st will dominate much of the organization’s attention in the new year. The new space will allow WLS to build on our 2015 accomplishments and provide expanded learning, community engagement and library awareness activities. WLS will also use this opportunity to conduct an internal review of our communication efforts related to public relations, marketing, web site design and content, the consistency of our branding, and strategies for better utilizing existing internal shared network drives and communication tools.

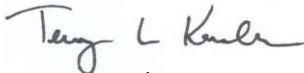
Ongoing activities for the development of our 2017-2021 plan of service, as noted earlier in this report, are providing insight for how the TASC Connect! Program can be redefined to better meet adult learners’ needs; exploring options for creating analytics to measure institutional and system-wide impact of activities – including strategies for collecting, analyzing and reporting data; and using the newly drafted [Westchester County Family Bill of Rights](#) as a document that could potentially be used to reframe existing and identify new library-related services.

WLS managers have also been asked to deeply explore their operations and outcomes as part of the creation process for the new plan of service. Future departmental reports will reflect on the following three perspectives that have been identified by the member libraries as critical—digital literacy, community engagement, and awareness and marketing—and how these elements are currently being supported and actions for improvement.

Future Events

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| March 2 | Library Advocacy Day – Albany, NY |
| April 5-9 | Public Library Association (PLA) Conference – Denver, CO |
| April 13 | WLS Celebrating Westchester Libraries Breakfast with Barney Frank –
Tappan Hill, Tarrytown |
| May 6-7 | LTA Annual Trustee Institute – Plattsburgh, NY |

Respectfully submitted,


 Terry L. Kirchner
 Executive Director

LIST OF VISITS AND MEETINGS ATTENDED
November 18, 2015 – January 19, 2016

NOVEMBER

- 18 Vendor Presentation: Zoobean
Pat Brigham, Director of Development
New Yorkers for Better Libraries Conference Call
Tomorrow's Genius Overview
Webinar: *Creating a Culture of Yes in Your Library and in Your Community*
- 19 Public Library Directors Association (PLDA) General Membership Meeting
PLDA eContent Committee
Sirsi Operations Conference Call
Webinar: *iBeacons in the Library*
- 20 Beth Sanford, Director, Business Development, Field Goods
- 23 Nassau Library System re Integrated Library System (ILS) Management
Elise Burke, Executive Assistant
NonProfit Westchester (NPW) Conference Call
NPW Meeting with Westchester County Legislator John Testa, 1st District, and the Republican
Caucus
- 24 Rob Caluori, Director of Information Technology (IT)
Lauren Moore, Executive Director, Pioneer Library System
WLS Board Meeting
- 25 Pat Brigham, Director of Development
Hui Sheng, Manager, eContent & Resource Sharing
Peyton Stafford, Vice President, Library Services; Yoav Lorch, Founder & Chief Executive Officer
(CEO), Total Boox
- 26-27 Thanksgiving Holiday
- 30 Impact100 Westchester 2016 Grant Workshop
Webinar: *Library Simplified and the Library eContent Access Project*
Elise Burke, Executive Assistant

DECEMBER

- 1 Rob Caluori, Director of IT
Joe Levy, Account Manager, Recorded Books
Kate Meyer, Community Engagement Coordinator, re communication goals/priorities for 2016
- 2 Pat Brigham, Director of Development
Volunteer New York! Meeting re coordination after a disaster
William Powers, President & CEO, Powers PR Video; Rob Kissner, President, Digital Arts
Experience
WLS Staff Meeting
- 3 Long-Term Planning for Non-Profit Organizations Using a Sustainability Model, Putnam County
Bureau of Emergency Services Training and Operations Center, Carmel, NY
Sirsi Operations Conference Call
- 4 PLDA Finance Committee
- 7 Brian Medeiros, President, Jose Cordoba, Manager, All Island Courier, Inc.; Fran Feuerman,
Chief Financial Officer (CFO), Elise Burke, Executive Assistant, WLS
NYS Library Division of Library Development (DLD) Conference Call re: Sleepy Hollow service
area
Elise Burke, Executive Assistant
Van Kozelka, Director of Katonah Village Library, Retirement Party
- 8 Vendor Presentation: PatronLink
Rob Caluori, Director of IT
Webinar: *Total Boox*

DECEMBER (continued)

- 9 Westchester County Association (WCA) Meeting with Westchester County Legislator Mike Kaplowitz, 4th District, re the County Budget
Hui Sheng, Manager, eContent & Resource Sharing
SirsiDynix Westchester Onsite Visit
Pat Brigham, Director of Development
- 10 Westchester ARC and Mercy College Technology Conference
Jerry Nichols, Director, Palmer Institute for Public Library Organization and Management, Palmer School of Library and Information Science
- 11 Westchester Green Business Challenge (WGBC) Leaders in Sustainability Speaker Series: *Turning Energy Challenges into Business Opportunities*
Communications Working Group
NPW Executive Committee
- 14 Sean Ryan, WLS Trustee
- 15 Rob Caluori, Director of IT
Chris Harris, Vice President of Sales (Americas), SirsiDynix
- 16 Pat Brigham, Director of Development
Webinar: *A Path to Sustainability*
Communications Working Group
- 17 PLDA General Membership Meeting
Beth Bermel, Director, Scarsdale Public Library
- 18 Jenny Engstrom, Assistant Director, Greenburgh Public Library
- 21 Elise Burke, Executive Assistant
- 22 Westchester Board of Legislators Press Conference re Westchester County Family Bill of Rights, White Plains
Rob Caluori, Director of IT
- 23 Hui Sheng, Manager, eContent & Resource Sharing
- 28 Amanda O'Leary, Architect DNA

JANUARY 2016

- 5 John Bojko, Assistant Vice President, Store Manager, Doreen LoBalbo, Vice President, Treasury Management Services, TD Bank; Fran Feuerman, CFO, WLS
Rob Caluori, Director of IT
Public Library System Directors Organization (PULISDO) Conference Call
- 6 Pat Brigham, Director of Development
Hui Sheng, Manager, eContent & Resource Sharing
Conference Call: Marsha Gordon & John Ravitz, Business Council of Westchester (BCW)
- 7 Jones Lange Lasalle (JLL)
Douglas Wray, Manager of Cataloging Services
- 8 PLDA Civil Service Workgroup
Elise Burke, Executive Assistant
- 11 WLS Administrative Meeting
- 12 JLL
Rob Caluori, Director of IT
- 13 PLDA Finance Committee
JLL
- 14 Library Trustees Association of New York State (LTA)/New York Library Association (NYLA)
Conference Workshop Meeting with Patricia Fontanella & Martha Anderson, LTA Trustees, at WLS
PLDA Executive Committee, Scarsdale Public Library
- 15 Westchester Board of Legislators Families Task Force, White Plains
JLL
- 20-24 Creating Change Conference – Chicago, IL