

Executive Director's Report January 2017

(covering time period of November 19, 2016 – January 20, 2017)

Budget Update

Westchester County's approved 2017 budget included \$1 Million in funding for WLS. This amount is the same as what was received the last five years. WLS activities to be supported by these funds this year include: early literacy and youth job readiness; career and education counseling services (WEBS); consumer education on health and related services for those 60+ (WSOS & SBIC); interlibrary loan; and the delivery service.

New York State Governor Andrew Cuomo's proposed 2017-18 Executive Budget reflected a 4% cut in Library Aid and a \$5 Million cut to Public Library Construction Aid. These cuts would reduce overall state funding levels back to the 2015 levels. For WLS, this would result in a cut of approximately \$115,400 in Library Aid and \$233,800 in Construction Aid.

WLS Trustees are invited and encouraged to participate in two upcoming advocacy opportunities. The first opportunity is on Friday, February 3rd, at the Greenburgh Public Library from 10:30 am to 2:30 pm. The New York State Legislature Westchester Delegation is holding a public forum to allow community members to share views on the Governor's proposed 2017-18 Executive Budget. This is a great opportunity for trustees to explain to the Westchester Delegation the potential impact of these cuts on WLS, the member libraries, and the communities we jointly serve. Trustees interested in speaking during the public forum should let Elise Burke [eburke@wlsmail.org] know by Tuesday, January 31st.

The second opportunity is the annual Library Advocacy Day on Wednesday, March 1st, in Albany, sponsored by the New York Library Association (NYLA). The Statewide library advocacy platform calls for increases to library Aid that are in proportion to increases in Education Funding. This year, Library Aid was decreased 4%—yet a 4.1% increase was included for Education. WLS is currently exploring transportation options to Albany for those interested in attending from Westchester; and further details will be sent out shortly. In addition, NYLA has set up an [online message](#) to the Governor and State Legislators regarding Library Aid.

Recent Reports on Public Libraries and Community Engagement

Three recent reports discuss approaches that public libraries could explore to advance community engagement and achieve community goals. The first report, [Local Libraries Advancing Community Goals, 2016](#), highlights the outcome of a national survey of chief administrative offices of local governments conducted by The Aspen Institute in partnership with the International City/County Management Association (ICMA) and the Public Library Association (PLA). This survey focused on the evolving role of public libraries in advancing community goals

and explored how public libraries and governmental agencies could partner to better engage, inform and empower residents within their communities.

The government leaders recognized public libraries as playing an important role in addressing these top five community priorities:

- Access to high-speed Internet service (73%)
- Digital literacy (65%)
- Early childhood education (65%)
- Primary and secondary school attainment (59%)
- Online learning/virtual learning (52%).

These priorities tie in well with the activities currently underway at WLS and the member libraries.

The second report, [*Strengthening Networks, Sparking Change: Museums and Libraries as Community Catalysts 2016*](#), surveyed museums and libraries of all types to learn how they strived to initiate change and/or address community challenges on their own and through strategic partnerships. This study was a joint effort led by the Institute of Museum and Library Services (IMLS) and supported by the Reinvestment Fund and the University of Pennsylvania's Social Impact of the Arts Program. The researchers learned that libraries and museums have many traits in common with traditional "anchor institutions" such as higher education and medical institutions. These common traits include: 1) spatial immobility; 2) a community base that is large and diverse; 3) nonprofit status; and 4) a public service mission. Using this anchor institution framework, the researchers proposed that through the intersection of collective impact and social wellbeing, libraries and museums would be well positioned to become catalysts for community change.

The social wellbeing concept would provide a contextual framework for the community-oriented initiatives by libraries and museums that are undertaken. Collective impact would provide descriptions of the initiatives around a specific social problem that are undertaken by multiple entities from different sectors within the community. The collective impact effort would be led by one "backbone" institution and all entities involved would share the same set of common measures of success. Through this intersection of social wellbeing and collective impact, four important focus areas were identified:

- lifelong learning and cultural engagement;
- economic development;
- physical and mental health; and
- place-making and the environment (helping communities invest in their places and address environmental issues relevant to their community).

WLS and the member libraries have consistently addressed these issues from a social wellbeing perspective, but not from the collective impact perspective. This might be a strategic approach to explore going forward.

The third report (which will be released soon!) includes a discussion of future digital technology trends presented by WLS Trustee Norm Jacknis, who was the keynote speaker at the Sutter County Dialogue on Public Libraries in November 2016. A partnership with [The Aspen Institute](#) Dialogue on Public Libraries and the Sutter County Library held in Yuba City, CA, this event was

developed to explore how communities in Sutter County could develop and leverage the library and its major assets to sustainably advance the community's goals and priorities. The agenda focused on ways that the library's priorities for innovation, community learning and development could strengthen and transform the library and the community. Participants jointly discussed four fundamental questions:

- What kind of community do we want?
- What kind of change is needed to make that happen?
- What role could the library play in making that change?
- What can my networks and I do to help?

In his keynote presentation, Dr. Jacknis highlighted six key trends in the development of digital technologies that provide new opportunities for libraries and communities to work together:

- The digitization of information;
- The Internet is everywhere;
- High quality visual communications anywhere;
- Innovation is a competitive edge, but increasingly requires collaboration;
- People producing as well as consuming content; and
- Machine intelligence continues to improve.

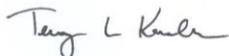
Effectively addressing these key trends will be challenging for public libraries, but doing so would provide public libraries with the opportunity to build on existing strengths and become even more relevant and important to their local communities. Future support of these trends would require the realignment and adjustment of some of our current priorities and resources.

Combined, these three reports provide much food for thought on public libraries' current strengths and ways that these strengths could be used to foster deeper community engagement and learning. I look forward to continuing further exploration into these ideas with WLS and member library trustees and staff.

Future Events

March 1 NYLA Library Advocacy Day – Albany, NY
April 6 WLS Multi-Language Book Fair – WLS Headquarters, Elmsford, NY
April 7 WLS Celebrating Westchester Libraries Event – Doral Arrowwood, Rye Brook, NY
May 5 2017 LARC (Library Association of Rockland County)-WLA (Westchester Library Association) Joint Conference – HNA Palisades Premier Conference Center, Palisades, NY

Respectfully submitted,



Terry L. Kirchner
Executive Director

LIST OF VISITS AND MEETINGS ATTENDED
November 19, 2016 – January 20, 2017

NOVEMBER

- 21 Bill Jones, Sales Manager, Tarrytown House Estate Hotel; Pat Brigham, Director of Development
WLS Conference Room Committee
Webinar: *Fair Labor Standards Act*
Elena Falcone, Director, Public Innovation & Engagement & Fran Feuerman, Chief Financial Officer
- 22-25 Vacation
- 28 Jeremy Berman, CEO & Co-Founder, Dream See Do; Rob Caluori, Director of Information Technology (IT)
WLS Administrative Meeting
- 30 NonProfit Westchester (NPW) Board Meeting
Pat Brigham, Director of Development
Thomas Abinanti, NYS Assemblymember, 92nd District, Tarrytown; Rob Caluori, Director of Information Technology (IT)
WLS Strategic Working Group

DECEMBER

- 1 Donvil Collins, President & Chief Executive Officer, VeeKast; Pat Brigham, WLS Director of Development
- 5 Tamaris Princi, President/CEO, Transitions of New York; Elena Falcone, Director, Public Innovation & Engagement; Elaine Sozzi, Director, WEBS; Pat Brigham, Director of Development
Elise Burke, Executive Assistant
- 6 Rob Caluori, Director of Information Technology (IT)
Team Meeting Community Conversations, Criminal Justice, Yesterday & Today
Westchester Community Foundation Event, Katonah Village Library
- 7 Pat Brigham, Director of Development
Hui Sheng, Manager, eContent & Resource Sharing
WLS Staff Holiday Luncheon
Civil Rights and a Civil Society: A Library-Law Enforcement Partnership
CloudLibrary Follow-up
- 8 Sirsi Operations Conference Call
Douglas Wray, Manager, Cataloging Services
- 9 Donvil Collins, President & Chief Executive Officer, VeeKast; Pat Brigham, Director of Development
Follow-up discussion on Transitions of New York meeting; Elena Falcone, Director, Public Innovation & Engagement
- 13 NYS Assembly Library Aid Hearing, Albany, NY; Rob Caluori, Director of IT
- 14 NPW Annual Meeting, ArtsWestchester, White Plains
Pat Brigham, Director of Development
- 15 Public Library Directors Association General Membership Meeting, Larchmonth Public Library
- 19 Elise Burke, Executive Assistant
- 20 NPW Executive Committee, Tarrytown
Rob Caluori, Director of IT
Webinar: *Positive Pay TM8 Demo for MIP*
Chris Harris, Vice President of Sales (Americas) SirsiDynix, Conference Call
- 21 Pat Brigham, Director of Development
Hui Sheng, Manager, eContent & Resource Sharing
- 22 Elena Falcone, Director, Public Innovation & Engagement & Fran Feuerman, Chief Financial Officer

DECEMBER (continued)

- 23 Kate Meyer, Community Engagement Coordinator; Allison Midgley, SirsiDynix/Technology Trainer, re: Meeting to discuss promotion & training of e-content
- 27 Rob Caluori, Director of IT
Elise Burke, Executive Assistant
- 28 Pat Brigham, Director of Development
- 29- 1/3 Vacation

JANUARY 2017

- 5 Laura Rossi, Esq., Executive Director & Robin Melén, Program Officer, Westchester Community Foundation; Pat Brigham, Director of Development re: Sing Sing Prison Project Museum
Sirsi Operations Conference Call
Douglas Wray, Manager, Cataloging Services
WLS Strategic Working Group
- 9 Elise Burke, Executive Assistant
Webinar: *Striving for Accessibility in Library Services*
Rob Caluori, Director of IT
- 10 Dennis & Julie Roche, Co-Founders, Burbio.com
Public Library System Directors (PULISDO) & New York State Library Division of Library Development Conference Call
- 11 Pat Brigham, Director of Development
Webinar: *5 Social Media Strategies to Design Your Personal Brand*
Elena Falcone, Director, Public Innovation & Engagement
- 12-13 Vacation
- 17 Rob Caluori, Director of IT
- 18 Pat Brigham, Director of Development
Hui Sheng, Manager, eContent & Resource Sharing
ADP Replacement Sales Call
New Yorkers for Better Libraries Conference Call
WLS Staff Meeting
Webinar: *Lawyers and Librarians Breaking Barriers to Employment*
- 19 PLDA General Membership Meeting
Douglas Wray, Manager, Cataloging Services
Webinar: *How to Respond to Library Security Incidents*