

WLS Department Reports November 2018

CATALOGING SERVICES

Contact: Douglas Wray, Manager [231-3243]

Coordinator, Multi-Language Collections and Services Nancy Coradin gave notice of her retirement on October 2nd, and her last work day will be November 27th. Ms. Coradin spent 30 years as a librarian, with 20 years at New York Public Library and 10 years at WLS, joining Cataloging Services in 2008. In addition to her primary focus on cataloging Spanish language materials (including personally maintaining Spanish subject headings, which facilitated access), and contributing a significant amount of English language cataloging, she also consulted with member libraries on Spanish language collection development and programming (particularly children's story times) and organized our annual Multi-language book fair. Dedicated to reaching underserved populations with her outreach efforts, Ms. Coradin intends to continue following that path, perhaps outside the library discipline. Ms. Coradin has been highly respected and appreciated by the Westchester public libraries and their communities, and we wish her well.

OUTREACH

On October 26th in Sleepy Hollow, Ms. Coradin gave a motivational workshop to a group of young girls preparing for their quinceañera celebration. A quinceañera is a celebration, similar to a sweet sixteen party that marks a teenage girl's passage to young adulthood. Ms. Coradin spoke about being a first generation graduate, her decision to become a librarian and how one's voice reflects one's identity, which is shaped by who you are and by the mentors in your life. Donated by WLS, every girl received the book *De Niña a Mujer* (From Girl to Woman) by Mayim Bialik. It is a guide intended to help teenage girls discover their smart, true and authentic selves.



WESTCHESTER LIBRARIANS SERVING LATINOS MEETING

Ms. Coradin headed the October 22nd meeting on how to create dynamic, bilingual story times. Topics discussed included: how to recruit multi-language speakers; finding appropriate bilingual books and songs; and how to market bilingual programs. Librarians from nine member libraries attended as well as staff from Westchester Jewish Community Services.

The guest speaker was Susie Jaramillo, children's author and co-founder of Canticos—a book media company of bilingual books, games, apps and videos. Ms. Jaramillo showcased her unique line of bilingual books that highlight traditional Latin American songs and nursery rhymes. She demonstrated supportive story time material found on her website, such as song lyrics, craft ideas and exercises that cover the five basic themes in early literacy: talk, sing, read, write and play. She also introduced a free app that plays the songs in both English and Spanish.

MOUNT KISCO PUBLIC LIBRARY

Ms. Coradin co-facilitated a bilingual story time with the Mount Kisco Public Library's new children's librarian Margaret Kaczorowki on November 5th. It was part of the WLS early literacy initiative spearheaded by Francine Vernon, WLS's Parent and Youth Outreach Coordinator. The theme of autumn tales included books and songs on the many things to be thankful for during the season. There were 18 children, parents and teachers in attendance.

DEVELOPMENT

Contact: Pat Brigham, Director [231-3241]

As the year quickly closes, Director of Development Pat Brigham is in the process of filing final reports for a number of key program grants received in 2018, along with new requests for 2019.

Con Edison approved a \$15,000 grant to support WLS Family Literacy Outreach. Con Edison has been a long-time supporter of WLS literacy initiatives and we are grateful for this year's increased funding. WLS also received a small ALA (American Library Association) mini-grant to support health literacy awareness. This complements previous funding for Health Literacy Outreach from the National Library of Medicine.

A new *Donate to WLS* page for the website was designed by Ms. Brigham, outlining why and how to support WLS and focuses on support for WLS strategic priorities. In addition, a print newsletter was created, targeted to engage more fully with donors and potential donors.

As Chapter President for Association of Fundraising Professionals (AFP) NY Westchester, Ms. Brigham planned and presided over the Annual National Philanthropy Day Conference held on November 13th. One hundred development professionals gathered for this nonprofit educational conference. Also attending the conference were: Terry Kirchner, WLS Executive Director; Karen LaRocca-Fels, Ossining Public Library Director; and Mallory Marinaro, Ossining Public Library Marketing and Communications Director. The conference focused on building a culture of philanthropy through the process of storytelling. Workshops led by professionals in their fields highlighted strategies and tools for gathering, telling and sharing compelling stories. The following are some take-aways from the conference:

- Many nonprofits (including libraries) have wonderful stories about how their services impact their clients; telling the story that connects to potential donors is a craft and an art; the challenge is to tell the story with an emotional connection that resonates with the potential donor and is authentic; research shows that donors respond to stories more than numbers and data.
- Donor segmenting is important to effectively connect the right story with the right donor.
- Sharing on social media channels requires analysis to measure effectiveness.
- Video sharing helps to put a face to your organization, is often shared widely, and can be an effective tool.
- Personal passion is contagious (and necessary); donors need to know that you are passionate about your cause.

Ms. Brigham attended the Impact 100 Grants Information Session held on October 30th at Greenburgh Public Library. This is a very competitive grant; Impact 100 expects to award: three transformational grants for \$80,000-\$100,000; three core mission grants of approximately \$15,000; and one special focus grant for Arts and Culture of \$15,000. Ms. Brigham and Elena Falcone, Public Innovation & Engagement (PIE) Director, will meet with Impact donors on "Pitch Day" to discuss various WLS needs that appropriately fit this year's grant criteria. Over the past several grant cycles, WLS has submitted a Letter of Inquiry (LOI), the first stage of funding resulting in an invitation to submit a full application. While WLS has not been funded, reviewers' feedback has been positive and encouraging.

The Marketing Consulting Grants funded in part by Entergy are coming to a close with all four libraries (Bedford Free Library, Eastchester Public Library, Irvington Public Library and White Plains Public Library) successfully meeting their goals. The work they have done with the consultant Molly Ahern of Full Deck Design has led to new action-based strategies. Brian Kenney, White Plains Library Director, recently shared this comment about their experience:

"She [Molly Ahern] understands libraries--and not all branding/design consultants do get us. She is able to work with a variety of staff who have a stake in different parts of our marketing efforts without ruffling feathers. One thing I really appreciate is that she is pragmatic and gets right down to work. We are making several clear changes to our marketing efforts thanks to her. Outcomes include: new logos, new flyer template, a style guide, new content for our website, reorganization of our home page, improved use of website analytics, increased segmentation through different social media platforms."

INFORMATION TECHNOLOGY (IT)

Contact: Rob Caluori, Director [231-3207]

While still in the 2018 funding cycle of the eRate process, it is already time to begin filing for the next year of the program. To begin the process, WLS will post the FCC 470 that solicits competitive quotes from interested vendors. From there, vendor and services selections will be made and submitted for funding approval for the 2019 cycle (July 2019-June 2020). Funds to be received from the 2018 cycle are included in the 2019 budget and are expected to be filed for in July 2019. The additional funds have provided for bandwidth upgrades across the county and additional upgrades are planned for 2019.

Contract negotiations are ongoing with Equinox for the migration to Evergreen as the Integrated Library System (ILS) for WLS. A conclusion to the negotiation process is drawing near. WLS staff are helping libraries clean up the item and patron databases and training dates are being scheduled in order to be ready when the migration process begins.

As part of the ILS Request for Proposal (RFP), a FOIL request was made for copies of the RFP responses from the other vendors. In fairness, WLS prepared a package that was shared with all vendors who had responded; and each vendor was contacted for redaction requests to ensure that no information was released improperly.

WLS is working with the Mamaroneck Public Library on the purchase and installation of digital signage throughout the library building. The signage is running on a new system that utilizes off-the-shelf hardware and a web-based content management service. This has proven to be a more sustainable and lower cost solution than previous installations that used proprietary solutions. This solution is currently in use at Greenburgh Public Library, Hendrick Hudson Free Library (Montrose) and Lewisboro Library.

Training programs from WLS provide library staff with a variety of opportunities to expand their horizons and take better advantage of the available tools to support library operations. Technology training is a crucial part of the WLS strategy to increase library staff professional development. Through the end of the third quarter, staff from 36 of the 38 libraries have attended workshops, either at WLS or on-site at libraries. Web literacy workshops, particularly those about new eResources, privacy and Google Suite as well as maker programs continue to be the most popular. New workshops *Physics Fun!* and *Experience VR (Virtual Reality)* are based on WLS LEADER Lab kits that libraries can borrow to offer new or enhanced programs to their patrons. Attendees learn science and technology hands-on; most reserve a kit through the WLS IT Wiki within days of their attendance. Through the end of the 3rd Quarter 2018, there were 506 total attendees at 103 sessions.

WEBS

Contact: Elaine Sozzi, Director [231-3239]

This year the WEBS programs have emphasized the impact of technology on job seekers and the future directions that occupations may take. Although there is anxiety about automation taking away jobs, there is

a general consensus that in the near term, occupations are more likely to be changed by digital technology but not destroyed by it. However, according to a report from the McKinsey Global Institute, there will be big changes in the long term with many people switching to new occupations by 2030. Software skills will be needed in almost every industry, and workers will need to have much higher technical proficiency. Skills like critical thinking, teamwork, oral and written communication, and the ability to learn on one's own will also be necessary. WEBS will continue to address these future themes in its programming.

A review of the year's activities indicates that WEBS offered 10 nine-week seminars which involved both group and individual counseling; 22 workshops on a variety of career-related topics; 35 weeks of individual counseling by appointment at the Yonkers Public Library and the Mount Vernon Public Library; and a professional development program in conjunction with the Westchester Library Association for member library staff and WEBS counselors. Two additional training sessions were held for the WEBS counselors to review a revised seminar curriculum and materials. WEBS director Elaine Sozzi provided ongoing supervision of the counselors, and conducted over 100 distance/telephone counseling sessions with clients who were unable to attend programs.

Presently, confidential client reports from the counselors and evaluations from the clients are being reviewed by Ms. Sozzi who will contact any individuals who need follow-up counseling. Again this year, there has been a noticeable improvement in the number of seminar participants who have found new jobs or are getting interviews. Six-month evaluation questionnaires have been sent to a representative sample of past seminar participants to measure the long-term impact of the counseling services. A compilation of these statistics provides great credibility to the effectiveness of the WEBS program.

The WEBS director is now working with the counselors and member library directors to determine needs, discuss ideas and design new programs for 2019. The future of work faces immense challenges for all workers, and they will continue to experience anxiety and uncertainty about the instability of their careers. But those who are older, unemployed, underemployed, or displaced from their industries face greater barriers and will require continuing assistance from career counselors.

This month Elaine Sozzi finished conducting a nine-week career development seminar at the Chappaqua Library and attended the annual meeting of Nonprofit Westchester (NPW) at Doral Arrowwood.