Attendance:

Deanna DiCarlo (UHLS), Anne Pitlyk (UHLS), Jennifer Ward (APLB), Lynne O'Donnell (COLN), Amy Peker (VOOR), Rebecca Lubin (APL), Tracey Pause (VOOR), Gordon Noble (BETH), Margaret Lanoue (GUIL), Jim Davies (APL), Melissa Tacke (CAST), Meghan Wakeman (APL), Sue Hoadley (WSTR), Dale LaGue (TROL), Michelle Conte (RCSC), Jill Dugas (EGRN)

Meeting Minutes

1. **Spotlight on Programming**
    a. DiCarlo introduced the topic of programs for adults in our communities, and distributed two handouts: Presenter Information from last fall's Programs Symposium at UAlbany and CDLC's Creative Programming session. D.DiCarlo will distribute these electronically with the minutes.
    b. D. DiCarlo asked the membership to share a program they are excited about, need feedback or assistance with, need an evaluation plan for, etc. Numerous easily adaptable program ideas were generously shared:
        i. **WRP @ APLB:** J. Ward described the Bach Branch's first ever winter reading program for adults, modeled after the SRP for children. So far Bach has had 26 registrants and patron feedback has been very positive. R. Lubin expressed interest in expanding the program to the rest of APL. G. Noble noted that Bethlehem ran a similar program with prizes from Book Expo.
        ii. **Cookbook Potluck @ VOOR**: R. Lubin spoke about a popular program that took place at Voorheesville while she was there. Patrons checked out cookbooks from the library and then brought a recipe from the book to a potluck. Around 10 people participated.
        iii. **Birth Decade Reading Challenge @ RCSC:** M. Conte spoke about reading challenge for adults at RCSC in which participants were encouraged to read books from the decade they were born, about their home state, or other themes. At the end of the year there will be a party and for participants.
        iv. **Book Discussion @ WSTR:** S. Hoadley pointed out that programming for adults can be a real challenge for smaller libraries. She recommends building upon something that already exists. She gave the example of creating an adult summer reading program with a book group that already meets regularly.
        v. **Genealogy @ GUIL:** M. Lanoue gave another example of building on something that already exists. Guilderland encouraged participants of a genealogy group to present on any travel experiences they had that were related to genealogical research.
        vi. **Travel @ BETH:** G. Noble spoke about popular travel programs at Bethlehem. The most recent presentation, from an experience hiker, was attended by around 70 people.

vii. **Intergenerational Animal Programs:** G. Noble brought up intergenerational programing and pointed out that programs with animals are fantastic for bringing in multiple age groups.

viii. **Soup Tasting @ APLB**: J. Ward described a well-liked soup tasting program held at Bach that attracted an intergenerational crowd. M. Conte asked what kind of marketing was done for that event, J. Ward said it was on the events calendar, but that a large number of people in attendance simply saw the soups (and smelled them!) in the library.

ix. **Costume Swap @ CAST:** M. Tacke revisited the idea of programming at small libraries and pointed out that things like trivia nights just don't adapt to smaller locations. Swaps have been successful at Castleton. Twenty people attended a costume swap in early October.

x. **Fabric Swap @ RCSC:** M. Conte brought up a fabric swap at RCSC that was very popular. They were able to cross promote it with a local craft fair.

xi. **Clothing Swap @ VOOR:** T. Pause mentioned that Voorheesville had a clothing swap and A. Pekar pointed out that programs like this bring people into the library who are not regular library users.

xii. **Simultaneous Swap Across UHLS:** M. Lanoue suggested that a swap could be a great program to run simultaneously at all UHLS libraries and cross-promote with press releases, etc.

xiii. **SRP Travel Selfies @ VOOR:** A. Peker described a program that Voorheesville is looking into in which patrons visit libraries across the country while they are out traveling and take selfies. M. Conte spoke about a "passport" program in Vermont libraries.

c. **Idea Sharing:** D. Dicarlo asked how UHLS could help facilitate idea sharing between member libraries.

i. Attendees thought that idea bank with a form that librarians could use to add successful programs would be very useful. R. Lubin would like it to be easily searchable. M. Tacke suggested that it should indicate if any presenters will do a program for free.

ii. M. Lanoue would like for there to be a way that neighbor libraries could pool resources and bring a presenter in together.

d. **Programs as Advocacy:** There was a brief discussion of using programming to promote the importance of libraries as an advocacy tool:

i. R. Lubin made the point that having library users attend advocacy day was more effective than having staff attend. If anyone knows a patron who would be interested in advocating for libraries, you are encouraged to contact R. Lubin or UHLS to organize attendance at meetings.

ii. M. Conte suggested using the Humans of New York model to tell stories. D. DiCarlo can look into making a form for submissions from member libraries. A. Peker suggested Shutterfly as a low cost option for a book as well as a

publicly accessible ebook. S. Headley suggested a slideshow on the UHLS website.

    iii. R. Lubin asks that we share this with NYLA when it is created

    iv. Personal stories can be more effective than statistics. R. Lubin shared the example of being told by the daughter of a long-time patron who passed away, "I know your library extended my mother's life."

e. **Nine Pin Ciderworks:** D. DiCarlo reported that the Nine Pin Ciderworks proprietor is willing to present libraries on how cider is made and/or how to start up and run a small business. R. Lubin suggested that this could be replicated with many local businesses. Many ASAC members were at the CDLC Cider Social and agreed

f. **Meetup:** J. Dugas asked if any libraries had used Meetup to attract people to their programs. M. Lanoue said that Guilderland had used it in the past, but that it was not overwhelmingly successful. J. Dugas suggested that it might be useful for drawing new residents into library programs, as she had used it herself when she was new in town.

g. **Millennials**: D. DiCarlo asked about Millennials – where are they? Why aren't they coming to more programs? M. Conte suggested using nostalgic programs to attract the demographic. J. Davies gave the examples of his Spelling Bee and Game of Thrones Trivia Programs as being attractive to Millennials. M. Lanoue said that Guilderland's Harry Potter trivia for adults was very popular.

    i. A. Peker pointed out that the programs that work best to attract Millennials are sporadic and group oriented. J. Davies suggested including an element competition.

    ii. D. DiCarlo passed around the book *A year of programs for millennials and more*, available by request from the UHLS professional development collection.

h. **Cross-Dept Programming:** J. Dugas brought up the option to coordinate programming across departments. For example, a jewelry making class that adults could attend at the same time that children could be doing something elsewere.

    i. M. Conte brought up the way that parents come together and talk with each other while she is entertaining the kids during the RCSC Girls Rule the Library night.

i. **Marketing:** D. DiCarlo asked about marketing concerns, and members responded they would like to cross-promote more.

    i. S. Hoadley and M. Lanoue suggested UHLS could reach out to publications like the Times Union to advertise or issue press releases for system-wide events.

    ii. M. Tacke used the example of coloring programs, since so many locations are planning them.

        1. J. Dugas suggested that member libraries could contribute funds towards buying an ad, and UHLS could facilitate it

iii. D. DiCarlo asked what the best means of communication for this would be, and it was suggested that an email with a consistent subject would work for everyone.

j. All agreed they would like an opportunity to have a quick programming go-around at each meeting.

2. **eContent Advisory Committee Updates**
   a. D. DiCarlo explained some authentication issues that have been delaying the implementation of Bookflix and GVRL.
   b. Patrons with ULAN cards will have to log into GVRL through UHLS's website. ASAC agreed it may be a good idea to request that UHLS and the directors create some updated guidelines for who is eligible for a ULAN card.
   c. A. Peker gave a description of GVRL. DiCarlo gave an overview of some of the features in GVRL like language translation and the audio option for libraries, and that all titles are simultaneous use.
   d. Marketing materials (posters and bookmarks) have been sent to each location.
   e. GVRL will have several more general civil service test prep titles later this spring, including nursing and firefighting prep.

3. **Outreach Updates**
   D. DiCarlo, due to time constraints, tabled discussion of outreach updates until the next meeting.

4. **Sierra**

   UHLS responded to ASAC's Sierra feedback from the November meeting:
   a. The new Search/Holds drop down menu is better, but the barcode option needs to be higher in the list. Before call number. Keyword should be kept as default. D. DiCarlo will send out a survey ranking the order before the next meeting and will report the list to Rob Carle.
   b. Some of the issues brought up in the last meeting are hard coded and cannot be changed. Examples of this include the option to not page for title and the option to cancel a hold when you check a requested item in.
   c. Automated messages, at least telecirc messages, are still not perfect. Please open a support ticket whenever something unusual happens.
   d. Encore/Overdrive integration is not ideal for users accessing it on their computers if they want EPUB titles on a tablet. UHLS will work on creating training materials so staff can pass this on to patrons.

   New feedback:

e. Items changing to billed status after only 30 days is not ideal for any location, and UHLS can look into extending it to 60 or 90 days. The initial and two-week late notices, however, cannot be easily changed.

f. M. Lanoue said that there is an issue with expired holds. When an item on the hold shelf is requested by another patron at the same location, the next patron will get notified that his or her hold is ready for pickup. This can be a problem if the item is not actually found on the shelf.

    i. A. Pitlyk will put together a set of instructions for a workaround and D. DiCarlo will send it out with the minutes.

g. Some billed items have been found to be requestable. J. Dugas wondered if it would be possible to run cleanup lists to delete records for long overdue items.

h. Members want to know if there is an update on Decision Center.

5. **Next Meeting**

a. Members would still like to meet every other month. The next meeting will be on March 17th at 9:00am at UHLS.

b. Future meetings may be at different locations.