



UPPER HUDSON LIBRARY SYSTEM

Together. For Better Libraries.

SERVICES COMMITTEE

October 13, 2010

PRESENT: Erin Apostol, Brian Hartson, LouAnne Lundgren, Richard Naylor, Celeste Steinke, Mary Muller, Tim Burke, Heidi Fuge

3:30 PM – Meeting called to order by E. Apostol.

I. REPORT ON SUMMER READING PROGRAM STATISTICS AND CHALLENGE GRANT

Committee members reviewed the Program Summary and statistics (information appended to these Minutes). T. Burke pointed out that in response to a push by the UHLS staff, libraries are encouraging kids and teens to track their summer reading by time spent reading rather than number of books read. This has proved to be an effective way to encourage more reading. There was also an increase in the number of programs offered for, and participation by, teens. E. Apostol asked if it would be possible to get the statistics for the individual libraries? T. Burke will check with Mary Fellows.

Sixteen libraries completed the varying requirements for the Inclusiveness Challenge Grant funds. The grant challenged libraries to reach out with their Summer Reading Program to people of varying ages, with disabilities, or to those who were educationally or economically disadvantaged. (information appended to these Minutes).

II. VARIANCE REQUESTS FOR THE CASTLETON LIBRARY

The Division of Library Development directed the Castleton Library to submit two variance requests since they did not meet the Minimum Standards for Standard #3 (Report to the Community) and Standard #11 (paid Director). There is an entirely new Board of Trustees at the Library and they are cooperating with the DLD requests. R. Naylor asked what kind of guidance were the new Board members receiving from the System? T. Burke reported that he has had extensive communication with several of the Board members and is helping them to develop an advertisement and job description for the Director position. They are eager to accept help from the System going forward.

MOTION:

L. Lundgren moved to recommend that the Board approve the two Variance Requests submitted on behalf of the Castleton Public Library. C. Steinke seconded. Unanimous.

III. ARTS CENTER GRANT FOR RIVERWAY

T. Burke reported that a \$5,000 grant request was submitted to the Arts Center for the Capital Region. The funds would be used for the 2011 Riverway Storytelling Festival. The grant deadline preceded the Committee meeting.

MOTION:

R. Naylor moved to recommend that the Board approve the grant application to the Arts Center for the Capital Region. B. Hartson seconded. Unanimous

IV. CENTRAL LIBRARY DEVELOPMENT GRANT BUDGET

T. Burke presented the proposed budget for the 2011 Central Library Development Grant which includes Central Book Aid. He explained that since this Aid is used to benefit all of the member libraries, the budget is developed by the Central Library Advisory Council. (Copy of the proposed budget appended to these Minutes). R. Naylor, a member of the Central Library Advisory Council, explained the rationale behind the budget: Central Book Aid is required by law to be used for adult non-fiction materials that are available for loan to all of the member libraries. For the 2011 budget, this was divided into an amount for non-fiction print books and a smaller amount for non-fiction downloadable e-books. The Albany Public Library Board of Trustees approved the proposed budget at their meeting on 10/12/10.

MOTION:

L. Lundgren moved to recommend that the Board approve the 2011 Central Library Development Grant Budget. R. Naylor seconded. Unanimous

Heidi A. Fuge
10/14/10

Supplemental Material for 10/12/10 UHLS Services Committee meeting

Summer Reading Program Summary

This year 35 UHLS libraries and branches offered a Summer Reading Program (SRP) for kids and/or teens.

Kids Stats

1. 5,323 kids registered for SRP in our libraries
2. 2,559 kids recorded reading by minutes and read 1,285,670 minutes
3. Kids who recorded books instead of minutes read 34,225 books
4. 1,030 children's programs were offered by our libraries, with attendance of 27,584
5. SRP registration by kids is down 6% from last summer
6. Books read by kids is up 13% from last summer
7. Time read by kids is up 36% from last summer
8. Number of programs for kids is up 19% from last summer, while attendance at those programs is up 3% from last summer

Teen Stats

9. 413 teens recorded reading by minutes and read 332,570 minutes
10. 867 teens registered for SRP in our libraries
11. Teens who recorded books instead of minutes read 2,158 books
12. 299 teen programs were offered by our libraries, with attendance of 3,596
13. SRP registration by teens is up 12% from last summer
14. Books read by teens is down 31% from last summer
15. Time read by teens is up 45% from last summer
16. Number of programs for teens is up 14% from last summer, while attendance at those programs is up 13% from last summer

Online vs. Print systems

17. 24 libraries used an online SRP; 13 used the Bethlehem Public Library's online SRP product and 11 used the Evanced product
18. 7 of those using online SRP registration chose not to also use paper

Conclusions

1. Efforts to encourage libraries to have kids and teens count by time rather than books have paid off with a significant increase in reading by those counting by time.
2. Participating member libraries are getting more comfortable and skilled at serving teens, demonstrated by more programs offered and better attendance at those programs. More resource allocation to teen services (staff, money, space) by member libraries; more training and focus on teen services from UHLS; and more buzz about teen services in the library world all likely contribute as well.
3. The numbers prove that libraries are doing more and getting more usage than ever.

Summer Reading Program Inclusiveness Challenge Grant

Also related to SRP is the LSTA SRP mini-grant, which this year was the Inclusiveness Challenge. The grant challenged libraries to reach out in new ways to encourage people of varying ages, people with disabilities, and the educationally or economically disadvantaged to participate in the summer reading program and its activities. The requirements for libraries to participate in the grant included attending specific training, conducting an assessment of their library's space, offering programs using new techniques to appeal to youth from the targeted groups, rewarding readers on the basis of time read rather than on the number of books read, and much more.

Sixteen libraries completed the requirements of the grant: one achieved Level 1 (\$350/library), three achieved Level 2 (\$500/library), four achieved Level 3 (\$650/library), and eight achieved Level 4 (\$800/library). The awards, which are to be used for future programming for youth, have been disbursed to the libraries.

To illustrate the value of this grant program to the libraries, here are two comments from participants, one from a large library, and one from a small library:

“The Inclusiveness Challenge was very much an eye-opening experience, one that will significantly improve the services we provide to our patrons. Survey results were shared and discussed at our last staff meeting, and we agreed that these improvements were long overdue.”

“We have very minimal policies in place now and are in the process of writing and updating our existing policies. I realize we will need to address the needs of people with disabilities as we begin this process. This initiative was very timely for us and will be invaluable to me as I go forward in writing appropriate policies.”

From a System perspective, this grant is one of the most important opportunities we've ever offered. Library participation was strong. The quality of the group discussions and the organizational awareness that has resulted from this focus on serving people with disabilities was rewarding. There are changes, large and small, happening in many of our libraries that are a direct result of this grant program, so please join me in thanking Mary Fellows for her leadership on this program.

Arts Center for the Capital Region Grant

Mary Fellows has submitted an application to the Arts Center of the Capital Region to support the 2011 Riverway Storytelling Festival. The maximum award for this grant program is \$5000. The grant was due October 1, so it was not possible to have the Services Committee/UHLS Board review and approve the application before submission. We expect to hear from the Arts Center in December on our application.

Central Library Development Aid Budget

The Central Library Advisory Council met on 10/6/10 to discuss and approve a recommended budget for the 2011 Central Library Development Aid. These funds are used to support shared resources across the system. Database subscriptions, overdrive content, and print non-fiction adult books added to the APLM collection and requestable by all UHLS members have been purchased with CLDA funds in the past. After a full and thorough discussion the committee made a series of recommendations regarding the allocation of the CLDA funds for 2011 and approved a budget reflecting these recommendations. That proposed budget is detailed below.

Proposed 2011 Central Library Development Aid Budget

Category Amount

Central Book Aid	
Non-fiction books (print)	\$ 55,070
Non-fiction books (Overdrive)	15,000
Central Library Development Grant	
Fiction books (Overdrive)	20,851
Database subscription - Heritage Q/Ancestry	27,223
Database subscription - Mango Languages	17,862
Staffing - Reference Support (.55 FTE)	23,965
Staffing - Library Clerk (1.5 FTE)	<u>33,958</u>

Total CLDA **\$193,929**

The above budget was approved by the Albany Public Library Board of Trustees on 10/12/10.