

LINKING LIBRARIES

The newsletter of the
ROCHESTER REGIONAL LIBRARY COUNCIL

Marketing Assistance Available for Your Library Deadline for applications is October 29

The Rochester Regional Library Council is again offering small grants to area libraries to help them better market their library programs and services. The grants allow the libraries to work with marketing and communications professionals recruited by the **Ad Council of Rochester** (<http://www.adcouncilroch.org>), whose programs help non-profits increase their marketing and communications knowledge, handle marketing and communications problems, and create marketing plans. This is the fourth year of this highly regarded RRLC "mini-grant" program.



FAQs about RRLC/Ad Council Grants

Who is eligible to apply?

Any library or library system that is a Full, Associate, or Affiliate member of RRLC or a member of one of its member systems (Monroe County Library System; Pioneer Library System; Monroe #1 BOCES SLS; Monroe #2-Orleans BOCES SLS; Genesee Valley BOCES SLS; WFL BOCES SLS; Rochester City School District). First preference is given to Full, Associate or Affiliate (i.e. dues paying) members of RRLC.

What do the grants provide?

The grants provide subsidies to libraries or library systems so they may work with marketing and communications professionals recruited by the Ad Council of Rochester. The Ad Council provides set programs meant to help non-profits increase their marketing and communications knowledge, handle marketing and communication problems, and create marketing plans. Check under "Services" on their website.

When are the grants awarded?

The grant year runs July – June. Information on the grants is sent to our listservs in late August or early September. Awards are made in October/November. NOTE: This program, as with all RRLC

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services, depends upon State funding. It is possible that in any one year, RRLC may not be able to fund these awards because of cuts to state funding.

How much are the grants?

In past years, grant awards per library have ranged from \$500 to \$2,500, but awards usually do not exceed \$1,000.

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RRLC Hosts Moroccan Visitors

A group of women from Morocco were guests at RRLC on Tuesday, July 13. Our visitors were part of the U.S. Department of State's International Visitors Leadership Program. The group of five visitors included two librarians, one from Morocco's national library and the other the director of a large public library in the nation's capital city. Other members of the visiting group were a journalist, a teacher and a government official who also runs a theater troupe! Our visitors were particularly interested in the Library Instruction Leadership Academy (LILAC), the brainchild of SUNY Geneseo librarians Michelle Costello and Kim Davies Hoffman. A panel of members of the LILAC steering committee and one LILAC participant were on hand to talk about the institute. Panelists included Michelle Costello, Kim Davies Hoffman, Alice Harrington Wilson, and Beth Kettell.

The visitors were accompanied by two interpreters, and the interpretation was done in French. The first language for most of our visitors was Arabic or Berber, and some had limited English as well, but all were fluent in French. The interpreters travel with their own electronic system. Each participant has an earbud.



(Continued on pg. 3)

Budget Passed; Funding for Libraries Still Uncertain

Although the NYS Legislature passed a budget this summer and although Library Aid was **cut by 2.75% from last year's level** – and more than 16% since 2007 – the budget still isn't really settled as far as libraries are concerned. How is that?

It arises out of the complications of our state budget process. One important component is what is called the Article VII Bill for Education, Labor and Family Assistance (ELFA) which was not passed. This Bill included language that provided "Supplemental Aid" for Library Systems. Without passage of this Bill, no library system will receive its Supplemental Aid. That would mean RRLC will be cut an additional \$40,000 more than what we have been cut so far this year. Public and school library systems also would suffer additional cuts.

Over the last several years all library systems have cut back on programs and services. RRLC has eliminated staff positions, cut back on delivery and reduced grants to member libraries. Continued cuts from the state will have an even greater impact on library systems in the future as "rainy day" funds are depleted.

Please contact your state legislators and ask them to return to Albany to pass the Article VII Bill for Education, Labor and Family Assistance. You can easily do that by going to the NYLA website (www.nyla.org) and clicking on Become A Library Advocate. Thank you!



CLIC-on-Health Receives Technology Improvement Award

RRLC's CLIC-on-Health project is the recipient of a \$7,500 **Technology Improvement Award from the National Network of Libraries of Medicine, Middle Atlantic region**. The funding will be used to create a mobile-friendly version of the CLIC-on-Health website that can be used by practitioners in the field on their mobile devices. The mobile application will be developed for the iPhone and Android platforms, and other platforms may be added if funding allows. The work begins immediately and will be completed by April, 2011.



Rochester Regional Library Council Welcomes *Disney Institute* to Rochester on October 26, 2010

Early Bird pricing available--see <http://keysus.com/splash/RRLCPBWsplash.htm> for details!

The Rochester Regional Library Council is proud to partner with the Rochester Business Alliance to bring **Disney's Approach to Quality Service** program, presented by the world renowned *Disney Institute*, to the Rochester area on October 26, 2010.

A unique one-day event, **Disney's Approach to Quality Service** will challenge you to look at your business - no matter what size - in an entirely new light. Showcasing the powerful strategies and business models that are the cornerstones of the Disney organization's long-term success, you will learn how to apply innovative Disney strategies to your own organization for immediate results. Take advantage of this incredible opportunity and register today.

ASL Interpretation will be provided at the event.

Cost is \$395 per person.

Important: Please use promotional code **RRLCMNE** to receive **\$50 OFF PER GUEST** when registering. Additional group discounts are available.

TO LEARN MORE AND REGISTER GO TO:
<http://keysus.com/splash/RRLCPBWsplash.htm>

No prerequisite training required.

Marketing Assistance Available for Your Library

Other than being an RRLC member or member of an RRLC member library system, what are the other criteria for selection?

The application process is meant to be simple. We just need a clear and concise statement of need; a statement on how it will help your library/system achieve its mission; a clear indication that the library/system has the staff resources to undertake and complete the work with the Ad Council, and the applicant must attend one of the "qualifying sessions" held each fall by RRLC and the Ad Council which explains the services offered. A statement on how the library/system will share its experiences with the RRLC community also is helpful, since we want others to know the value of this service.

Who makes the selection and when?

Selection is made by RRLC staff within two weeks of the application deadline.

Must our library/system be able to pay part of the cost?

No, this is not required. However, limited funds are available and we encourage libraries/systems to pay a portion of the cost if possible. Ad Council services offered under this grant range in cost from \$500 - \$2,500. RRLC mini-grants can provide the full cost.

What are the requirements from RRLC if we are selected?

The selected libraries/systems will be responsible for making the contact with the Ad Council, working in good faith on a timely basis with the Ad Council, providing a final report to RRLC after the completion of the work, and be willing to share your experiences with the rest of the RRLC community.

I've heard that there is a "qualifying session" that applicants must attend. What is this?

In order to receive a mini-grant, the applicant must attend a session conducted by the Ad Council which explains in detail the services/programs they offer and also explains the work expected from the client library/system. You should attend the qualifying session before submitting an application.

Deadline for applications is October 29, 2010. Awards will be made by November 12, 2010.

RRLC Hosts Moroccan Visitors

When the RRLC panel was speaking, the visitors put on their earbuds and heard the interpreter speaking in French. When our Moroccan visitors had questions for us, we put on our earbuds and heard their questions and comments in English. The interpretation was "simultaneous", meaning the interpreter was speaking at the same time as the person talking, usually only a word or two behind the speaker.

The Department of State program is designed to examine the role of women in American society; explore U.S. approaches to increasing women's participation in local governance; see how the arts are employed in American society to further social awareness and change; engage in discussion about the importance of professional development, networking, and mentoring for the advancement of women in society; and explore how U.S. NGOs work to protect and promote the rights of women.

The visitors had several questions about libraries in the United States, especially in the technical services area. The women were familiar with the library utility OCLC, but OCLC plays a significantly different role there. In North America OCLC is considered mostly a tool for discovery, cataloging and resource sharing. In the Middle East and Africa it is better known for its functionality as a library management system, including circulation, acquisitions and cataloging.

It was an educational visit for everyone. We learned that Moroccan libraries are dealing with a lot of the same issues that our libraries talk about. Lack of money is a universal issue; but also making sure that people are aware of library services and know how to use them, and training and professional development opportunities for those who work in libraries.

Like all visitors to Rochester, our visitors were enchanted by Wegmans Supermarket! They were scheduled to have lunch at a restaurant after they left RRLC, but the women opted to return to their hotel and enjoy some items they had purchased at Wegmans.



Moroccan visitors included Amina Benomar Ep El Ghissassi, Amal Khaldi, Rajae Rouijel, Naima Zitan. Also pictured are Kim Davies Hoffman, Alice Harrington Wilson, Beth Kettell, Michelle Costello and Deborah Emerson.

RRLC Member News

Wayne-Finger Lakes BOCES Awarded LIRE Grant

Congratulations to the School Library System at **Wayne-Finger Lakes BOCES, (Judy Marsh, Director)**, which was awarded an **Improving Literacy Through School Libraries Grant** in the amount of \$339,335. Only fifty grants were awarded nationwide and only two in New York State.

The purpose of the grant, **Libraries Improve Reading Excellence (LIRE)**, is to improve literacy skills, raise academic achievement, and foster a love of reading for 682 K-3 students in Geneva's North and West Street Elementary Schools. The grant will provide increased access to updated school library materials and well-equipped, technologically-advanced school library media centers staffed with well-trained, professionally certified school library media specialists in collaboration with classroom teachers, reading specialists, school administrators, and literacy coordinators. The grant funds will be used to improve and update the libraries with both print and non-print materials, with state-of-the-art technology resources and services, and provide professional development for collaboration and effective implementation in alignment with literacy curriculum.

Lavery Library at St. John Fisher College is getting a Facelift

Lavery Library at St. John Fisher College will be getting a new front entrance. LeChase Construction Services has removed the exterior steps and outer offices. A temporary entrance to the library has been established on the south side of the building near the parking lot. When completed, the building will have new offices, steps and a covered walkway. The covered walkway will allow patrons to walk to the Campus Center and other academic buildings sheltered from rain and snow.



RRLC People in the News



Micquel Little, Circulation Supervisor for the University of Pittsburgh at Bradford's Hanley Library since 2005, has accepted the position of **Access Services Librarian with St. John Fisher College's Lavery Library**. As the new leader of the circulation and inter-library loan departments, Micquel joins Lavery's team after recently completing her Master of Library and Information Science degree from the University of Pittsburgh, which is also where she completed her Bachelor of Arts degree.

Two Fisher Librarians presented at the IDS Project Conference this July in Oswego.

Adam Traub, Systems Librarian, was a panelist for "IDS Technology; Cool Tools & New Ideas." **Kate Ross, Head of Technical Services**, presented a poster titled "21st Century Collection Development: Our experiment with Patron Driven Acquisitions."



Adam Traub, Micquel Little
And Kate Ross

St. John Fisher's Lavery Library welcomes two new members to their circulation team. **Kourtney Blackburn** has accepted the position of **part-time Evening Supervisor**. Kourtney is a recent graduate of St. John Fisher and begins her Master of Library Science degree with the University of Buffalo this coming Fall. **Stacy Dupuis** has accepted the position of **Circulation Coordinator** with St. John Fisher's Lavery Library. Stacy recently completed her B.A. degree from SUNY at Buffalo.



Save the Dates!

Monday, December 6 RRLC is sponsoring **LITA Institute**. LITA, the Library and Information Technology Association, is a division of the American Library Association. LITA Regional Institutes are one-day workshops on technology-related topics. Taught by experts and presented throughout the country, they reach beyond ALA Conference locations to bring you high quality continuing education. We are fortunate to have a LITA institute presenter at one of our member libraries.



Writing for the Web: a LITA Institute will be held at RRLC from 9:00 a.m. – 4:00 p.m. on December 6. The presenter is **Brenda Reeb**, director of the Business & Government Information Library at the University of Rochester, River Campus Libraries. This full-day workshop presents best practices for writing for the web within the context of academic and public library websites.

Fair Use and Copyright Considerations for E-Reserves are the topics for a two-part webinar, hosted at RRLC on **October 5 and October 12**. RRLC is partnering with the New York State Unified Court System to provide training on their **Access to Justice** program on Thursday, **October 28**. A two-part Monday evening class on **November 8 and November 15** will introduce the basics of **Sign Language** for library staff, and will include a discussion on deaf culture and meeting the needs of deaf or hearing impaired users.

For a complete listing of the many professional development opportunities that are available through RRLC, please visit our website at <https://workshops.rrlc.org/orgmain.asp?orgId=19>.



RRLC Orientation Packets Available

RRLC has an orientation packet to welcome new staff at RRLC member libraries and library systems. The packet includes information on the RRLC listserv (rrlc-l), and our popular and in-demand continuing education program. If you are interested in receiving a packet, please call or email the Council office. The packet is also available for download on the RRLC website at <http://tinyurl.com/RRLCOrientationpacket>

RRLC, NYLA and the AD Council Present Library Marketing Institute



In partnership with the Ad Council of Rochester and the New York Library Association (NYLA), RRLC is offering a special six-session **Marketing Institute** specifically designed for libraries.

The Ad Council will take academic principles of marketing and communication and apply them to different library circumstances, goals, and objectives. All types of libraries are welcome to participate. The principles will be appropriate for all library types – diversity among the group will only aid participants' learning. The target audience for this includes library directors, assistant or associate directors, library trustees, and public service or outreach staff.

The Institute consists of six full-day class sessions, with reading assignments and exercises to be completed between class sessions. An online forum will be established to facilitate communication among members of the group and the instructor.

The full-day sessions fall on Wednesdays each month: October 13, November 17, and December 15, 2010; and January 12, February 9 and March 16, 2011.

It is expected that all registrants are committed to attending all six class sessions. All classes will be held at the Rochester Regional Library Council. The cost of the institute is \$300. This includes morning coffee and lunch on each class day. Members from any of the NY3Rs and all NYLA members are welcome to register and attend at this special member rate. Participants will receive a certificate of completion. To register for the Institute, please visit <http://www.rrlc.org> and click on "Register for Courses". If you are a first-time visitor to the RRLC website, please call the office at 585-223-7570 to set up a username and password for the registration system.

Payment may be made by credit card or by check. All checks should be made out to the Rochester Regional Library Council. If paying by credit card, you will complete an online form.



LINKING LIBRARIES

390 Packett's Landing Fairport, New York 14450

Executive Director: *Kathleen M. Miller*
 Assistant Director: *Deborah Emerson*
 Business Manager: *Susan Vanderwall*
 Outreach Librarian: *Barbara Ciambor*
 Librarian: *April Younglove*
 Regional Archivist: *Preston Pierce*
 Administrative Assistants: *Sally Collins,*
Janet Altimonda

RRLC Calendar

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| <p>Sep 24 Webcast: "Libraries & the Mobile Technology Landscape"
<i>RRLC Training Center 12:00PM -1:30PM</i></p> <p>Sep 27 "Pizza and Cataloging AV & Electronic Resources"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> <p>Sep 29 Ad Council Grant Qualifying Session
<i>RRLC Conference Room 3:00PM -4:30PM</i></p> <p>Sep 30 Ad Council Grant Qualifying Session
<i>RRLC Conference Room 8:30AM -10:00AM</i></p> <p>Oct 1 FLAG Heritage Advisory Committee
<i>RRLC Conference Room 1:00PM - 2:30PM</i></p> <p>Oct 4 "Pizza and E-Book Readers: Exploration & Experiences"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> <p>Oct 5 Webcast: "Libraries & Copyright: Applying the Fair Use Doctrine"
<i>RRLC Training Center 1:00PM -2:30PM</i></p> <p>Oct 6 Archives Month Celebration "Doing More with Less"
<i>Genesee Country Museum, Mumford 8:00AM - 4:00PM</i></p> <p>Oct 7 "Responsible Digital Stewardship and Preservation"
<i>RRLC Training Center 9:30AM - 3:30PM</i></p> <p>Oct 7 Alesi Family Health and Fitness Fair
<i>Dome Arena, Henrietta 7:00AM - 4:00PM</i></p> <p>Oct 12 Webcast: "Libraries and Copyright: Copyright Considerations for E-Reserves"
<i>RRLC Training Center 1:00PM - 2:30PM</i></p> <p>Oct 13 "Library Marketing Institute" - Session 1
<i>RRLC Conference Room 9:00AM - 4:00PM</i></p> <p>Oct 18 "Pizza and Introducing the iPad"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> <p>Oct 26 "Free Digital Collections: A Hands-on Practicum"
<i>RRLC Training Center 9:00AM - 12:00PM</i></p> <p>Oct 27 "GIST Gift & Deselection Manager"
<i>RRLC Training Center 1:30PM - 4:00PM</i></p> <p>Oct 28 "Access to Justice Training"
<i>RRLC Training Center 9:00AM - 12:00PM</i></p> <p>Nov 8 "Pizza and Sign Language for Library Staff-Part 1"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> | <p>Nov 9 RRLC Advisory Committee Meeting
<i>RRLC Conference Room 2:30PM - 4:00PM</i></p> <p>Nov 11 RRLC Board of Trustees Meeting
<i>RRLC Conference Room 12:00PM - 1:30PM</i></p> <p>Nov 12 Webcast: "Redesigning Today's Public Services: Focus on Reference"
<i>RRLC Training Center 12:00PM - 1:30PM</i></p> <p>Nov 15 "Pizza & Sign Language for Library Staff-Part 2"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> <p>Nov 16 "Introduction to Publisher"
<i>RRLC Training Center 9:00AM - 12:00PM</i></p> <p>Nov 17 "Library Marketing Institute" - Session 2
<i>RRLC Training Center 9:00AM - 4:00PM</i></p> <p>Nov 18 "How to Write a RBDB Grant"
<i>RRLC Conference Room 9:00AM - 11:30AM</i></p> <p>Nov 29 "Pizza and NOVELNY Update"
<i>RRLC Training Center 6:00PM - 8:00PM</i></p> <p>Nov 30 "Intermediate Publisher"
<i>RRLC Training Center 9:00AM - 12:00PM</i></p> |
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For more information on any of these events go to: www.rrlc.org and click on Learning & RRLC Events.

Employment Opportunities

Part-time Librarian, Medaille College, Rochester Campus

Archivist, Strong National Museum of Play, Rochester, New York

Interlibrary Loan Lending Coordinator, Ithaca College Library, Ithaca, New York

For detailed descriptions of job postings go to: www.rrlc.org and click on job postings.