

# Linking Libraries

Volume 25, No. 3  
May 2005

## RRLC Introduces New Website

You may have noticed the Rochester Regional Library Council's website has a new look! Please take a minute to visit us at <http://www.rrlc.org>. In addition to a new appearance and updated content, the new website has some enhancements that have been requested by our members.



Each user can create his or her personal account on the website. Once you have created an account, you can register for RRLC classes online via the website. Your account will display a complete list of the upcoming classes for which you have registered. There is also a link that will take you to a listing of all the RRLC programs you have attended since the beginning of 2001.

Creating an account is easy. The first time you visit the "My Account" or course registration page, you will

be prompted for a username and password. You enter your email address as the username, and click the login button. Your password is sent to your email address, and you can then log in using the password that was sent to you. After logging in the first time, you can change the password if you wish. Users can also update their own account information, so if you move to a different library or change your email address, you can edit your own listing.

Our new design was created by Entre Computing Services in Rochester, and RRLC staff are responsible for inputting and updating the content. As with any new venture, there are still a few "bugs" to be ironed out. Hopefully most of them will be taken care of by the time this appears in print. If you notice anything that does not appear to be working correctly as you use our website, please contact us at 585-223-7570 or by email at [rrlc@rrlc.org](mailto:rrlc@rrlc.org). We appreciate your assistance and your patience!

## Roberts Wesleyan — First RRLC "Library of the Month"

Congratulations to Sprague Library at Roberts Wesleyan College! Sprague Library is the first winner of RRLC's "Library of the Month" contest. RRLC asked libraries to tell us how they are taking unique approaches to offer outstanding customer service. We had many excellent entries; it was difficult to choose. But Sprague Library's entry shows just how "sweet" customer service can be!

"At Sprague Library our staff makes using the library sweet. We start by smiling & greeting our students. At our Reference desk, we often keep a full candy dish as a conversation starter. This Easter, we offered a modified Easter Egg hunt for the students. Everyone was eager to find the eggs and get a prize. In return, we requested they complete a short patron survey. We have started a "welcome back" celebration each Fall to focus on one aspect of library services. We actively invite and



*Pictured above starting on the left are Sandra Johnson (Circulation Supervisor), Wendy Saxena (Director of Systems and Public Service), Al Krober (Library Director), and Linda Jones (Reference).*

(Continued on page 2)

## Roberts *(Continued from page 1)*

listen to the students' ideas for continued improvements in our library services and website."

Sprague Library also provided another version -- a bit more "creative"

-- of how it provides excellent customer service.



*Here at Roberts our students discover that  
Using Sprague Library is "Sweet."*

*We love to wave and smile*

*At each student we meet.*

*Each month brings to All*

*A little PR Fun*

*Contests, surveys, and prizes*

*Who won??*

*Now, meeting students' research needs*

*That's no small feat!*

*So, "Come chat and have a treat!"*

*At the Reference Seat.*

*Always asking and listening*

*To our students' requests*

*For improving our service*

*-and website-*

*Has become our quest.*

*We work hard to please*

*Our service is never done*

*Come look for a book or study*

*Let's have some fun!*

*Picture on the right shows  
Wendy Saxena, holding gift of  
sweet delights provided by  
Formula One Catering, and  
delivered by RRLC staff.*



## Seeking Excellence Grant Focuses on Marketing

How can RRLC member libraries enhance the already excellent services they provide? How can libraries let their users know about the excellent services provided by libraries?

"Seeking Excellence in Rochester Area Libraries", an LSTA grant-funded project, will help area libraries answer these two questions. Specific activities that are part of this two-year grant will include staff training, development of management and supervisory skills, and development of a marketing plan for libraries. RRLC is pleased to be partnering with the Advertising Council of Rochester on parts of this project.

RRLC is beginning to schedule events and activities:

- "Customer Relationship Management: Keeping the Customer Satisfied", June 14, 2005 at RRLC with Dawn Borgeest from the Ad Council of Rochester
- "Go Get That Grant", August 25, 2005 at RRLC with Jill Pranger
- "Market Research for Nonprofits", July 20, 2005 with Claire Heffernan
- "Outrageous Customer Service", August 9, 2005, with Peter Lisker

We are still seeking libraries who would like to be involved in Strategic Roundtables at the Ad Council. Strategic Roundtables provide a forum where you can ask advice on a particular problem or program from a group of marketing and communications professionals. These three-hour sessions provide a learning environment that is highly interactive, very creative, and high energy.

Under the grant, RRLC will conduct four Strategic Roundtables, based on the different types of libraries represented in RRLC. Once the Roundtables are scheduled, the Ad Council meets with each group briefly to prepare for the session. We may have five to six participants in each roundtable, so we are looking for five or six libraries in each category.

The end result of the two-year project will be the development of a marketing plan for libraries of the Rochester area — one that will be beneficial to all of our libraries.

If your library is interested in participating, contact Debby Emerson at RRLC.

## RRLC People in the News

The Board of Directors of the Medical Library Association (MLA) has elected **Julia Sollenberger, Director of the Edward G. Miner Library**, as a MLA Fellow. MLA Fellows are recognized for their sustained and outstanding contributions to health science librarianship and to the advancement of the purposes of MLA. By policy of the MLA Board, a maximum of five Fellows can be elected in any one year.



Julia has long been involved in RRLC activities, particularly the development of the Council's Hospital Library Services Program, MIRACLEnet, and CLIC-on-Health. RRLC congratulates Julie, as she becomes a member of a very elite group.

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Two **Wayne-Finger Lakes** school librarians have been awarded National Board for Professional Teaching Standards Certification in Library Media/Early Childhood through Young Adult on their first try. **Maggie Elliott** is the School Library Media Specialist at **Victor Intermediate School** and **Michele Linse** is the School Library Media Specialist at **Victor Primary School**, both in Victor, New York. They have demonstrated their knowledge of information literacy, instructional collaboration and integration of technology and are to be commended for their hard work and efforts to be recognized as being influential in student achievement and outstanding in their profession. There are only nine school library media specialists in New York State that have achieved this honor.

**Scott Smith** has been appointed Director of **Lorette Wilmot Library at Nazareth College**. Smith has worked at Nazareth since 1977 after earning a master's in Library Science at SUNY Geneseo. He subsequently completed a second master's in history at SUNY Brockport and a master's and doctoral degree in education at the University of Rochester. Smith was appointed Associate Director of the library in 1989. Congratulations, Scott!



Mount Holyoke College in Massachusetts has received a 2005 Excellence in Academic Libraries Award from the Association of College and Research Libraries, an honor that recognizes the staff of a college, university and community college library for programs that deliver exemplary services and resources to further the educational mission of the institution. **Pat Albanese (Pitkin)**, former director of the **Wallace Library at Rochester Institute of Technology**, is Chief Information Officer and Executive Director of Library, Information, and Technology Services at Mt. Holyoke. Congratulations to Pat from her former colleagues and associates!



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## State Budget and Library Funding

--Kathy Miller



I wish I could say that the first on-time State Budget in 20 years was due to legislators responding to all the library advocates that contacted them. Instead, the on-time budget was a result of many "currents" in the stream – voter disgust with the process, political ambitions of the legislators, negative publicity about our state government in the media, and yes, even recognition on the part of our elected officials that it was the right thing to do!

An on-time State Budget was not the prime concern I had, however. It was that the budget restore cuts to library funding that had been proposed by the Governor. Thankfully – and thanks to all library supporters – that minimum requirement was met. Library aid was restored – to 2003/2004 levels.

The RRLC area was especially good in getting the message to our legislators. Use of NYLA's LobbyNet – online advocacy tool was highest in our area. When we met with them in Albany on NYLA Lobby Day, all of our area legislators commented on the faxes and letters they received.

(Continued on page 5)

## RRLC Member News

### Wireless Hotspots Now at Brighton Memorial Library

**Brighton Public Library** has joined the growing number of area libraries that offer free access to the Internet through a high-speed wireless network. Library users at Brighton are invited to bring their laptop computers equipped with a wireless card and connect to the Internet anywhere in the Library.

### New Library at Medaille College's Rochester Branch Campus

Medaille College opened a new library on the Rochester Branch Campus in February. The new library will house up to 5,000 volumes and unlike the old closet-like space, has room for faculty, staff and students to sit down and read newspapers and journals and it has study carrels that were saved from a corporate library. There are nice photos and prints on the walls and two trees to help keep the "chi" positive.

Reports Yvonne Cleveland, Academic Librarian, "The students are really impressed by the new library and are taking advantage of the study carrels. The faculty are very happy with the seating area and the expanded periodical collection."



### University at Buffalo Offers MLS Scholarships

The Department of Library and Information Studies in the School of Informatics, University at Buffalo has received a federal grant from the U. S. Institute of Museum and Library Services to support scholarships for six future librarians. The Master of Library Science (MLS) program of study will specialize in helping scholars make library websites accessible to remote clientele with disabilities.

Applicants who have faced special challenges to overcome in the course of their education will be given particular attention. These challenges could be related to age, discrimination, disability, economic hardship, immigrant status, and any other relevant issue related to life history. Applicants must already have an undergraduate degree, in any discipline, and satisfy the application criteria for the MLS program

<http://informatics.buffalo.edu/admissions/mls/index.asp>.

These scholarships are a component of a New York State Library grant: Making it REAL! Recruitment, Education, And Learning: Creating a New Generation of Librarians to Serve All New Yorkers, part of a national thrust to recruit and educate new librarians to offset a projected national shortage.

*Inquiries should be directed to the grant program director, Dr. Judith Robinson, Professor, Department of Library and Information Studies, School of Informatics, University at Buffalo; (716) 645-2412 ext. 1166; FAX (716) 645-3775; lisrobin@buffalo.edu.*

### Revision of RRLC Member and Board Bylaws

The current member Bylaws, Board of Trustee Bylaws, along with the proposed revised Bylaws can be found by going to [www.rrlc.org](http://www.rrlc.org), clicking on "About RRLC"; then Governance. Members are asked to review the bylaws and address any comments or questions to Kathy Miller at 223-7570 or [kmiller@rrlc.org](mailto:kmiller@rrlc.org).

RRLC Full Members (i.e., voting members) will vote on the bylaws at the Annual Meeting June 2.

## More Aid Needed *(Continued from page 3)*

In the final budget negotiations, the Senate and the Assembly also agreed that library aid needed to be increased, intending to add the \$2.6 million it would take to implement the 2000 census (a fine idea, since this is 2005). But in the end, they could not agree on details, so there is no “new” money for libraries in the State budget.

While our success is not as complete as we would have liked, we have laid some important ground work for the future. Not only did libraries have a strong showing and high visibility on Lobby Day, but also throughout the legislative season.

We had special legislation in the summer [the library license plate bill], hearings in the fall throughout the state, LobbyNet into the spring, two meetings with the Governor’s office, an on-going presence with NYLA’s own version of the ALA “READ posters”, a presentation to the Senate Education Committee, and a briefing to legislators on library systems during National Library Week.

## Legislative Priorities

RRLC, along with NYLA, will continue to press for new funding for library services, especially the use of the 2000 Census figures, and an increase in library materials aid for school libraries from \$6 per pupil to \$9 per pupil (total cost \$10 million).

Other NYLA priorities of special regional interest are:

- Dormitory Authority Bonding Bill (S.3110/Farley) - Bill would allow NYLA to bundle small bonding projects together for submittal to Dormitory Authority to give libraries greater access to inexpensive financing and reduce their borrowing costs.
- Library Bond Act (S.4181/Farley) – Bill would place on 2006 General Election ballot proposition to borrow \$500 million to support construction and renovation of libraries.
- Chapter 414 Clarification (S. 559A/Lavalle) -Bill would clarify and streamline ability of libraries to place a funding proposition on the ballot for voter approval.
- School Library Media Specialist Bill (S.3112/Farley) – Legislation would require school library media specialists in K-6 schools in high-need areas/low performing schools.
- Loan-Forgiveness Program (S.3111/Farley/A.6945 Aubertine) -Bill would establish program to provide grants to recent library school graduates who work in high need areas of the state (i.e., rural and inner city.)

## Rochester Regional Library Council 39th Annual Meeting

RRLC invites all members to attend our 39th Annual Meeting, to be held Thursday, June 2 at Nazareth College. Enjoy socializing with your colleagues, a delicious lunch buffet and interesting presentations. This year’s presenters are focusing on “User-Centered Libraries”.

We will hear from:

**Nora Dimmock**, Media Librarian in the Multimedia Center and **Jeff Suszczynski**, Programmer/Analyst in the Digital Initiatives Unit, River Campus Libraries, University of Rochester on “*Creating an Alternative Video and DVD Catalog*”

**Kathleen Jaccarino**, School Library Media Specialist, Brockport High School Library on “*Instilling a Love of Reading*”

**Pam O’Sullivan**, Special Projects Librarian, Central Library of Rochester and Monroe County “*Erasing the Boundaries: “Real” Communication Between Hearing and Hearing-impaired*”

You may use the form below to register. Please send your check, payable to RRLC in the amount of \$15, to:  
Annual Meeting  
Rochester Regional Library Council  
390 Packett’s Landing  
Fairport, NY 14450

**Rochester Regional Library Council  
39th Annual Membership Meeting  
Thursday, June 2, 2005  
Nazareth College**

Name \_\_\_\_\_

Institution: \_\_\_\_\_

Phone: \_\_\_\_\_

**RSVP requested by May 31, 2005**

**Please respond with check in the amount of \$15  
payable to: Rochester Regional Library Council  
390 Packett’s Landing  
Fairport, New York 14450**

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# Linking Libraries

## RRLC

### Rochester Regional Library Council

390 Packett's Landing  
Fairport, New York 14450

Executive Director: *Kathleen M. Miller*  
Assistant Director: *Deborah Emerson*  
Business Manager: *Sue Vanderwall*  
Administrative Assistants: *Sally Collins,*  
*Georgia Learn*

Clerical Assistant: *Michelle Costello*  
Regional Archivist: *James Leach*  
CLIC-on-Health Project Director: *Linda Phillips*  
NOVEL Project Director: *Barbara Ciambor*

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### RRLC Calendar

- May 16** "Web Pages" with Jacquie Henry. Monday Night @ the Council Pizza Series. RRLC Training Center. 6:00 p.m.—8:00 p.m.
- May 17** "NOVEL Making the Connection" with Barbara Ciambor. Pioneer Library System. 9:30 a.m.—12:00 p.m.
- May 18** NOVEL Training with Barbara Ciambor. Walworth Public Library . 9:00 a.m.—11:00 a.m.
- May 18** "Making Sense of Metadata" with Nylink. RRLC Conference Room. 10:00 a.m.—3:00 p.m.
- May 19** "Orientation for School Librarians". Rush Rhees Library, Univ. of Rochester. 3:30 p.m.—5:00 p.m.
- May 19** "Planning to Meet Your Needs" Schools focus group. RRLC Conference Room. 9:00 a.m.
- May 19** "Cataloging with OCLC Connexion Client" with Nylink. RRLC Training Center . 10:00 a.m.—3:00 p.m.
- May 20** "Planning to Meet Your Needs" Corporate Focus Group. RRLC Conference Room. 9:00 a.m.
- May 23** "NOVEL and Literary Resources" with Liz Argentieri. RRLC Training Center. 3:30 p.m.—5:00 p.m.
- May 24** "Alternative Press Resources & NOVEL databases". Pioneer Library System. 9:30 a.m. — 12:00 p.m.
- May 24** MiracleNet/HLSP Meeting. RRLC Conference Room. 2:30 p.m.— 4:30 p.m.
- May 25** "Copyright in the Digital Age: A Discussion" with Jill Hurst-Wahl. RRLC Conference Room. 1:00 p.m.—4:00 p.m.
- May 25** "Planning to Meet Your Needs" Academic Focus Group. RRLC Conference Room. 9:00 a.m.

- May 26** NOVEL Training. Newark Public Library 6:00 p.m. — 8:00 p.m.
- June 1** "Appraisal of Historical Records" with James Leach. RRLC Conference Room. 9:00 a.m. — 1:00 p.m.
- June 6** "Archives in Education Roundtable". RRLC Conference Room. 4:00 p.m. — 6:00 p.m.
- June 6** "Planning to Meet Your Needs" Public Libraries Focus Group. RRLC Conference room. 9:00 a.m.
- June 7** CLIC-on-Health Computer Information on the Internet. RRLC Training Center. 4:00 p.m.—6:00 p.m.
- June 14** "Customer Relationship Management-*Keeping the Customer Satisfied*" with Dawn Borgeest. RRLC Conference Room. 9:00 a.m. — 11:00 a.m.
- June 16** "Alternative Press Resources" with Kate Merrill. RRLC Training Center. 9:00 a.m.—12:00 p.m.

*For more information on any of these events email: [rrlc@rrlc.org](mailto:rrlc@rrlc.org).*

### Employment Opportunities

**Library Media Specialist** Livonia Central School District.  
**Librarian I (full-time) Outreach Services for Nioga Library System,** Lockport, New York .

**Executive Director for Nioga Library System.** Lockport, New York.

**Library Circulation Coordinator** (Supervising Court Aide, JG-14)Appellate Division Fourth Department, Law Library, Rochester, NY.

*For more detailed descriptions of these and other jobs, go to <http://www.rrlc.org> and click on job postings.*