

LINKING LIBRARIES

The newsletter of the
ROCHESTER REGIONAL LIBRARY COUNCIL

Volume 31, No. 5
December 2011

2011 RRLC/Ad Council Award Winners

RRLC has awarded grants to three member libraries to help them better market their library programs and services. The grants will allow them 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 knowl-



edge, handle marketing and communications problems, and create marketing plans.

This is the sixth year of this highly regarded RRLC "mini-grant" program. Congratulations to our 2011 grant award winners!



Gay Alliance of Genesee Valley Library & Archives

Award: \$550 for a Strategic Roundtable

From their application:

We are approaching the Ad Council and the RRLC for grant funding for a Strategic Roundtable to help us reach a particular population with information about our existence: other librarians. Our concentrated and unique collection may have a large number of resources for the researcher trying to find documentation on AIDS, or a patron struggling with personal issues that might be too sensitive to deal with in a traditional library setting. We want to make sure that public and academic librarians know what it is we offer to their patrons and communities.

The Library has grown to a circulating and reference collection of over 5000 book titles, 1000 magazines and journals, rare and unique items, as well as video and audio recordings related to gay and lesbian, bisexual, transgender issues. ... The entire collection has been cataloged on the LibraryThing website: <http://www.librarything.com/catalog/GAGVLibrary> ...

Milne Library at SUNY Geneseo Award: \$1,000 toward a Communications Audit

From their application:

Over the past year, a group of library staff formed a Marketing and Communications team and dedicated a substantial amount of time developing a comprehensive marketing plan, incorporating lessons learned from attendance at the Library Marketing Institute. The Ad Council's Communications Audit is the logical next step, providing us with the opportunity to tap some of Rochester's marketing professionals for assistance in marketing our library.

Areas that we hope to focus on with the assistance of communications professionals include:

- Streamlining social media efforts, especially with regard to enlisting & coordinating volunteers and rolling out the process to the entire organization
- Alternative formats for the newsletter (print/online); letting go of PDF for something more appropriate and up-to-date
- Enhancing and leveraging outreach to our various audiences
- Assessment of the Plan

Lillie B. Werner Health Sciences Library at Rochester General Hospital Award: \$500 toward a Communications Audit

From their application:

The Lillie B. Werner Health Sciences Library has three main services, the Medical Library, the Circuit Library Program, and the Stabins Wellness Information Center. We want a consistent look on our forms, emails, newsletters, cover sheets, website, etc. for all of our library services. We also want to explore new ways to communicate with our customers... By more effectively reaching our customers and letting them know what we can do for them, we will support the hospital's mission to improve the health of the people and the communities we serve by providing high quality care and exceptional service with compassion.

Nazareth College Announces the Grand Opening of the College Archives

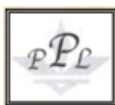
The **Lorette Wilmot Library of Nazareth College** is pleased to announce the opening of the **College Archives** in their own dedicated space within the Library.

The Grand Opening of the Archives on September 23, 2011 featured a ribbon-cutting ceremony by **President Daan Braveman** and remarks by **Cathy Doyle**, Library Director and **Diane Riley**, College Archivist. Many enthusiastic visitors stopped by to view the new home of the Archives and browse through many items on display for the occasion. Items included oversize vintage scrapbooks, vivid Arts Center performance posters, a widescreen slideshow of campus photographs and even an original drinking fountain from Medaille Residence Hall. Playing in the background that day was music by the "Nameless Ten" a Nazareth vocal group of the early 60s. During the Grand Opening, prizes were awarded for the most "unique" and "oldest" Nazareth related items donated to the Archives.

Nazareth College was founded by the Sisters of Saint Joseph in 1924. The first class of 25 students held classes in the "Glass House" on Lake Ave., tuition was \$200. In 1928 the College moved to Augustine Street where it remained until it moved to the present location in 1942. Nazareth became coeducational in the early 70's and a private, independent college in 1971. The Archives include **The Gleaner**, hundreds of photographs, memorabilia, newspaper clippings, Arts Center performance posters and programs and much more. There are also special collections housed in the Archives, including the Thomas Merton letters and Rosemary Courtney autograph collection consisting of thousands of autographs, original illustrations, and correspondence.

For further information please contact **Diane Riley** at (585) 389-2152, or by email at driley9@naz.edu. The Archives is located in room 118 of Nazareth College's Lorette Wilmot Library at 4245 East Avenue, Rochester, New York.

Outstanding Asset-Builder Award Presented to the Penfield Public Library



On October 1, the **Penfield Public Library** received an **Outstanding Asset-Builder Award** from Bob Zinck, Executive Director of the Rochester-Monroe County Youth Bureau, and Maggie Brooks, Monroe County Executive, at a ceremony at the Seneca Park Zoo.



Barnes & Noble Book Fair to Support Rochester Public Library Branches

Rochester Public Library's Monroe, Highland and Winton Branches will be holding a Bookfair at the **Barnes & Noble** store in **Pittsford** (3349 Monroe Ave) on **Friday, December 2, 2011** from **9 am to 10 pm**.

Thinking of buying books, DVDs, music or children's games or even a Nook for the holidays? Why not do it and contribute to a worthy cause? If you make your purchases at Barnes & Noble on December 2nd and mention you're there to support Monroe, Highland or Winton Branch at the checkout, a percentage of your purchase will be donated to the libraries! This percentage will be used to purchase new materials for each of the branches. There will be a full day of programming at the store to make your shopping trip even more fun, multiple story times for the little ones, a real Knight in Shining Armor, holiday paper crafts, music by Elizabethan and ancient music duo, Bard's Baroque, and more!

If you can't make it to the store on the 2nd, you can still support Monroe, Highland and Winton Branches by purchasing online with Barnes & Noble December 2nd-7th. Just enter Book Fair ID 10576619 at checkout. The more sales that are made in the libraries' name, the bigger percentage we will receive back from Barnes & Noble, so please consider purchasing something on our behalf. Every little bit helps!



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.

RRLC People in the News



St. John Fisher College

Ben Hockenberry joined the staff of **Lavery Library** at St. John Fisher College as a Systems Librarian in September 2011. Ben comes to Lavery from a previous position as a Cataloger at Coutts Information Services (2007-2011), and has previously worked in database management, web programming, and reference services. He has an M.L.S. from the University at Buffalo and a B.A. in Studio Art and English Literature from SUNY Geneseo. Ben's interests include information literacy, scholarly communications, and digital collections.

Brighton Memorial Library

Judy Weiner has been hired to replace part-time librarian Kristen Bellis, who moved from New York. Judy has worked at Rochester Public Library in the Business Division. She retired from the NYS Appellate Law Library after eighteen years and has been a substitute BML librarian for the past two years.

Brian Rath is our new PT technical processing aide, replacing Gretchen Arnold who accepted a teaching position at MCC. Brian also works part-time in the history department at Rochester Public Library.

RRLC Continuing Education

New Year, New Learning Opportunities! -Tech Camp Rochester & Energize Your Teaching-

RRLC is proud to present two new events in January: **Tech Camp Rochester** on January 5th and **Energize Your Teaching: Effective Strategies for Engaged Learning** on January 9th.

Tech Camp Rochester will be held at RIT and will feature a full day full of mini-sessions on different technologies, tools, and gadgets for librarians and library users. The sessions will feature: Facebook, WordPress, Prezi, XtraNormal, Google, phone apps, and more. Visit the Extra Helpings bar for help with tools, apps, and gadgets, and stop by the Electronic Petting Zoo to get up close and personal with different gadgets and devices. This is an open conference - you may come for part or all of the day - but please register so that you receive updates on parking and the schedule of sessions. Many thanks to Wallace Library and RIT for hosting this event and providing technical and logistical support!

Energize Your Teaching: Effective Strategies for Engaged Learning will be held on Nazareth College. This hands-on conference is geared towards new librarians whose responsibilities include an educational/training role (i.e., traditional library instruction in a classroom, events and programming, small group and one-on-one research consultation). Veteran librarians will facilitate the workshop as presenters and mentors. The day's activities will focus on effective pedagogy within information literacy instruction. Participants will leave the workshop with a deeper understanding of teaching and methodology and potentially a complete lesson plan ready to implement.

RRLC News

FLAG Heritage Merges with New York Heritage

RRLC has joined with other **NY3Rs** regional library councils (including CDLC, WNYLRC, and NNYLN) to merge its local digital collections website with the statewide digital collections website, **New York Heritage Digital Collections**. RRLC's website, FLAG Heritage (<http://flagheritage.org>), now redirects visitors to <http://www.NewYorkHeritage.org>.



The New York Heritage digital collections site provides consolidated digital access to a broad range of historical, scholarly, and cultural materials that reflect New York's unique history. New York Heritage contains historic photographs, publications and audio recordings from over 160 unique cultural heritage institutions in New York. The site uses the same CONTENTdm software that FLAG Heritage used.

The move from regional databases to a shared state database allows individual library councils to pool limited financial and staff resources so that council staff members can contribute more effectively to the project.

You can search all materials from the New York Heritage homepage (<http://www.newyorkheritage.org>) or select specific collections to search by using the advanced search (http://www.newyorkheritage.org/cdm4/multi_search.php). Participating RRLC institutions are now listed on the Partners page at <http://www.newyorkheritage.org/partners.php> and training materials for project participants have been moved to http://www.newyorkheritage.org/partner_resources.php.

For information about joining the New York Heritage project please visit <http://www.rrlc.org/Preserving/NewYorkHeritageDigitalCollections/tabid/591/Default.aspx> or contact RRLC librarian April Younglove at ayounglove@rrlc.org.



CLIC-On-Health Mobile Update

Over the summer, RRLC announced that **CLIC-On-Health** is available as a downloadable app for both iPhones (<http://itunes.apple.com/app/cliconhealth/id436798562?mt=8>) and Android mobile phones (<https://market.android.com/search?q=cliconhealth&so=1&c=apps>). There is now an additional way to access the site via your mobile device. Simply point your phone's browser to <http://www.cliconhealth.org/m/> to access an always up-to-date and easy-to-use mobile friendly interface. No downloading necessary!



LINKING LIBRARIES

**390 Packett's Landing
Fairport, New York 14450**

Executive Director: *Kathleen M. Miller*
 Member Services Librarian: *Laura Osterhout*
 Business Manager: *Susan Vanderwall*
 Outreach Librarian: *Barbara Ciambor*
 Librarian: *April Younglove*
 Regional Archivist: *Preston Pierce*
 Senior Administrative Assistant: *Sally Collins*
 Administrative Assistant: *Janet Altimonda*

RRLC Calendar

- Dec 2 "Grantseeking Basics"**
RRLC Training Center 9:00AM - 4:00PM
- Dec 5 "Pizza Night: LibGuides"**
RRLC Training Center 5:30PM - 7:30PM
- Dec 6 "Foundations in Bioinformatics"**
RRLC Training Center 8:00AM - 5:30PM
- Dec 6 WEBINAR: "Writing Right for the Web: Communication Via Your Traditional Website"**
RRLC Training Center 1:00PM - 2:30 PM
- Dec 7 "Clinical Bioinformatics"**
RRLC Training Center 8:00AM - 5:30PM
- Dec 8 "Search Literacy @2012"**
RRLC Training Center 9:00AM - 12:00PM
- Dec 8 WEBINAR: "Writing Right for the Web: Communication Via Social Media and Mobil Environments"**
RRLC Training Center 1:00PM - 2:30PM
- Dec 14 "Library Marketing Institute"**
RRLC Training Center 9:00AM - 4:00PM
- Jan 3 RRLC Advisory Committee Meeting**
RRLC Conference Room 2:30PM - 4:00PM
- Jan 5 RRLC Board of Trustees Meeting**
RRLC Conference Room 12:00PM - 1:30PM
- Jan 5 "Tech Camp Rochester"**
Rochester Institute of Technology 9:00AM - 4:00PM

- Jan 9 "Energize Your Teaching: Effective Strategies for Engaged Learning"**
Nazareth College 9:00AM - 4:00PM
- Jan 18 "Library Marketing Institute"**
RRLC Training Center 9:00AM - 4:00PM
- Feb 28 RRLC Advisory Committee Meeting**
RRLC Conference Room 2:30PM - 4:00PM
- Mar 1 RRLC Board of Trustees Meeting**
RRLC Conference Room 12:00PM - 1:30PM

For more information on any of these events go to: www.rrlc.org and click on Learning & RRLC Events.

Employment Opportunities

Instructional Design and Technology Librarian,
The College at Brockport, Brockport New York

Information Literacy and Social Sciences Librarian,
Colgate University, Hamilton, New York

First - Year Experience/Evening Librarian, State University of New York at Oswego , Oswego, New York

Site Manager Polaris Library Systems, Liverpool New York

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