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# MOHAWK VALLEY LIBRARY SYSTEM

## Member Library Trustee Newsletter March 2017

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### Libraries in the News

*Intriguing services offered in NYS public libraries*

This issue is all about Communications and Advocacy. In other words, how do we convince people that our public libraries are good investments, good for communities and good for every individual in the community? To do that well, we first need to get a clear understanding of what the community thinks of library services and practices. This article in *Slate*: [http://www.slate.com/articles/arts/culturebox/2017/02/librarians\\_are\\_realizing\\_that\\_overdue\\_fines\\_undercut\\_library\\_missions.html](http://www.slate.com/articles/arts/culturebox/2017/02/librarians_are_realizing_that_overdue_fines_undercut_library_missions.html) provides a thought-provoking look at how library users and the wider community view library fines.

How does your community view the policies and practices of your library?

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### Calendar of Events

*Opportunities for continuing education and input*

Wed Mar 1, 2017	9:00 – 2:00	NYLA Advocacy Day
Thu Mar 2, 2017	9:00 – 12:30	Early Literacy Storytimes Workshop Canajoharie Library, 2 Erie Blvd., Canajoharie, NY 13317
Wed Mar 15, 2017	9:30am – 10:30am	JA Council at MVLS
Thu Mar 16, 2017	9:30am – 11:00am	MVLS Board of Trustees Meeting
Thu April 6, 2017	9:30 – 12:00	Workshop: Libraries = Education: a new way to promote Schenectady County Public Library, 99 Clinton St Ext, Schenectady, NY 12305, USA
Thu April 20, 2017	9:30 – 11:00	MVLS Board of Trustees Meeting
Thu April 27, 2017	10:00 – 1:00	Develop a Literacy Program at Your Library Southern Adirondack Library System, 22 Whitney Pl., Saratoga Springs, 12866
Thu May 4, 2017	9:30 – 11:30	Workshop: Libraries and Fake News Schenectady County Public Library, 99 Clinton St Ext, Schenectady, NY 12305, USA
Wed May 10, 2017	5:30 – 7:30	MVLS Annual Meeting Hales Mills Country Club, 146 Steele Rd., Johnstown (just off Rt. 29)
Thu June 1, 2017	9:30 – 10:30	Using CDLC Resource Sharing Services
Thu June 1, 2017	10:30 – 12:00	MVLS Director's Council

You can always find the full MVLS Calendar at: [https://calendar.google.com/calendar/embed?src=mvls%40mvls.info&ctz=America/New\\_York](https://calendar.google.com/calendar/embed?src=mvls%40mvls.info&ctz=America/New_York)  
Keep in mind that workshops may require pre-registration. See [www.mvls.info](http://www.mvls.info) for details.

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## What's My Job - Trustee Training

*Information on how to be an outstanding library trustee*

The *Handbook for Library Trustees in New York State*, on page 9, lists nine basic responsibilities for public library trustees. One of those responsibilities is to "Promote the library in the community and in society in general." That means communications and advocacy. Here are three ideas on boosting your community advocacy efforts:

- Advocacy can be as simple as an opinion piece in your local newspaper. Is there anyone in your community who could write an opinion piece like this?  
<http://www.thedailynewsonline.com/bdn06/a-lifetime-library-advocate-20170304>
- The American Library Association has a lot of resources to help libraries advocate more successfully - <http://www.ala.org/research/librariesmatter/>
- WebJunction is also a great resource for library trustees - <http://www.webjunction.org/explore-topics/advocacy-in-action.html>

The *Handbook for Library Trustees in New York State* is available online at:  
<http://www.nysl.nysed.gov/libdev/trustees/handbook/index.html>

MVLS offers trustee training several times a year, and we are happy to work with individual library boards on trustee training. There are a variety of 45 minute sessions on topics from a basic overview to finances, legal issues and planning. Contact Eric Trahan at 355-2010 x223 or [etrahan@mvls.info](mailto:etrahan@mvls.info) for more information or to schedule a session at your library.

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## Policy Update

*Help in keeping your policies current*

All library policies should be reviewed regularly. In the Spring of 2017 we are revisiting Financial Policies. Our January issue provides basic information on library finance policies, and the February issue covered required library financial reporting. See <http://www.mvls.info/insidemvls/newsletter/> to look through past newsletters.

This month our topic is financial reporting to your community. While reporting to the state or the IRS is quite dry and often not that informative, reports to the community are an opportunity to present factual information that can lead to respect and support. The graphic below illustrates several ways to present information in ways that can break through with your community.

- <https://ebookfriendly.com/libraries-matter-library-infographics/why-support-local-library-infographic/>

This type of local reporting on library finances can help community members better understand how libraries are funded, how much each taxpayer pays for the library, and what benefits the community enjoys as the result of their very modest tax investment in the library. Including a few basic points as an infographic can communicate value far more effectively than detailed budget information like you report to the state. You really need both.

MVLS is always available to assist libraries with policy development. Call or email Eric Trahan at 355-2010 x223 or [etrahan@mvls.info](mailto:etrahan@mvls.info) for more information.

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## MVLS Serves Member Libraries

*Highlighting services that can help your library*

MVLS assists member libraries with advocacy in several ways including the Advocacy Grants and statewide advocacy efforts covered in the last two newsletter issues. A third way that MVLS assists libraries with advocacy is through continuing education workshops for library staff and trustees. On April 6 we are bringing nationally known speaker Valerie Gross to the Schenectady Central Library to provide a workshop titled "Libraries = Education: A New Way of Thinking." Valerie Gross was the 2013 *Library Journal* "Librarian of the Year." Her presentation is designed to help libraries craft their message in ways that build community respect and support.

April 6, 2017, 9:30 - 12:00  
Schenectady County Public Library Central Library  
Presenter: Valerie Gross  
Topic: "Libraries = Education: A New Way of Thinking"  
Register at: <https://goo.gl/forms/CochKgJ2LYEtNroA2>

More information on Valerie Gross is available at: <http://valeriegross.com/>

These highlights provide just a few examples of the services that MVLS provides to member libraries. For information on any MVLS service see the website at [www.mvls.info](http://www.mvls.info), email Eric at [etrahan@mvls.info](mailto:etrahan@mvls.info) or call 355-2010.

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## The Library of the Future

*Interesting articles for library trustees to ponder*

All Advocacy and Communications initiatives are based on the assumption that we have something to communicate, and services that are worthy of our advocacy efforts. This issue's "future of libraries" article explores some potential changes that could make your library more responsive to your community. <https://www.aspeninstitute.org/blog-posts/the-fabric-of-thriving-community/>

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This newsletter is a service for the library trustees that serve the 14 member libraries of the Mohawk Valley Library System. All newsletter issues are archived at <http://www.mvls.info/insidemvls/newsletter/> MVLS educates, empowers and supports public libraries in Fulton, Montgomery, Schenectady and Schoharie Counties, helping libraries enrich their communities.



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