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# MOHAWK VALLEY LIBRARY SYSTEM

## Member Library Trustee Newsletter July 2017

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### Libraries in the News

*Intriguing services offered in NYS public libraries*

Our featured news item this issue is about a community engagement effort at the Basloe Library in Herkimer:

<http://www.timestelegram.com/news/20170614/architect-seeks-input-for-basloe-library-plan>

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### Architect seeks input for Basloe Library plan

[www.timestelegram.com](http://www.timestelegram.com)

HERKIMER — The Frank J. Basloe Library is working to develop a master plan and is looking for input from the community. Paul Mays, of Butler Rowland

Additionally, MVLS recently announced the 21st Century Libraries Initiative and hired Communications Specialist Wade Abbott to assist MVLS and the member libraries with communications and community engagement initiatives. More information on the initiative is on the MVLS website at <http://www.mvls.info/21st-century-libraries/>.

Are there issues concerning facilities or services that your community may want to comment on for your library? Would you like help with reaching out to your community? Call MVLS and speak to Wade Abbott at (518)355-2010 x230 or [wabbott@mvls.info](mailto:wabbott@mvls.info).

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## Calendar of Events

*Opportunities for continuing education and input*

Thu, Aug. 10, 2017	9:30am – 11:30am	MVLS Board Meeting
Mon, Aug. 28, 2017		PL Construction Grant Due
Thu, Sep. 7, 2017	9:30am – 11:30am	Communications Workshop
Thu, Sep. 7, 2017	11:30am – 12:30pm	Director's Council
Mon, Sep. 11, 2017	9:30am – 11:30am	Library Services Planning & Development Committee
Wed, Sep. 13, 2017	9:30am – 10:30am	JA Council (SALS)
Wed, Sep. 20, 2017	9:30am – 11:30am	Adult Programming Roundtable
Thu, Sep. 21, 2017	9:30am – 12:00pm	MVLS Board Meeting
Thu, Oct. 19, 2017	9:30am – 11:30am	Hi / Low Book Discussions – SALS
Thu, Oct. 19, 2017	9:30am – 12:00pm	MVLS Board Meeting
Wed, Nov. 1, 2017	3:00pm – 5:00pm	Adult Programming Infomingle
Thu, Nov. 2, 2017	9:00am – 4:00pm	MVLS/UHLS Youth Services Workshop
Wed, Nov. 8, 2017	9:30am – 10:30am	JA Council (MVLS)
Thu, Nov. 9, 2017	All day	NYLA Conference - Saratoga Springs
Fri, Nov. 10, 2017	All day	NYLA Conference - Saratoga Springs

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*

Communications may not at first seem like a library trustee's job. Yet, communicating and interfacing with the community are central to the role of the library trustee. Trustees are the primary representatives of the library in the community, and they are the fiduciaries for the community concerning library matters. One way to understand the communications element of trustee duties is illustrated through the New York State Public Library Minimum Standards.

Here are a few that have a communications flavor:

- Minimum Standard #3 requires every library to provide a written annual report to the community on library services and activities.
- Minimum Standard #5 requires every library to approve a written budget and to present that budget to appropriate funding authorities.
- Minimum Standard #6 requires every library to provide printed information on the library's rules, hours, services, etc.

In addition, several other minimum standards provide opportunities for communicating with the public. For example, your library's bylaws (MS #1), long range plan of service (MS #2), and policies (MS #4) are all public documents designed in part to inform the community on library activities. The library's evaluation efforts (MS #6) also provide an opportunity for community engagement.

Are there other ways that your library can improve your interaction with your community?

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 of the role of the trustee, as well as finances, legal issues, and planning. Contact Eric Trahan at 355-2010 x223 or [etrahan@mvlis.info](mailto:etrahan@mvlis.info) for more information or to schedule a session at your library.

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## Policy Update

*Help in keeping your policies current*

For the past several months, we have been reviewing financial and associated administrative policies. In the fall, we will move on to library use policies. In this issue, we have one more administrative policy to address: public relations policy. Public relations policies answer a few basic questions. Who is the official spokesperson for the library? (In most cases it will be the director.) What formats are they expected to use to disseminate information? What are your library's goals for public relations?

Communications plans are more detailed guidelines and procedures for accomplishing public relations goals. Communications Specialist Wade Abbott is currently developing a communications plan for MVLS, and he is available to help individual libraries develop their own communications plans.

The MVLS Public Relations Policy is on the Policy section of the MVLS website:  
<http://www.mvlis.info/insidemvlis/policies-and-guidelines/>. Once approved, the MVLS Communications Plan will be there as well.

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

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## MVLS Serves Member Libraries

*Highlighting services that can help your library*

One obvious function filled by MVLS is that we serve as a resource to connect the member libraries to the wider library world. The New York Library Association (NYLA) institutional memberships, through which every member library trustee has membership benefits in NYLA, is one example of that. NYLA, the American Library Association (ALA), and other library organizations have initiatives that complement the MVLS 21st Century Libraries Initiative with its emphasis on community engagement, communications, and sustainability. Below are a few state and nationwide initiatives that your library may wish to explore:

- The NYLA sustainability initiative seeks to help libraries “provide ongoing value to the communities they serve.”  
[https://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS\\_Document&DocID=1771&MenuKey=SI](https://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=1771&MenuKey=SI))
- ALA Libraries Transform is a national effort “designed to increase public awareness of the value, impact and services provided by libraries.”  
<http://www.ilovelibraries.org/librariestransform/>
- PLA Project Outcome is designed to help public libraries understand and share the true impact of essential library services and programs.  
<http://www.ala.org/pla/initiatives/performancemeasurement>
- Turning Outward is another ALA initiative that seeks to “help libraries strengthen their role as community leaders and bring about positive change in their communities.” <http://www.ala.org/tools/librariestransform/libraries-transforming-communities/resources-for-library-professionals>

These are just a few examples of the services that MVLS provides to member libraries. For information on any MVLS service, visit 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*

Communications and Community Engagement are not limited to the MVLS 21st Century Libraries Initiative. As mentioned in the MVLS Services section above, these concepts are a key part of many statewide and national efforts to keep public libraries vital and vibrant. People outside the library field are noticing. For example, this blog article from the Brookings Institute highlights the trend of public libraries serving as community anchors and educators:

<https://www.brookings.edu/blog/up-front/2017/03/30/how-public-libraries-help-build-healthy-communities/>

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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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