

SHELF LIFE

MOHAWK VALLEY LIBRARY SYSTEM



Canajoharie Library & Arkell Museum

ALZHEIMER'S AWARENESS

June is Alzheimer's & Brain Health Awareness Month

According to the most recent data, 427,000 New Yorkers over age 65 are living with Alzheimer's disease. More than seven percent of New Yorkers over age 45 self-report increasing or worsening memory loss and confusion. These numbers are expected to grow exponentially as the Baby Boomer generation continues to age.

How can our libraries help? The American Library Association offers a variety of resources to help make libraries "dementia friendly." Libraries can start with the [Dementia Friendly Library Checklist](#) and check out the [resources](#) on ALA's website for ideas about programming and collection development.

MVLS will soon be offering a small collection of Memory Care Kits. These kits were partially funded through an MVLS Library Foundation Dream and Do Grant. Each Memory Care Kit contains a variety of activities to amuse and engage individuals living with Alzheimer's and dementia.

Contents were selected to encourage conversation and spark memory. Activities may be used independently or with a family member/caregiver. In addition to activities, each Memory Care Kit contains resources for family members/caregivers including books, pamphlets, a children's picture book, and suggested electronic resources.

Kits will be available for request via Polaris, and we hope to house them in member libraries with active Alzheimer Caregiver Support Groups in their communities.

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TRUSTEE CORNER

Promoting Your Library - Learn about the "Elevator Pitch"

Did you miss out on the "elevator pitch" training at the Spring Symposium? If you would like to learn how to promote your library in a short conversation with anyone you meet, watch this brief video created by Mary Carrier and Beth Rienti: <https://www.youtube.com/watch?v=OUHOJYp4MDM>.

REACHING OUR COMMUNITY

It's in your hands

Is anyone out there? The landscape of social media is changing and with only a handful of likes, it's hard to tell if we are reaching an audience. The reality is, with the rise of the algorithm, our posts may be getting lost in the shuffle. Facebook and Instagram have tightened their grip by limiting our reach when we post.

The pay-to-play logic is a real barricade, as we are coaxed to pay to boost posts or face the reality that our organic (original) post reach does not stretch very far. Before getting too discouraged, thinking that we are lost in the abyss, remember that our ultimate goal is to look for ways to connect with our community and engage.



Here are some ways libraries can regain control of their audience:

- **Know Your Audience:** Determine who you are trying to reach and which platforms they use.
- **Choose Wisely:** Do not use platforms that are not relevant to your audience. If a platform no longer benefits you or has a bad reputation, consider deleting it and put your efforts into other resources.
- **Offer Alternatives:** Look for different ways to engage other than social media by offering a newsletter or email announcements. This allows people to opt-in. Other methods to inform and engage people include QR codes and videos.
- **Direct Your Community:** Steer your community to your communication tools by doing a communication campaign. Provide flyers or bookmarks that "advertise" where to find information.

*Build your communication tools,
consistently inform and promote, and the
audience will follow!*

UPCOMING EVENTS

SAVE THE DATES!

A Quick Look at Alzheimer's (virtual presentation)

Tuesday, June 4th, 9:30 - 10:30 am

[Register here](#)

MVLS Collaborative Summer

Art Show & Trading Cards

Begins Monday, July 8th

Juneteenth - (June 19th) MVLS closed. No delivery.





SEND THAT TO ME

From the Tech Tutor

“Snail mail” through the postal service and faxing have become passé in many circumstances. So what are the options to send content these days?

From a computer...



Send an email - files on your computer can be attached and sent on their way to another email recipient. Save your file to the Documents folder and find the paperclip icon in your email message to get started. Be aware many email servers have limitations on file size. You will be warned if the file is too large to send.

From a smartphone...



Select and share - Go to your photo app and select the photos you want to send. Each photo selected will have a checkmark next to it. Tap on the share icon and select the method you want to use to share your photos - by message (text) or email.

If you have an **iPhone**, there is an option called **Air Drop** that appears when you tap the share icon. This allows you to share your photos with another iPhone user that is within a few feet of you. They will receive a notification and will need to accept your Air Drop. These photos will go directly in their photo app. Give it a try!

From the cloud...

Share files - Save or upload files to OneDrive (in Microsoft) or Google Drive (with the use of a Gmail account). This is the best way to share large files, a large quantity of files, or files that you would like to work on with others. Locate the file by recent files or by alphabetical order, then look for the option to share. Sharing the file is easy when you have the recipient's email address. Make sure you set the permissions for the file before you send it to allow it to be viewed or edited once received.

SCENARIO

Michael comes to the library and says he wants to apply for a job online, but he only has a copy of his resume on his phone.

What's next?

- Ask Michael to locate his resume on his phone and share it by sending it to his own email address.
- Show Michael how to log onto a library computer and have him log into his email. Find the email message, locate the download icon, and download the file to the computer. (The resume file will end up in the Downloads folder.)
- Have Michael show you where the online job is posted. Together, locate the upload resume prompt and click in the area. Navigate to the Downloads folder to find Michael's resume and double click on it.
- Success! This uploads the resume file to the online application.
Note: The resume should be a pdf file. After the resume file is opened in the email message, it can be updated in Word and saved as a pdf file. A print version of a resume can be scanned as a pdf. If a scanner is unavailable, it will need to be re-typed.
- Remind Michael that he still has his resume file in his email message and he can search for it if he needs it again.
- Show Michael how to properly sign out of email, close windows, and log off of the public computer, explaining that his resume will be deleted automatically.

HEADING INTO A BUSY SUMMER

Don't Forget to Take Care of Yourself as You Prepare for Summer Reading Programs

June is here! The end of another school year is just around the corner, and before we know it, Summer Reading Programs across the system will be in full swing.

While you are busy answering questions, issuing library cards, awarding SRP prizes and running programs, don't forget to tend to the most important element in a successful summer reading program – YOURSELF!

Here are some tips to help prevent burnout and get the most joy you can out of the busy weeks ahead:

- **Take care of your body!** Don't skip meals. Remember to hydrate, use sunscreen, and get enough rest.
- **Reward yourself!** A little treat every now and then is something to look forward to, and you've earned it. So whether your preference is iced coffee, ice cream, or something else, don't forget to treat yourself every once in a while.
- **Find peaceful moments!** It's easy to feel overwhelmed or simply over-stimulated with all that's going on in libraries during the summer. Make sure to take your breaks! Get outside to enjoy some fresh air and sunshine. Take a few moments to listen to a favorite song or read a few pages of a book. Practice gentle movement and/or mindfulness if those appeal to you.
- **Focus on the positive!** Try not to take the occasional negative comments and complaints to heart and replay them in your head. Instead, focus on all the wonderful things that happen during the day in your library: happy and safe patrons, learning and creating, growing and strengthening community and staff relationships, etc.

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MINI GRANT AWARDS

Fully Funded

The Community Library

Literacy Resources for English Language Learners - \$1500

Fort Hunter Free Library

Crafting Community Collaborations - \$409

Frothingham Free Library

Tech Training Program - \$720

Gloversville Public Library

The Social-Cognitive Engagement Initiative - \$1375

Schoharie Free Library

Learn 2 Braid Classes - \$893

Partially Funded

Schenectady County Public Library - Scotia Branch

Colossal Teen Writing Club - \$150



CELEBRATIONS



Nice job, Johnstown Public Library!
Excellent video promoting the library and everything you do!

Way to go, Gloversville!
Great to see you
highlighting your staff!

GPL Staff Spotlight



Valerie,
Library Director

Years at GPL: 4

Fun fact: I know
how to hypnotize
lobsters.

KEEP UP THE GREAT WORK!

- Busy Summer - continued from page 4 -

- **Ask for help!** Don't be afraid to ask for an extra set of hands when you need it. Your MVLS colleagues love visiting your libraries and seeing all the exciting things you are doing. We are happy to be an extra set of hands if you need us.
- **Say no sometimes!** Yes, you read that correctly. It can be tempting to say yes to every fun idea you come across and try to jam them into an already full summer. Resist! If it is a fun idea in August, it will still be fun in a few months, or even next summer. Make a note for the future, and focus on completing what you've already committed to. Also, be wary of rolling out new services or taking on other time consuming projects during summer.
- **Have fun!** We are so lucky to work in a profession where we get to create art, dance with tiny humans, and investigate and discover alongside the people we serve. Lean into the fun whenever possible!

CONTACT US

Do you have questions we can answer? Helpful comments? Want to tell us about something going on at your library? Email us or call us at 518-355-2010.

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Not sure who to contact?
Check out MVLS Staff At a Glance