

ULSTER COUNTY LIBRARY ASSOCIATION

March 19, 2019

DIRECTORS PRESENT:

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|--|---|
| <input checked="" type="checkbox"/> John Giralico (Elting Memorial Library, New Paltz) | <input checked="" type="checkbox"/> Julie Kelsall-Dempsey (Highland Public Library) |
| <input checked="" type="checkbox"/> Kristen Campbell (Hurley Library) | <input checked="" type="checkbox"/> Margie Menard (Kingston Library) |
| <input type="checkbox"/> Christina Jennerich (Marlboro Public Library) | <input checked="" type="checkbox"/> Gisi Vella (Morton Memorial Library, Pine Hill) |
| <input checked="" type="checkbox"/> Chrissy Lawlor (Olive Free Library Association) | <input checked="" type="checkbox"/> Liz Potter (Phoenicia Library) |
| <input type="checkbox"/> (Plattekill Public Library) | <input type="checkbox"/> Wendy Alexander (Rosendale Library) |
| <input type="checkbox"/> Lois Skelly (Sarah Hull Hallock Free Lib, Milton) | <input checked="" type="checkbox"/> Katie Scott-Childress (Saugerties Public Library) |
| <input checked="" type="checkbox"/> Jody Ford (Stone Ridge Public Library) | <input checked="" type="checkbox"/> Brooke Dittmar (Town of Esopus Lib, Port Ewen) |
| <input checked="" type="checkbox"/> Tracy Priest (Town of Ulster Public Library) | <input checked="" type="checkbox"/> Kara Lustiber (West Hurley Public Library) |
| <input type="checkbox"/> Jessica Kerr (Woodstock Public Library) | |
| <input type="checkbox"/> Nancy Krom (Cragmoor Free Library) | <input checked="" type="checkbox"/> Kristin Fowler (Ellenville Public Library) |
| <input type="checkbox"/> Nicole Lane (Gardiner Library) | <input checked="" type="checkbox"/> Lisa Palmer (Wallkill Public Library) |

UCLA Board Member: Lynne Ridgeway

MHLS Staff Members: Rebekkah Smith Aldrich, Laurie Shedrick

The meeting of the Ulster County Library Association was called to order by Margie Menard at 10:00am at the Stone Ridge Library.

Recorded Books Presentation: Representatives described the RBdigital App & Platform. The model is a pay-as-you-go model with the libraries paying \$2.00 for an account to stream for a week from each of the channels on the platform. Comics and magazines are ordered individually. Movies include public streaming rights if the library is sponsoring the program.

Minutes: Margie Menard made a motion to approve the February meeting minutes, 2nd. Approved.

MHLS Sierra auto-renewal: (Document attached) Users whose materials are auto renewed are notified via email only. The group recommended the notification go out two days before the renewal at 5am.

PR Committee:

- Universal Class: Katie Scott-Childress will field any recommended changes to the Press Release for Universal Class. (Draft is attached). The PR firm will create a brochure for each library. Libraries are reminded to make sure that they have a button on their website with the text *Take an Online Class*.
- UCLA Brochure from Artist: Email Katie Scott-Childress if you need more brochures.
- Tables at Festivals:
 - Taste of New Paltz on September 15 – John Giralico
 - Catskill Mountain Story Festival on June 15 – Chrissy Lawlor
 - O + Festival on October 11-13 – Katie Scott-Childress
- Margie Menard made a motion to approve the fee for the Taste of New Paltz table, 2nd. Approved.

MHLS System Services:

There is a gap between the budget amount for truck delivery and the lowest bidder. System services reevaluated budget and recommended that member assessments be increased about 1 to 2%. This is the first increase in eight years. The assessment will be discussed at the March DA Meeting and voted on at the April DA Meeting.

MHLS Central Library Committee:

Central Library has \$52,000 in excess funds which could be spent on delivery. The system services committee has recommended that it be spent for delivery. After discussion, the UCLA agreed that their representatives should support this recommendation at the Central Library Committee.

Fine Free Libraries:

Laurie Shedrick will run reports on the number of patrons blocked by owed fines and the amount of money owed on children's materials. Consensus was for libraries to consider a county wide initiative to remove fines for children up to age 15 with the privilege being attached to the child's library card. There is more information at <https://endlibraryfines.info/>

New Business:**NYLA Committee:**

Katie Scott-Childress would like to form a NYLA Social Responsibility Council. Contact her if you would be interested in serving on the board of this committee.

Next UCLA Meeting Tuesday, April 16th at the Highland Library.

Margie Menard made a motion to adjourn at 12:15, 2nd. Approved.

Kara Lustiber

Secretary



New Feature F.A.Q.

AUTO RENEWAL / COURTESY NOTICES

What is Auto Renewal?

Auto Renewal is a feature which renews eligible items that are checked out to patrons in good standing, in an automated process, using Courtesy Notices. Three days before the item is due, the patron will receive an email notice to inform them that their item has been renewed, and will now be due at a later date. The new renewal date is based on the original checkout date. This feature has been received very positively by patrons and librarians alike in neighboring communities. It is considered a customer service improvement.

Example : a book that checks out for 21 days and is due on April 1, 2019 will be renewed to be due on April 22 (21 days after the original due date) if the following is true.

- The patron is not expired
- The patron owes less than \$10
- The item has not met the renewal limit of holds (some limits are set to 0, some are as high as 2)
- The item or title does not have more holds than available copies.

What if the item has holds?

The item must be eligible for renewal. The same loaning rules that would apply to a manual renewal would still apply. The patron's card cannot be expired or blocked, the item must have less holds than available copies and the number of renewals allowed by the lending library cannot be met or exceeded. If an item cannot be renewed, the notice will inform that it could not and the original due date will be shown.

My library has things that don't renew-Museum passes and equipment. Will they renewed?

No. If an item doesn't renew now, it is not going to be eligible to renew through auto renewal. The rules that are in place for the number of renewals allowed are still respected. Once the established limit is reached, the renewal will not be allowed.

Can patrons just keep items forever?

No. There is a limit to the number of times an item can be renewed. In our system the maximum number has been set at 2. Once the item has been renewed 2 times (using any method to renew) it will no longer be eligible.

What if a patron has items from different libraries?

If the items are checked out at libraries who participate in automatic renewal, any item that can be renewed will be renewed and a new due date will be assigned. The notice will include all items that are due 3 days from the date the notice is sent.

Can a library choose not to participate?

It is possible to opt out of the Auto Renewal of items checked out of your location. It is not feasible to exclude your items from auto renewal, when checked out at other libraries. Additionally, your patrons who check out at other libraries will be eligible for auto renewal.



New Feature F.A.Q.

What do I need to do to participate?

We will be turning the feature on for libraries who do not opt out. MHLS will manage the sending of the notices. There is nothing for the participating libraries to do.

How will this affect my statistics?

Your renewals will go up. The renewal will be attributed to the checkout location each time the item renews. You will see an increase in this statistic. Renewals are counted in the Annual Report as checkouts. The checkouts report should not be affected. We will be tracking the increase in renewals.

My library counts on the money collected by fines. Will I lose all of that revenue?

No. Human nature extends to patrons. People will still have late fees even when items have been renewed for them. Data from a library who has used auto renewal cited only a 50% decrease in revenue while improving the patron experience.

What if a patron doesn't have email?

Their items will still be renewed, but there will be no way to let them know. This is a good opportunity to get patrons to provide an email. We can add a pop up to all of your patrons who currently do not have an email in their record.

What does a courtesy notice look like and is it customizable?

A sample courtesy notice has been provided here. This template can be customized by the DA, but the notice must serve the needs of all participating libraries. MHLS will be sending out the notices using a single notice template, and cannot be customized for each library.



SAMPLE NOTICE

02-05-2019

Log into your library record to review the status of all of your checked out

www.slamlibrary.org

[log in to your library account](#)

Rosie M. Duck

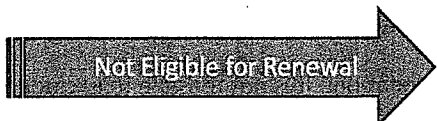
The following items have been automatically renewed. Please see below for the new due date(s):

AUTHOR:	Goldenrod Taffy Documentary
TITLE:	VHS - Goldenrod
CALL NUMBER:	32380100049624
BARCODE:	CIRC
CHECKED OUT FROM:	02-04-19 03:57PM
DATE CHECKED OUT:	02-11-19 RENEWED
DUE DATE:	

Rosie M. Duck

These items could not be renewed and are due 02-05-19:

AUTHOR:	Tanguy, Yves
TITLE:	Extraction of Useless Lights
CALL NUMBER:	Scenelist 2
BARCODE:	32380100049665
CHECKED OUT FROM:	CIRC
DATE CHECKED OUT:	02-04-19 03:58PM
DUE DATE:	02-05-19



FOR IMMEDIATE RELEASE

Contact: Katie Scott-Childress
(845) 246-4317 x 300
director@saugertiespubliclibrary.org

**ALL ULSTER COUNTY RESIDENTS CAN NOW USE
ONLINE LEARNING HUB “UNIVERSAL CLASS”
TUITION-FREE WITH THEIR LIBRARY CARD**

KINGSTON, NY (March 15, 2019) – Attention all Ulster County Residents: Did you know that you can take an online class for free?

The Ulster County Library Association, made up of the twenty-one public libraries in Ulster County, is pleased to offer Universal Class, an online learning resource that offers more than 500 lifelong learning and Continuing Education (CE) classes in over 30 subject areas. Many courses offer Continuing Education Units (CEUs), and all are designed and led by professional instructors to build deeper understanding and mastery of subject matter. Universal Class includes videos, assignments, quizzes, tests, and options for social media interaction with other learners. Patrons may take multiple classes and learn at their own pace.

Anyone with a library card from one of the Ulster County public libraries can create an account and use Universal Class, on an unlimited basis, completely tuition-free. The Universal Class resource is paid for by funds from the Ulster County Legislature. Ulster County residents who do not yet have a library card can quickly and easily obtain one at their local library; all library cards are free.

To create their free account on Universal Class, Ulster County residents can visit the Ulster County Library Association website at <http://uclib.org/infoportal> and click on the “Take an Online Class” link.

Katie Scott-Childress, Director of the Saugerties Public Library, says: “We have a lot of library patrons who are job seekers or people looking to advance professionally. They can really benefit from Universal

Class by taking these Continuing Education classes in all kinds of subjects, from software programs such as Microsoft Excel, to writing classes, to typing and keyboarding, or creating websites. We also have lifelong learners, and Universal Class even offers courses such as How To Draw, Nutrition 101, and Aromatherapy – things that are going to help you go deeper into a subject you might want to learn more about.”

In addition to those seeking professional development and personal enrichment, the Ulster County Library Association aims to serve homeschooling families who wish to take advantage of the wide variety of classes that are all self-paced and involve online interaction with a teacher.

ABOUT UNIVERSAL CLASS

Universal Class has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). Universal Class subject areas include: Accounting and Bookkeeping, Business, Entrepreneurship, Office Skills, Alternative Medicine, Parenting and Family, Performing Arts, Career Training, Personal Care, Pet and Animal Care, Computers and Technology, Psychology, Cooking, Real Estate, Financial Management, Religious Studies, Science, Self-Help, Homeschooling, GED Preparation, Mathematics, Language Arts and Writing, Medical Billing and Coding, and more. Popular courses include Microsoft Excel, Microsoft Word, Typing and Keyboarding, How to Draw, Investing, Basic Math, Anxiety Therapy, and Yoga.

FACTS ABOUT ONLINE LEARNING

--Online learning offers all types of learners more flexibility, where one can fit in coursework around a work schedule. It allows students to choose an environment that works best for them, whether it's home, a library, a café, or another location, while also eliminating the cost, time, and environmental impacts of commuting.

--Online learning helps build self-discipline and time-management skills.

--Online learning usually offers students a wider range of topics and courses than would otherwise be available in a traditional continuing education program.

--According to a Brandon-Hall Study, learning online typically requires **40% to 60% less time** than learning the same material in a traditional classroom setting.

--The *Research Institute of America* found that online learning **increases retention rates 25% to 60%** while retention rates of face-to-face training are very low in comparison: 8% to 10%,

because with online learning, students have more control over the learning process and can revisit the instructional material as needed.

ABOUT THE ULSTER COUNTY LIBRARY ASSOCIATION

The Ulster County Library Association (UCLA) creates an opportunity for the twenty-one public libraries in Ulster County to collaborate. UCLA's goal is to best use shared resources to offer more to patrons. The UCLA provides the following services to the people of Ulster County: secures funds on behalf of county libraries; coordinates the dissemination of information on library services and activities; provides a forum to encourage free communications among Member Libraries; defines and executes special projects for the benefit of Member Libraries; and encourages gifts, endowments and bequests to the Association. For more information, visit <http://uclib.org>.

The UCLA member libraries in the Mid-Hudson Library System are: Elting Memorial Library (New Paltz), Highland Public Library, Hurley Library, Kingston Library, Marlboro Free Library, Morton Memorial Library (Pine Hill), Olive Free Library Association (West Shokan), Phoenicia Library, Plattekill Public Library, Rosendale Library, Sarah Hull Hallock Free Library (Milton), Saugerties Public Library, Stone Ridge Public Library, Town of Esopus Library (Port Ewen), Town of Ulster Public Library, West Hurley Public Library, and the Woodstock Library.

The UCLA member libraries in the Ramapo Catskill Library System are: Cragmoor Free Library, Ellenville Public Library & Museum, Gardiner Library, and the Wallkill Public Library.

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