

ULSTER COUNTY LIBRARY ASSOCIATION

July 11, 2023

DIRECTORS PRESENT:

- | | |
|---|--|
| <input type="checkbox"/> Gillian Murphy (Elting Memorial Library, New Paltz) | <input checked="" type="checkbox"/> Julie Kelsall-Dempsey (Highland Public Library) |
| <input type="checkbox"/> Tracy Priest (Hurley Library) | <input type="checkbox"/> Margie Menard (Kingston Library) |
| <input checked="" type="checkbox"/> Christina Jennerich (Marlboro Public Library) | <input 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 checked="" type="checkbox"/> Darren Lanspery (Plattekill Public Library) | <input checked="" type="checkbox"/> Katie Scott-Childress (Rosendale Library) |
| <input type="checkbox"/> Lois Skelly (Sarah Hull Hallock Free Lib, Milton) | <input checked="" type="checkbox"/> Jennifer Russell (Saugerties Public Library/
Town of Esopus Lib, Port Ewen) |
| <input checked="" type="checkbox"/> Jody Ford (Stone Ridge Public Library) | <input checked="" type="checkbox"/> Kara Lustiber (West Hurley Public Library) |
| <input checked="" type="checkbox"/> Mary Collins (Town of Ulster Public Library) | |
| <input type="checkbox"/> Ivy Gocker (Woodstock Public Library) | <input type="checkbox"/> Susan Mangan (Ellenville Public Library) |
| <input type="checkbox"/> Nancy Krom (Cragmoor Free Library) | <input type="checkbox"/> Lisa Palmer (Wallkill Public Library) |
| <input checked="" type="checkbox"/> Nicole Lane (Gardiner Library) | |

MHLS Board Member: Heather Blakely

MHLS Staff Members: Laurie Shedrick

Guests: Emmanuela DeSanges-Sobia, YMCA of Kingston/Ulster County (Community Outreach Coordinator)

The meeting of the Ulster County Library Association was called to order by Katie Scott-Childress at 10:03 am virtually, via Zoom.

Emmanuela DeSanges-Sobia shared information pertaining to the outreach conducted by the YMCA of Kingston and Ulster County. Ongoing efforts include collaborating with organizations in order to bring programming out into each community across the county. There are satellite locations for summer camps, in an effort to reach all corners of the county. Partnerships with libraries were encouraged, contact information is: esobia@ymcaulster.org.

Minutes:

Darren Lanspery made a motion to approve the June 20, 2023 minutes. Julie Kelsall-Dempsey seconded. All-in favor. Approved.

Treasurer's Report:

No Report

Treasurer's Role:

Due to increasing time demands, it was suggested that the Treasurer's role be split among two people. Suggestions include an increase in membership dues to help fund this position. Implications may be an amendment to the By-Laws.

MHLS Board Nominations:

Directors were informed of the withdrawal of Anthony Hosmer as a nominee for consideration for the MHLS Board of Trustees. UCLA to vote for any remaining nominees at the August meeting.

Selection Committee Report:

The Selection Committee met on July 10. Discussion regarding the recommendation to not increase the Kanopy cap at this time. Kanopy usage is down, Directors are encouraged to promote Kanopy to patrons. Discussion about funds that remain in this budget year, due to MHLS decision to fund Transparent Language. Suggestions include additional museum passes (ie Intrepid or Eric Carle Museum), or Overdrive purchases. Directors are encouraged to send any suggestions to the Selection Committee. Discussion surrounding the impacts of the loss of NOVELNY databases in 2024, and will be revisited when more information is known. Olana will send out PR packets for marketing purposes. Discussion regarding the Dolly Parton Imagination Library program. Directors taking on the task, will approach UC legislators with preliminary conversations to assess interest and potential funding options that will not jeopardize current e-resource funding.

Publicity – Outsourcing Social Media:

Discussion regarding the outsourcing of social media publicity, by hiring a current staff member who would post updated information relating to the UCLA e-resources to the UCLA Facebook page. Libraries can then easily share the posts on their own social media.

Kara Lustiber made a motion to use \$1000 of legislative money from the publicity line to hire a social media manager for a 6 month term, posting on the UCLA Facebook page no less than once per week. Katie Scott-Childress seconded. All in favor. Approved.

RSAC Report:

No report.

SSAC Report:

No report.

CLCD Report:

No report.

MHLS Staff Report:

Laurie Shedrick reported that the ARPA granted WiFi access point units that have been installed in various MHLS libraries, have shown to have increased external WiFi access, and that the external access points see even greater use as they extend access beyond the library hours, as well as the physical buildings.

Katie Scott-Childress adjourned the meeting at 11:40 am.
Next UCLA Meeting Tuesday, August 15th, via Zoom

Respectfully submitted by Christina Jennerich (Secretary)



UCLA Agenda

Tuesday, July 11, 2023

10:00 a.m. via Zoom

Town of Esopus Library

Gardiner Library

Hurley Library

West Hurley Library

Kingston Library

Highland Public Library and

Stone Ridge Library

Marlboro Free Library

Sarah Hull Hallock Free Library

Elting Memorial Library

Olive Free Library

Plattekill Library

Rosendale Library

Saugerties Public Library

Phoenicia Library

Morton Memorial Library

Wallkill Public Library

Town of Ulster Public Library

Cragsmoor Free Library

Ellenville Public Library and Museum

Woodstock Public Library

- I. Guest: Emmanuela DeSanges-Sobia M.P.A.
YMCA of Kingston and Ulster County, Community Outreach Coordinator
- II. Approval of Minutes from June 20, 2023 meeting
- III. Treasurer's Report
- IV. Treasurer's Role
- V. MHLS Board Nominations
- VI. Selection Committee Report
- VII. Publicity—Outsourcing social media
- VIII. RSAC Report
- IX. SSAC Report
- X. CLCD Report

Selection Committee Report – July 2023

Action Items

Kanopy	The committee recommends not increasing our cap. Does the association agree?
Additional Funds	Does the association wish to purchase more museum passes? Does the association wish to purchase more Overdrive content? Specific content? Any other ideas?
Next Year's Funding	Encyclopedia Britannica? Other NOVEL Databases? Streaming Music? Overdrive Content? Any other ideas?
Imagination Library	Should the association consider making this program as a request separate and in addition to the Database Request?

Part 1 – Kanopy

The library association is trending to spend below our budgeted capped program. We currently have a monthly cap of 4. They have suggested that we raise the cap to 5 credits per month. They estimate that we will finish the year at \$37,000 out of our \$40,000 capped total. The association would not be responsible for the difference if we were to exceed the cap.

Note: We began the year with a \$9200 overage.

The committee recommends that we do not take advantage of this offer. Instead, we investigate if any other content can be turned on and promote the resource more locally.

Promotional Materials: We have a variety of digital toolkits that support thematic initiatives and general content highlights, accessible [here](#). You can pick and choose from pre-written announcement copy, social media images, content highlights for programming initiatives. Recent toolkits include AAPI Heritage month, Academy Awards, Pride Month, and more.

Part 2 – 2023 Budget Remaining

We estimate that the UCLA Legislative Funds have about \$14K left to spend this year.

One option to spend the remainder of this money would be to purchase more museum passes.

Some of the options are:

- American Museum of Natural History (\$25 vouchers (\$250), 50 for \$500, 100 for \$1000)
- Eric Carle Museum (\$125 each)
- Intrepid Air & Space (\$500 each)

Another option would be to add to the Overdrive monies, perhaps for a specific collection or just to increase purchasing power.

Part 3 – 2024 Budget

The Selection Committee recommends that we continue with:

- Foundation Center
- Kanopy
- Library Aware
- Museum Passes
- Niche Academy
- PR-Marketing
- Overdrive eContent
- ReciteMe

This leaves the association with about \$16K to spend.

Option One:
Britannica. Here is some current pricing. We have requested a demo Britannica Library - \$7,007.00 Britannica School - \$6,497.40 Britannica Academic - \$5,987.80 Britannica ImageQuest - \$6,497.40 The description of the differences between the platforms are described here: https://britannicaeducation.com/solutions/
Option Two:
Streaming Music
Option Three:
More Museum Passes
Option Four:
Overdrive Content

Part 4 – Olana Packets

Each library will receive an information packet directly from Olana.

Inside of the mailer is a packet of materials including a flier for our upcoming Volunteer Information Session, double sided educational rack cards in Spanish and English about our upcoming bilingual educational series entitled *Lessons from the Land*, and bookmarks for our Talks and Walks series that is related to our current exhibition entitled “*Terraforming: Olana’s Historic Photography Collection Unearthed.*”

Part 5 – Dolly Parton’s Imagination Library

The Selection Committee would like the association to consider whether we request for the Imagination Library as a request separate from the database request.

Any family with a child, birth to age 5 can enroll and they will receive a book each month, appropriate to the age. The partner will pay around \$2.10 per book for shipping, the Imagination Library pays for the books and does the shipping. I am attaching information that includes an estimate of what it would cost to fund this for Ulster County.

FAQS:

Can you clarify what the number in your chart represents for Budgeted Population--percent of eligible 154? [The Budgeted Populations is 65% It generally takes 4 to 5 years to reach 65% of the 0-5 population in each community.](#)

Is the local champion billed for the number of families who enroll monthly, or how does that work? [The local affiliate is invoiced monthly only for the number of books mailed that month. The monthly average is \\$2.10 per child enrolled, but please note the first book in the collection is the little engine that could which is the most expensive book in the collection. After the first book, the cost will vary depending upon the size and weight of the book per age group. At the end of the calender year you will see that the cost of the Imagintion library books and mailing is \\$25 per child enrolled per year.](#)

Can you tell me if the families who receive the books receive anything letting them know that this is sponsored by the local library? [Yes, if the friends group is the 501c3 it will be listed as the return address on the mailing label on the back of the book. also, there are two tag lines on the mailing label above the childs name that can thank sponsors. The affiliate can change the wording on the tag lines monthly by logging into the BOS and going to edit profile.](#)

I liked the book lists. Do you only work with Penguin Random House, or do you purchase from other publishing companies? [The Dollywood Foundation has an exclusive contract with Penguin Random House.](#)

ESTIMATE FOR ULSTER COUNTY: TOTAL ELIGIBLE POPULATION
 UNDER 5 **7856**

BUDGETED POPULATION (▲▼ 65 % OF ELIGIBLE) **5106**

COST OF BOOKS AND MAILING PER CHILD **\$2.10**

**THE EXPENSES BELOW REFLECT THE CORRESPONDING PERCENTAGE OF THE
 BUDGETED POPULATION**

	Reg Pop	YEAR 1	Reg Pop	YEAR 2	Reg Pop	YEAR 3	Reg Pop	YEAR 4	Reg Pop	YEAR 5
Mth 1	5%	\$536	20%	\$2,145	40%	\$4,289	60%	\$6,434	80%	\$8,578
Mth 2	6%	\$682	22%	\$2,340	42%	\$4,484	62%	\$6,629	82%	\$8,773
Mth 3	8%	\$828	24%	\$2,535	44%	\$4,679	64%	\$6,824	84%	\$8,968
Mth 4	9%	\$974	25%	\$2,730	45%	\$4,874	65%	\$7,019	85%	\$9,164
Mth 5	10%	\$1,119	27%	\$2,925	47%	\$5,070	67%	\$7,214	87%	\$9,359
Mth 6	12%	\$1,265	29%	\$3,120	49%	\$5,265	69%	\$7,409	89%	\$9,554
Mth 7	13%	\$1,411	31%	\$3,315	51%	\$5,460	71%	\$7,604	91%	\$9,749
Mth 8	15%	\$1,557	33%	\$3,511	53%	\$5,655	73%	\$7,800	93%	\$9,944
Mth 9	16%	\$1,703	35%	\$3,706	55%	\$5,850	75%	\$7,995	95%	\$10,139
Mth 10	17%	\$1,849	36%	\$3,901	56%	\$6,045	76%	\$8,190	96%	\$10,334
Mth 11	19%	\$1,994	38%	\$4,096	58%	\$6,241	78%	\$8,385	98%	\$10,530
Mth 12	20%	\$2,140	40%	\$4,291	60%	\$6,436	80%	\$8,580	100%	\$10,725
		\$16,058		\$38,615		\$64,348		\$90,083		\$115,817

Part 5 - Statistics

Kanopy Stats MHLS			Number of					
	Visits	Pages	Plays	Play Credits \$2	Play Credits \$4	KKids \$5	KSeries \$5	Price
Jan 2023	11,034	15,259	2,124	1,066	144	13	25	\$2898
Feb 2023	9,371	13,755	2,223	991	147	9	15	\$2690
Mar 2023	9,197	13,376	1,929	950	157	15	20	\$2703
Apr 2023	8,129	11,616	1,946	861	120	15	16	\$2357
May 2023	20,608	24,582	1,924	804	140	11	33	\$2388
June 2023	22,377	26,353	1,729	801	173	12	25	\$2479
July 2023								
Aug 2023								
Sep 2023								
Oct 2023								
Nov 2023								
Dec 2023								
Total								

Kanopy Stats RCLS		Number of						
	Visits	Pages	Plays	Play Credits \$2	Play Credits \$4	KKids \$5	KSeries \$5	Price
Jan 2023	1,380	2,098	422	124	17	1	17	\$406
Feb 2023	1093	1663	335	108	19	3	8	\$347
Mar 2023	1319	1929	396	139	16	16	0	\$422
Apr 2023	1096	1572	288	98	13	11	0	\$303
May 2023	2314	2756	275	91	15	2	8	\$292
June 2023	2917	3415	291	102	21	1	8	\$333
July 2023								
Aug 2023								
Sep 2023								
Oct 2023								
Nov 2023								
Dec 2023								
Total								

Play Credit Breakdown: Libraries set the number of play credits per month. Once a patron plays a film, they have unlimited watches for 48 to 72 hours. The cost is \$2.00 - \$4.00 per play credit for all films on Kanopy other than Kanopy Kids and the Great Courses. Note: When a patron uses a play credit, this allows them 72 hours of access to the film, during which they have unlimited access. This means they can play the same film several times per play credit, meaning that the total number of "plays" on your platform will be higher than the total number of "play credits" used.

Then you have KKids (Kanopy Kids) and KSeries (The Great Courses) which are defined as follows:

Unlimited Access Model for Kanopy Kids/Great Course

- **Kanopy Kids-** Kanopy Kids provides patrons with 30 days of unlimited plays for any video in Kanopy Kids for \$5. This means that once a patron plays 5 seconds or more of a video, the patron will have unlimited plays for any other video(s) in the Kanopy Kids section for the next 30 days. The \$5 fee will trigger on the date of the first play and be invoiced at the end of the calendar month. Monthly invoices will include Kanopy Kids charges as a separate line item. Kanopy Kids does not use a patron credit.
- **The Great Courses-** With The Great Courses on Kanopy, your library patrons have 30 rolling days to watch an entire series from The Great Courses once they press play on any title in that series *without* incurring additional charges to your library. Your library will be invoiced \$5 for every Great Courses series that a patron presses play on. Access to that course remains open for 30 days. Each additional series played from The Great Courses will incur an additional \$5 charge to your library. The \$5 fee will trigger on the date of the first play and will be invoiced at the end of the calendar month. These charges are listed as "KSeries" on your invoice.

Niche Staff 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Academic OneFile	3	0	0	0	0	0							
AcornTV	0	0	0	0	0	0							
BrainHQ	0	0	0	0	0	0							
Cleaning and Disinfecting Facility	0	0	0	0	0	0							
COVID-19 Guidelines for GPLS Employees (1CEU)	0	0	0	0	0	0							
COVID19: Using Medical Masks	0	0	0	0	0	0							
COVID19: What You Need to Know About Handwashing	0	0	0	0	0	0							
Creativebug for Staff	0	0	0	0	3	0							
Facebook for Staff	0	0	0	0	0	0							
Gale General OneFile	0	0	0	0	0	0							
Gale Opposing View	0	0	0	0	0	0							
Gmail	0	0	0	0	0	0							
Google Docs	0	0	0	0	0	0							
Google Drive	0	0	0	0	0	0							
Google Forms	0	0	0	0	0	0							
Hoopla	0	0	0	0	0	0							
How COVID-19 Spreads	0	0	0	0	0	0							
Kanopy	0	0	0	0	0	0							
Mango Languages	0	0	0	0	0	0							
OverDrive Libby	0	0	0	0	0	0							
PLS OSHA COVID-19 Guidelines [60 Mins.]	0	0	0	0	0	0							
Preventing the Spread of Coronavirus	0	0	0	0	0	0							
Transparent Language	0	0	5	0	53	0							
Tumblebook Library	0	0	0	0	0	0							
Universal Class	0	0	0	0	0	0							
Using FCPL Staff Academy	0	0	0	0	0	0							
When and How to Use Masks	0	0	0	0	0	0							
Total	3	0	5	0	56	0	0	0	0	0	0	0	0

Niche Public 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Academic OneFile	2	4	0	0	1	0							
Book Repair	0	0	0	3	0	4							
Brainfuse						4							
CreativeBug	2	0	0	0	0	0							
Facebook	0	0	0	0	0	0							
Gale General OneFile	0	0	1	3	1	0							
GaleOpposing Viewpoints	0	0	0	0	0	0							
Gmail	0		0	0	0	0							
Google Docs	0	0	0	0	0	0							
Google Drive	0	0	0	0	0	0							
Google Forms	0	0	0	0	0	0							
Google Photos	0	0	0	0	0	0							
Google Sheets		0	1	0	0	0							
Google Slides	0	0	0	0	0	0							
Hoopla	8	4	0	8	3	1							
IndieFlix	0	0	0	0	0	0							
Instagram	0	0	0	0	0	0							
Kanopy	9	1	6	21	16	5							
Libby	3	8	7	30	11	6							
Libby (Spanish)	0	0	0	0	0	0							
LinkedIn	0	0	0	0	0	0							
Mango	6	24	8	19	8	16							
Pinterest	0	0	0	0	0	0							
Snapchat	0	0	0	0	0	0							
The Great Courses	3	0	0	3	0	0							
Transparent Language					0	0							
Tumblebook	4	4	1	0	0	0							
Twitter	0	0	0	0	0	0							
Universal Class	16	13	3	3	6	6							
Total	53	58	27	90	46	42	0	0	0	0	0	0	0

Museum Passes

Jan-June 2023	TixKeeper Stats MHLs																	
	NPZ	HIL	HUR	KNG	MAR	PIH	PHO	PLA	ROS	MLT	SAU	STR	ESO	ULS	WEH	WES	WST	Totals
Bethel Woods	1		2										2	1	3		2	11
Destroyer								1	2							1		4
Empire Pass			3	2											2			7
FDR (# pass)	3	1	1	7	3			1					1	1			1	19
Guggenheim	3			2	1						1					1		8
Intrepid	1		1	2		3				2								9
Hudson High	1												1					
HR Maritime															1			
MiSci					2													2
Mohonk			1	7											3			11
Motorcyclopedia																		0
NY Transit				2								1			1			4
Olana	3			1					5			4			4			17
Old Rhi Aero					1			1								2	2	6
Opus 40	5			9			2		7		3	1		3	2	1	3	36
Storm King			3	5											2			10
Thomas Cole				3					1						1		1	6
	17	1	11	40	7	3	2	3	15	2	4	6	4	5	19	5	9	153

Jan-May 2023	TixKeeper Stats RCLS				
	Gardiner	Ellenville	Cragsmoor	Wallkill	Totals
Bethel Woods	2	1			3
Destroyer					0
Empire Pass					0
FDR					0
Guggenheim	1				1
Hudson High					0
HR Maritime					0
MiSci					0
Mohonk					0
Motorcyclopedia					0
NY Transit					0
Olana				1	1
Old Rhi Aero				1	1
Opus 40				2	2
Storm King					0
Thomas Cole					0
	3	0	0	4	7

Overdrive – Audiobooks Ordered for May – \$1350.30

Marlow Murder Club – Robert Thorogood, Nicolette McKenzie - \$184.00

Archer's Voice – Mia Sheridan, Kris Koscheski, Emily Durante - \$130.00

Golden Spoon: A Novel – Jessa Maxwell, Andrea Emmes, Andy Garcia-Ruse - \$119.98

Creative Act – Rick Rubin - \$114.00

Only One Left – Riley Sager, Dawn Harvey, Christine Lakin - \$142.50

Don't Let Her Stay – Nicola Sanders, Penelope Rawlins - \$119.98

Tom Lake: A Novel – Ann Patchett - \$159.98

Woman Are the Fiercest Creatures – Andrea Dunlop, Frankie Corzo - \$49.99

Sun Also Rises – Ernest Hemingway (Marlboro, New Paltz) - \$59.99

Tower of Nero – Rick Riordan (Ulster) - \$75.00

Russian – James Patterson (Esopus) - \$65.00

Eye of the World – Robert Jordan - \$95.00