Executive Director's Report
May 2018
(covering time period of March 19 – May 18, 2018)

Digital Inclusion Update

Over the past month, I have continued to engage in discussions with staff from member libraries and local nonprofits to define digital inclusion in their community and to identify the extent and impact of the digital divide in their communities and the activities currently provided to support digital inclusion. The following questions were used to frame the digital inclusion conversations:

- To what extent is there a digital divide in your community?
    - What does it look like?
    - How do you know?
    - How are non-English speaking households impacted?
        - What is the native language of these households?
- What would a perfect solution to the digital divide look like in your community?
- To what extent is the digital divide viewed as a concern in your community?
- What is your library/nonprofit currently doing to support digital inclusion?
- What activities would your library/nonprofit do to support digital inclusion if you could?
    - What additional resources would be needed to make these activities possible?
- How could WLS best help your library to connect with its community?
- In terms of digital inclusion, who are the key stakeholders/strategic partners (individuals and organizations) to work with in the community? And in the library?
- There have been many activities identified as approaches to expand digital inclusion. If any or all of the following activities were supported by WLS, what impact would this have in your library and community?
    - Develop a strong awareness/marketing/promotional campaign of digital resources and services
    - Provide easy and immediate access to online library cards
    - Create community WiFi hotspots with the library as the source of Internet access (also expands business sponsorship/relationship opportunities for the member libraries)
    - Expand the staff training opportunities for digital resources and services

- o   Work with community partners to offer digital literacy training at the member library or offsite

- o   Work with community partners to deliver family-based digital connectivity and training

The growing prevalence of smart phones in households has greatly expanded the ability of individuals to discover and access information. However, this broad scope of smartphone users reduces but does not fully overcome the discovery, access and creation gaps that create the digital divide's "have" and "have not" camps.

The general public views their local library as the "go to" location to access a stable and secure high-speed Internet connection to complete an online job application form, participate in a technology training class or to watch a training video from Lynda.com on a public access workstation. Keeping up with and training others on technology is a major digital literacy challenge for library staff. In addition to the sessions held at WLS, library staff members are asking for more opportunities to receive hands-on training at their home library or at a closer regional setting. In terms of the type of training needs identified, staff would like to feel more comfortable and competent in downloading mobile apps onto patrons' smartphones and tablets and knowing how to maximize the search and retrieval functions for the e-content products that are available to library patrons.

Better marketing and promotion of library e-content resources, programs and services are seen as an important need at the local and system levels. Having a stronger WLS countywide promotional program with general visible reminders (such as signs on the Bee-Line buses and at Metro North stations) is viewed as an important first step in increasing awareness and as an approach to encourage individuals to discover that libraries are about more than just books.

Working with the member libraries to create public WiFi hotspots in their community with a welcome screen that showcases the member library, WLS and local business sponsors is another approach that would provide more access to the Internet while fostering social engagement and business support. Through business sponsorships, this has the potential to be a self-funding (or at least a well-funded) service.

The Public Library Directors Association (PLDA) is working with WLS staff to move forward on the development of an online library card application that would simplify the process and provide immediate access to digital resources. PLDA is also exploring ways to reshape the digital content environment to create a more user-friendly experience. Removing barriers to accessing the libraries while marketing the availability of resources could be a win-win approach to support growth in the number of cardholders while increasing overall usage of digital and physical materials, services and programs throughout the county.

A question often raised by library staff concerned their ability to reallocate existing resources or to find additional support that would be needed to expand their digital inclusion efforts at the local level. As WLS continues to explore ways to reduce the digital divide, we will need to be aware of the challenges that this push for expanded digital inclusion might present to the member libraries and work with them to anticipate and meet these challenges.

Public Library Administration Program

The 2016-2018 cohort of the Public Library Administration Program, offered through Long Island University and hosted by WLS in partnership with the Palmer Institute of Public Library Organization and Management, was completed in May. This post-Master's Advanced Certificate program is designed to develop and enhance the management skills and credentials of professional librarians working within the public library sector and to train the leaders of tomorrow. There were a total of 19 students, with 13 from WLS and WLS member libraries and 6 from nearby counties. We congratulate all of the following participants who successfully completed the program and received their Advanced Certificate in Public Library Administration: Pat Brigham, WLS; Ned Canora, Dobbs Ferry Public Library; Erik Carlson, White Plains Public Library; Tee Cotter, Port Chester-Rye Brook Public Library; Pat Hallinan, John C. Hart Memorial Library/Shrub Oak; Diana Lennon, Greenburgh Public Library; Joe Maurantonio, WLS; Martha Mesiti, Mount Pleasant Public Library; Donna Pesce, Briarcliff Manor Public Library; John Torres, Ossining Public Library; Augusta Turner, Town of Pelham Public Library; Greg Wirszyla, Bronxville Public Library; Suzy Zavarella, Ossining Public Library; Michelle Capozella, Mahopac Library (Putnam); Amy Chesman, New City Free Library (Rockland); Rita Covelli, Mahopac Library (Putnam); Megan Dean, Bethel Public Library (Fairfield); Stephanie Harrison, Millbrook Library (Dutchess); Jen McCreery, Desmond-Fish Library (Putnam). We would also like to thank Jerry Nichols, Director of the Palmer Institute for Public Library Organization and Management, for his assistance in overseeing the program.

Due to the tremendous success of the program, WLS is planning to host another round, which will start up in the Fall of 2018 and go through the Fall of 2020. This five-course, fifteen-credit graduate-level public library management training program is recognized by the New York State Education Department; and the courses will be offered in seven (7) half-day sessions, and classes will meet at the WLS Headquarters.

1) Principles of Public Library Organization and Management (LIS 700) – Fall 2018

2) Legal Issues in Public Library Administration (LIS 701) – Spring 2019

3) Human Resources Administration in the Public Library (LIS 702) – Fall 2019

4) Financial Management of Public Libraries (LIS 703) – Spring 2020

5) Administration of Public Library Facilities and Technology (LIS 704) – Fall 2020

I will work with Rebekkah Smith Aldrich, Coordinator for Library Sustainability, Mid-Hudson Library System, as the primary instructors for the courses. Anyone who is interested in joining the program should contact Elise Burke at WLS [eburke@wlsmail.org].

Trustee Institutes 2018

The next WLS Trustee Institute, *Budget with a Mission*, will be held on Tuesday, June 5, 6:15 pm, at the Somers Library. Robert Cordero, a Partner at PKF O'Connor Davies and co-leader of their education practice, will discuss how budgeting fits in with a library's mission and long-term planning and effective ways of creating a relationship between the two. Rob specializes in auditing and business consulting and has authored numerous accounting articles. There is still

time to register for the event via [WLS's Evanced calendar](#). Future events to put on your calendar include the following:

September 6 – WLS Headquarters, Elmsford: *Getting to the Next Stage of Community Support—Getting the Most out of Advocacy and Fund Raising* with Libby Post, President, Communication Services

Learn successful strategies to maximize your community support and turn it into contributions to your fund raising effort. Since 2005, Libby Post has worked with dozens of libraries to help them achieve financial stability and sustainability.

October 4 – Mount Kisco Public Library: *Roles & Responsibilities of Library Trustees* with Lauren Moore, Executive Director of the Pioneer Library System

Creating clear expectations for library directors and trustees is the first step to organizational success. In this workshop, participants will learn what's expected of library trustees in New York State and how to balance those expectations with the responsibilities of the library director.

Future Events

May 30-June 1   BookExpo – Jacob Javits Convention Center, New York, NY
June 3-5   International Public Library Fundraising Conference, Denver, CO
June 21-26   American Library Association (ALA) Annual Conference – New Orleans, LA

Respectfully submitted,

Terry L. Kirchner
Executive Director

MARCH

19	Elise Burke, Executive Assistant
20	NYP/HV Meeting Marketing/Foundation, NYP Hudson Valley, Peekskill
	Rob Caluori, Director of Information Technology (IT)
	Bill Mooney, Westchester County Association, White Plains
	Chris O'Callaghan, Jones Lange LaSalle (JLL)
21	NonProfit Westchester (NPW) Board Meeting
	LIU Palmer School Public Library Administration Certificate Program Course LIS704:
	Administration of Public Libraries Facilities & Technology
26	Brian Kenney, Director, White Plains Public Library & Public Library Directors Association (PLDA) President
27	United Way of Westchester & Putnam Summer Learning Planning Session, WLS Headquarters
	Rob Caluori, Director of IT
	Irena Burton, Director of Operations, Library Ideas
28	LIU Palmer School Public Library Administration Certificate Program Course LIS704:
	Administration of Public Libraries Facilities & Technology
	Pat Brigham, Director of Development
	Hui Sheng, Manager, eContent & Resource Sharing
29	NPW Board
	Sirsi Operations Conference Call
	Douglas Wray, Manager, Cataloging Services
30	Wendy Wollner, Founder/Chief Executive Officer (CEO), Balancing Life's Issues

APRIL

2	NPW Membership & Marketing Committee
	Rob Caluori, Director of IT
3	4th Annual New York Fathering Conference: Learn Everywhere, Every Day
	Patty Girardi, Director, New Business Development, Innovative
	Daniel Lansen, Partner, CompuFit
4	LIU Palmer School Public Library Administration Certificate Program Course LIS704:
	Administration of Public Libraries Facilities & Technology
	Pat Brigham, Director of Development
	NPW Big Ideas Conference Call
5	Families Task Force
	Sean Ryan, WLS President; Ed Falcone, Director, Yonkers Public Library
6	WLS Celebrating Westchester Libraries Breakfast, Doral Arrowwood, Purchase, NY
	Webinar: *New York State & Local Retirement System (NYSLRS) Employer Retirement Online Training*
9	Dave Donelson, WLS Trustee, and Cathy Draper, WLS Trustee, Conference Call
	Elise Burke, Executive Assistant
	Westchester Community Foundation CEO Leadership Session Call
	OverDrive Conference Call
10	NPW Breakfast with County Executive George Latimer, Greenburgh Public Library
	Rob Caluori, Director of IT
	Public Library System Directors (PULISDO) and NYS Library Division of Library Development Conference Call
	Dorfman, Abrams, Music Conference Call
11	LIU Palmer School Public Library Administration Certificate Program Course LIS704:
	Administration of Public Libraries Facilities & Technology
	Pat Brigham, Director of Development
	Hui Sheng, Manager, eContent & Resource Sharing
	Connecting BiblioBoard and WLS
	Insignia Demo

APRIL (continued)
12   Westchester Library Association Board
        Brian Kenney, PLDA President
        Douglas Wray, Manager, Cataloging Services
        WLS Staff
        Elena Falcone, Director of Public Innovation & Engagement (PIE)
16   Elise Burke, Executive Assistant
        State of the County Address, Michaelian Office Building, White Plains
17   2018 GPS4Kids Baseline Report, Westchester Marriott, Tarrytown
        NPW: Chief Executive Officer (CEO) and Executive Director (ED) Affinity Group
        Rob Caluori, Director of IT
        Webinar: *Voter Perceptions of Libraries*
18   LIU Palmer School Public Library Administration Certificate Program Course LIS704:
             Administration of Public Libraries Facilities & Technology
        Pat Brigham, Director of Development
19   PLDA General Membership Meeting, WLS Headquarters
20   Westchester Community Foundation CEO Leadership Session
23   WLS Audit Committee (called in via phone)
24   WLS Board (called in via phone)
26   Alisa Kesten, NPW Awards Planning, Volunteer New York!
        NPW Public Policy Meeting, Child Care Council of Westchester, Inc.
        2-1-1 Policy Board, United Way of Westchester & Putnam
        Douglas Wray, Manager, Cataloging Services
27-28   Library Trustees Association of New York (LTA) Trustee Institute, Long Island Marriott
27   Brian Medieros, All Island Courier
30   NPW Human Resources Group Meeting
        Elise Burke, Executive Assistant

MAY
1   NPW Executive Committee
        Rob Caluori, Director of IT
2   LIU Palmer School Public Library Administration Certificate Program Course LIS704:
             Administration of Public Libraries Facilities & Technology
        Gerald Nichols, Director, Palmer Institute for Public Library Organization and Management
        Pat Brigham, Director of Development
3   Family Task Force, White Plains
        Dan Lansen, Partner, CompuFit; Rob Caluori, WLS Director of IT
4   Westchester Library Association (WLA) Annual Conference, Tarrytown
        Westchester Women's Agenda
7   Not-For-Profit Leadership Summit
        Webinar: *Digital Inclusion 101*
8-9   Outreach Coordinators Retreat, Southern Adirondack Library System
10   Karen Kelley, WLS Trustee; Jonathan Marshall, WLS Trustee; Fran Feuerman, Chief Financial
             Officer (CFO)
11   Westchester Community Foundation CEO Leadership Session
        Webinar: *Digital Inclusion, Policy Change, and Volunteers*
14   Karen LaRocca-Fels, Director, Ossining Public Library; Jonathan Marshall, WLS Trustee; Sean
             Ryan, WLS President
15   Chris Harris, Vice President of Sales, Kathi Adams, Director of Library Relations, SirsiDynix Visit
        Rob Caluori, Director of IT
        Laura McNerney, Hospitality Resource Group, Inc.

MAY (continued)
16   Pat Brigham, Director of Development
        Paul Fernandes, Vice President & Branch Manager, The Westchester Bank; Fran Feuerman, WLS
             CFO
17   PLDA General Membership Meeting
18   Child Care Council of Westchester (CCCW) Annual Awards Breakfast