



Weekly Memo

Serving Member Libraries Since 1959

Robert Hubsher, Executive Director
Ruth K. Daubenspeck, Newsletter Editor

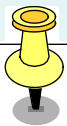
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April 8, 2019

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- ✓ [RCLS Annual Meeting Awards](#)
- ✓ [Forthcoming Bestsellers](#)
- ✓ [AccuCut Shapes for 2019 SRP](#)
- ✓ [FLS Randall Enos Scholarship](#)



RCLS Board Meeting

The materials for the **Monday, April 15** RCLS Board Meeting are now on the [RCLS Website](#). The meeting will begin at 6:30 p.m. at the System Headquarters in Middletown.

A meeting of the Personnel and Finance Committee will begin at 5:30 p.m.

Both are open meetings and all are invited to attend.



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RCLS Annual Meeting Awards

Reminder that **nominations** for all four RCLS Annual Meeting Awards **must be received no later than Friday, June 14, 2019** by the Awards Committee c/o RCLS. Nominations submitted after that date will not be accepted. The 2018 program winners are not eligible for nomination in 2019.

Detailed guidelines for the four awards are available on the [RCLS website](#). Presentation of the four awards will be made at the RCLS Legislative Breakfast and Annual Meeting on Friday, September 13 at The Sullivan Event Center.

If you have any questions, contact Ruth Daubenspeck at RCLS (ruth@rcls.org or at extension 222).

The Awards are:

- The [Member Library Adult Program of the Year Award](#) will recognize an outstanding library program created and presented for **adults** during all or part of the previous year (i.e. between January 1 and December 31, 2018). A certificate and a check for \$500 will be presented to the member library chosen for the award.
- The [Member Library Young Adult Program of the Year Award](#) will recognize an outstanding young adult library program created and presented for youth **ages 12 through 19** during all or part of the previous year (i.e. between January 1 and December 31, 2018). A certificate and a check for \$500 will be presented to the member library chosen for the award.
- The new [Randall Enos Member Library Children's Program of the Year Award](#) will recognize an outstanding library program created and presented for children from **birth through age 11 or families** during all or part of the previous year (i.e. between January 1 and December 31, 2018). A certificate and a check for \$500 will be presented to the member library chosen for the award.
- The [Anthony J. Knipp Library Trustee Award](#) will honor a trustee who has been nominated for his/her excellent service to a member library. The recipient must have been a trustee of an RCLS member library during all or part of the previous year (i.e. between January 1 and December 31, 2018). The recipient will receive a plaque. A check for \$250 will be given to the library of his/her choosing.



News Worthy

Regional

- [New Goshen library nears completion, May opening is planned](#) | The Chronicle 4.4.19

National

- [‘Breakfast Club’ star hits library again in new film](#) | NY Post 4.4.19
- [Baltimore mayor takes indefinite leave amid kids book corruption scandal](#) | The Baltimore Sun 4.2.19
- [PBS Books Launches A National Library Engagement Program](#) | PBS 3.27.19
- [Library Swoops To Census Mission](#) | New Haven Independent 3.21.19

SENYLRC 52nd Annual Meeting

Registration is now open for the Southeastern New York Library Resources Council (SENYLRC) 52nd Annual Meeting that will take place on **Friday, June 7** at The Thayer Hotel in West Point, NY. Guest speaker Miguel Figueroa, of the American Library Association (ALA), will give an interactive presentation on the future of libraries. Participants are invited to stay for tours of the United States Military Academy directly after the meeting.



Cost is \$25 for members (including affiliate members) and \$40 for non-members. Registration and more information are available on the [SENYLRC website](#).

2019 Twila Snead Award

[Nominations are open for the 2019 Twila Snead Award](#). This award recognizes an outstanding Southeastern New York Library Resources Council (SENYLRC member library, cultural heritage organization, program, service, or staff member. Recipients will receive a commemorative award and an invitation to the annual meeting, where the award is presented.

To learn more, visit the [SENYLRC website](#). Nominations will be accepted until **Friday, May 3**.

Reenergize Your Marketing Strategy in Three Simple Steps

[OCLC Next 28 March 2019](#)

Mary Lou Carolan writes, “Having worked in public libraries of all sizes for the past 15 years, I’ve found there’s one common thread. Actually, there are many, but one really critical thing stands out. We don’t toot our own horn nearly enough, yet marketing always seems like an easy target to kick off our overflowing to-do list. And while we’re generally great planners, when it comes to marketing, we’re not always the best implementers. This is why I wasn’t surprised that 40 percent of public libraries have a communications strategy, but only 17 percent keep it current.” [Click here](#) to read more.

Libations in the Library

[American Libraries Trend, Mar./Apr.](#)

Sipping in the stacks. Boozing amid the books. Whatever you call it, libraries and Friends groups are doing it: serving alcohol after hours, usually as part of a fundraiser, and usually with great success. The idea of alcohol at a library-sponsored event may strike some as unusual. But supporters say that serving alcohol increases event attendance, particularly among younger adults, and cultivates a public image of the library as a hip, up-to-date social setting. Last fall, the Jefferson County (CO) Library Foundation hosted a six-week program titled “Stouts and Stories, Ales and Tales.”



NYS FY 2019-2020 Budget Flat-Funds Library Aid, Rolls-back Library Construction Aid

Jeremy Johannesen, Director, NYLA

Mike Neppl, Esq., General Counsel, Director of Government Relations

This year's NYS Budget process came to completion around 7 a.m. on Monday Morning (April 1, 2019), with the Governor and Lt. Governor getting a resolution passed which would provide them each with a pay raise.

This year's process was the most difficult, opaque, and contentious in recent memory. Concerns over budget shortfalls and the inaccuracy of future revenue projections cast an increasingly long shadow over negotiations, and the legislature wasn't able to hold together on many of their priorities. This is a "Governor's budget" and we have no doubt that will be the theme as the product is dissected in the coming days.

Despite this complex political atmosphere and several setbacks along the way, your sustained and effective advocacy efforts secured the following hard-won victories:

- **State Library Aid: \$96.6M**

As you know, Governor Cuomo proposed a \$5M cut in Library Aid in this year's Executive Budget. The FY2019-20 enacted budget rejected this proposed cut – total State Library Aid will be **\$96.6M**.

- **State Public Library Construction Aid: \$14M**

The Governor proposed a \$20M **cut** in capital funding – from \$34M back to \$14M. Despite the efforts of thousands of library advocates, this cut was the first time in the Governor's last nine proposed cuts we were unable to repel – these funds were not reinstated in the final product. Language in the Assembly's one-house budget that would have amended the program to provide for a 90/10 matching category as well as making the program permanent in law was not included.

- **2020 Census Efforts**

The budget includes \$20M for complete count efforts, with efforts by "public libraries" noted in the appropriation language. These funds will be administered by the Empire State Development Corporation. We will have more information on this as it becomes available.

- **Targeted Aid**

The budget includes \$15M in targeted aid to school districts, public libraries, and not-for-profit institutions, divided equally between the Senate, Assembly, and Governor. NYLA will disseminate information on how to apply for this aid in the coming weeks.

- **Midyear Budget Adjustments**

The Governor's Executive Budget proposed vesting unilateral authority to make midyear budget adjustments in the Executive, up to 3% if revenue shortfalls exceeded \$500M. This language is not in the budget.

Governor Cuomo's January 2019 Executive Budget cut New York's core library aid programs, and marked his ninth consecutive budget in which he proposed to defund the State Library Aid program. We worked together successfully to not only turn back each of the Governor's proposed cuts, but to achieve record funding for library programs in New York State.

Despite reversing the Governor's cut to the State Library Aid program, his \$20M cut to the Public Library Construction Aid program was left in place – one of many programs that succumbed to the Governor's crass, zero-sum political gamesmanship.

This year was a disappointment. And if you're like us, you're feeling something beyond disappointment – frustration, and anger. It has been extremely difficult to harness those emotions walking the Capitol's hallways since Monday morning.

The budget process is long, grinding, and difficult. Without our partners in the legislature, we would have lost tens of millions in funding during the Cuomo years. They have fought for us before, and we need them to fight for us in the future. Please click this link to send a note of appreciation to our partners in the legislature for their efforts on our behalf.

[Click HERE](#) to send your message!

Donate to NYLA's Advocacy Fund Advocating for New York's libraries requires funding. Your support allows NYLA to amplify our message and be heard in Albany. Donations to NYLA are tax-deductible. To make a donation to NYLA's Advocacy Fund, please click [HERE](#)

Photo of the Week



A Budget Hearing was held by Senators James Skoufis and Jen Metzger on Friday, March 1 at Middletown Thrall Library. All the library lovers showed their support by displaying their library cards.

Share a library-related photo, include a brief caption, your name, position and the library's name. A photo release is required from recognizable individuals in the photo. [Click here](#) for the RCLS photo release. Submit the picture to rclsmemo@rcls.org with 'Photo of the Week' in the subject line.

READsquared – SRP Online Registration Software Available

Do you want to enhance the summer reading program experience for your community? READsquared, funded through the New York State Library and offered at no cost to public libraries, can help libraries of any size brand their reading programs and increase registration and participation.

Here are a few of the features READsquared includes:

- A mobile-friendly website customized with your library's logo
- Administrative control panel, to easily tailor your READsquared website
- Ability for library staff to post suggested reading lists
- An easily accessible calendar to enter all summer reading program related events
- The ability to create reading programs for patrons of all ages to:
 - Earn badges and prizes
 - Complete interactive missions based on the summer reading theme
 - Post book reviews for others to view

READsquared
Habit Forming

For more information about READsquared and to learn how to register your library, visit the [Summer Reading at New York Libraries website](#).

60th Anniversary Celebration

The Valley Cottage Library will celebrate its 60th Anniversary on **Saturday, April 13** from noon to 4 p.m. Bring the whole family to celebrate with music, cake, face painting, balloon sculptures and more. For a detailed schedule of anniversary events, visit the [Valley Cottage Library website](#). No registration required.

ARSL Conference

The Association for Rural and Small Libraries (ARSL) Conference, *Tap into Libraries!* Will be held **September 4-7** in Burlington, VT. In about a week, registration will be open for members. If you are planning to attend this year, make sure you are an [ARSL member today](#). Last year the conference registration filled within two weeks' time.



Share your library news with the *RCLS Weekly Memo*. Send your article to rclsmemo@rcls.org

System Calendar

For a complete and up-to-date list of events, including links to additional information, see the [RCLS Calendar](#). To add information, contact [Ruth Daubenspeck](#).

April

Monday, 8

RCLS Personnel and Finance Committee, RCLS – 5:30 p.m.

Tuesday, 9

[Mother Goose on the Loose](#), RCLS – 9:00 a.m.

Tuesday, 9

[2020 Census Training](#), Pearl River – 10:00 a.m.

Tuesday, 9

RUG, Suffern – 10:00 a.m.

Wednesday, 10

Directors Association, RCLS – 9:30 a.m.

Wednesday, 10

[Get ready for an emergency @ your library](#), RCLS – Following DA Meeting

Wednesday, 10

[101: Basic Library Trustee Education](#), New City – 5:30 p.m.

Thursday, 11

DOSS, RCLS – 9:30 a.m.

Friday, 12

[LARC 2019 Conference: Stronger Together](#) Crestview Conference Center, West Nyack

Friday, 12

SUPLA, Monticello – 9:30 a.m.

Monday, 15

RCLS Teen Librarians, RCLS – 10:15 a.m.

Monday, 15

RCLS Personnel and Finance Committee, RCLS – 5:30 p.m.

Monday, 15

RCLS Board, RCLS – 6:30 p.m.

RCLS Headquarters E-mail and Extension Directory (845.243.3747)

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