The state Legislature passed the state Budget by the April 1st deadline for the second year in a row. Included in the state Budget was a $19.7 million increase in Library Aid. The increase includes $2.7 million using the 2000 Census with hold-harmless provision, $3 million in additional aid for all types of library systems statewide (base grant of $15,000 plus 4% of aid using the 2000 Census), and $14 million in construction/renovation funds for public libraries. The Census funds are expected to be continuing and the system and construction aid are so far a one time allotment.

The Senate proposed the nearly $20 million increase in Library Aid and Senators Farley and Saland were instrumental in making this a priority in their chamber. “The Senate recognizes the important role libraries play in lifelong learning, whether you are a pre-schooler, a college student or a retiree, libraries are helping people of all ages further their education,” said Senator Hugh Farley, Chair of the Senate Subcommittee on Libraries.

The Assembly originally proposed only including the 2000 Census funding in the budget, but Assemblywoman Patricia Eddington, the new chair of the Assembly Libraries and Education Technology Committee helped convince Assembly to match the Senate’s proposal. “The Assembly was pleased to join with the Senate in making a long-overdue investment in our libraries and library systems, which are the backbone of our state’s information infrastructure. We live in the Information Age, where equal access to information is critical to both our democracy and our role in the global economy,” stated Assemblymember Patricia Eddington.

This is the largest increase ever in Library Aid and is testament to the respect and visibility that the New York Library Association has gained with state policymakers over the past few years.

continued on page 4
INTERVIEW WITH NYLA MEMBER

Loretta Ebert

by Michael Borges

IN MARCH, I interviewed Loretta Ebert, who was appointed in January as the new Director of the state Research Library.

Loretta began her long and distinguished career as a high school science teacher and quickly moved to the library field after receiving a Xerox Scholarship to pursue a graduate degree as a science librarian. She went on to work at several academic institutions including the University of Rochester, RIT, Syracuse University, Michigan State University and then for eleven years as Director of Rensselaer Polytechnic University’s Research Libraries in Troy, New York.

Her new position at the state Research Library offered her the opportunity to expand upon her experience and success in building partnerships and collaborative efforts among academic libraries. Loretta has already been involved in the early planning stages for NOVEL and hopes the state Research Library can play a greater role in other collaborative efforts involving all types of libraries.

“The state Library has tremendous collections and treasures that many people are not aware of and we need to improve our outreach efforts so the public can fully utilize the resources at our disposal.” said Ms. Ebert. “We need to reenergize the institution and look to partnerships and technology to help overcome some of the challenges we face. This can be accomplished by reaching out and partnering with libraries and leveraging our collective strengths to achieve efficiencies and benefits for all involved,” continued Ms. Ebert.

I asked her what are some of the challenges facing the library and she responded, “Space is definitely an issue, everything is very tight, the proposed funding for an off site storage facility will help a lot. As I mentioned, the visibility of the library among the library community and the general public needs to be improved. Staff retirements and the aging of the profession have impacted staffing levels, which are way below where they need to be. Succession management needs to be a priority and we need to work within the existing civil service regulations to bring in a new generation of librarians and managers.”

In discussing issues facing the library community, Loretta commented, “We need to remain relevant to the public and be a key part of their information repertoire. In addition, the mergers in the publishing industry have led to a host of other issues involving cost and access to scholarly research, copyright issues and digitization are impacting libraries ability to preserve our history, and the rapid change in technology is both part of the solution and part of the problem.”

I asked her how NYLA can be of assistance and she replied, “Melville Dewey was both the Director of the state Library and the founder of NYLA and I want to continue that longstanding relationship, to collaborate and share ideas on moving the library community forward and to reduce the barriers that hamper the library community’s ability to act in concert.”
By far our most popular library event this year took place in March when our library held a forum for the upper school student body (grades 9-12) on the subject of “Censorship in the Press, Freedom of Speech and the Editorial Process.” I invited two guest speakers to address the students: William Hoynes, Professor of Sociology and Director of the Media Studies Program at Vassar College in Poughkeepsie, New York and Kathleen Norton, Public Editor of the Poughkeepsie Journal newspaper who also teaches a course on Media Ethics at Marist College in Poughkeepsie.

We held the event as part of an ongoing outreach program toward the older students in our school, which caters to grades pre-k through 12. The forum sparked lively debate about what it means to have a “free” press and whether you can have a truly “free” press in the face of the influence and controls of newspaper consortia, individual editorial discretion and public opinion. All our discussions took into account the recent controversy over the cartoons depicting the Muslim Prophet Muhammad that were published in the Danish newspaper Jyllands-Posten last summer.

S.P.A. Night was so successful that we’re still being asked when we’re going to do it again, and it brought many pleasantly surprised new faces into the library.

Tamara Stewart, Young Adult Librarian, Ossining Public Library, Ossining, NY

A popular program that was offered at my branch library a few years ago was a review of housing options for senior citizens in the area. We had a presenter who knew all the varied types of specialized housing for seniors, analyzed the pros and cons of each type, and could give examples of each in our area. We had a good turnout of seniors and adult children of elderly parents who were exploring ideas for these parents.

Janet Landow, Retired, Bayside, NY

A successful program that had kids reading more widely than they usually did was an evaluation program titled “Rescue Me.” The books had not been borrowed in 4 years. On the end of the cart was a folder full of rubrics. The kids evaluated the books on whether or not we should keep them or toss them. (The truly bad had already been weeded.) Every book had a sticker where we could keep the overall vote from child to child. The children clamored to be judges!

Mrs. Michele Linse, Victor Primary School Library, Victor, NY

Robert Sabuda, creator of some of the world’s most ingenious and magical pop-up books delighted audiences at Crandall Public Library with his key note address on a Friday night including a slide show which explained how his pop-up books are made. He shared with the audience the creative process of developing a pop-up book from start to finish. Ann Montanaro, Head, Systems Department at Rutgers University Libraries and founder of the Moveable Book Society also gave a talk about the history of the moveable and pop-up book illustrated with samples of pop-up books from her personal collection. The following Saturday morning, 50 art teachers and other interested pop-up aficionados spent half a day with Robert Sabuda learning the basic principles in creating pop-up art. Participants made a variety of pop-up cards using the basic techniques taught by Sabuda. Crandall Public Library staff members Adelaide Leibold and Christine McDonald, in turn, taught a class at the Southern Adirondack Library System in December for member librarians. Leibold taught to basic pop-up art skills and McDonald lectured on the art of the pop-up book using her own collection.

Christine McDonald, Director, Crandall Public Library, Glens Falls, NY
Executive Director’s Report

As I write this column, I am thinking about the past week, National Library Week, and how busy and successful we have been in our advocacy and public awareness efforts, ranging from a $20 million increase in Library Aid included in the recently passed state Budget, to promotional spots across the state on commercial and public radio stations, to the “Love Your Library Campaign” with Barnes & Noble stores and culminating in joint events with Scholastic Publishing to announce book donations to school libraries with Senate Education Committee Chairman Steven Saland in Poughkeepsie and Assembly Speaker Sheldon Silver in Manhattan.

National Library Week was finally a week to celebrate here in New York thanks to all the efforts of our members and especially our leadership in Jennifer Morris, President and Kathy Miller, Legislative Committee Chair. Our efforts and successes also depended on building partnerships with library vendors, unions and other organizations, like the NYS PTA. Janet Welch, our state Librarian and Carol Desch, from the Division of Library Development also played key roles in moving our initiatives forward. I can truly celebrate because I finally see the library community pulling together for a common goal, and that in itself is very satisfying.

Record Increase continued from front page

Senator Saland reflected on NYLA’s advocacy efforts, “It was their efforts that kept this as an incredibly important issue that when the opportunity presented itself, enabled us to deal with it. I give them a lot of credit for having the persistence and the fortitude. They certainly had the right cause.”

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17. Michael J. Borges, Managing Editor / 10-14-2005
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* Scholarships made possible by a grant from the Institute of Museum and Library Services
Sandra Feinberg, Director of Middle Country Public Library was recently recognized by the Town of Brookhaven at its annual Women’s Recognition Night for her outstanding contributions in the field of education. She was also named Woman of the Year by The Times of Middle Country for her many accomplishments in making the Middle Country Public Library a dynamic and responsive community hub, as well as a model for libraries nationwide; and she was chosen as Long Island Woman of the Year by the Suffolk Community Council of Long Island.

Ann Sayers, Head of Youth Services at the Clifton Park-Halfmoon Public Library is retiring on May 31, 2006. Sayers got her start as a librarian over 27 years ago in Gardiner, Maine. (She was mentored by Glenna Nowell, who was recently the subject of a national feature on “Who Reads What”).

Joseph J. Mattie of Troy, N.Y., formerly of Hornell, recently received a service award from Commissioner of Education Richard P. Mills and Deputy Commissioner Carole F. Huxley for his twenty years of service to the Education Department.

Wendy Quinn has joined Albany Molecular Research, Inc. as Library/Records Management Assistant. She is currently working on her M.S.I.S. at the University at Albany.

Patricia C. Shanley, Immediate Past President of SLMS, has joined the Monroe Free Library Board of Trustees. Pat is enjoying being involved in a whole new aspect of library service.

Jennifer Feigelman has joined the staff of the Goshen Public Library. She has recently received her MSIS degree from University at Albany and is in charge of Teen Services.

Ann P. Penwarden was promoted to the rank of Professor at Monroe Community College in Rochester NY. She is a 2005 recipient of the SUNY Chancellor’s Award for Excellence in Librarianship.

Barbara Beverley, librarian at Empire State Development in Albany received the 2006 Rose L. Vormelker Award from the Special Libraries Association.

Brian M. Hildreth has been appointed Director of the David A. Howe Public Library in Wellsville.

Richard T. Kim was named a Mover and Shaker by Library Journal in the March edition.

Kevin Verbese was appointed Director of the Suffolk Cooperative Library System effective May 30th. He currently is Director of the Hauppauge Public Library.

Andrew Austin is the new Systems Support and Training Librarian at Pioneer Library System. Andrew was previously Library Technologies Specialist at the Genesee Valley BOCES School Library System. Also at Pioneer Library System, Kimberly Iraci has moved into the new position of Communications, Advocacy and Outreach Coordinator.

The Middle Country Public Library, located in Centereach, NY, was selected as an honorable mention for the 2006 Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility. The Alfred P. Sloan Award is a prestigious award that recognizes employers in the greater Long Island area that are successfully using workplace flexibility to meet both business and employee goals.

The Rochester Regional Library Council (RRLC) is the New York State winner of the U.S. National Commission on Libraries and Information Science 2006 Health Information Award. The NCLIS awards are designed to encourage library programs that address a variety of health concerns including dietary choices, exercise, smoking cessation, and health literacy. State winners were selected in each state. RRLC won the award for improving the ability of people to understand and make use of health information through its Project CLIC-on-Health for Seniors Project (www.clic-on-health.org).

The Queens Library has created a new Consumer Health Resources Center at its Central Library in the Business, Science & Technology Division, 89-11 Merrick Blvd. in Jamaica, Queens. The Center provides patrons with a handy reference collection of some 1,200 print titles on consumer health. The Consumer Health Resources Center has encyclopedias, sourcebooks, directories, magazines, journals and online databases for patrons to find information on symptoms of diseases, doctors, vitamins and herbal products, etc.
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Long acknowledged as one of the landmarks in Rabbinic scholarship, this work is being republished in English for the first time in over forty years, more than 150 years since the work’s original publication in Hebrew. Like the Talmud itself, The Student’s Guide through the Talmud bears a two-fold character and deals with both the Halakah, the legal aspects of the Talmud, and the Aggadah, the non-legal portions. Presenting his analysis with the experience and insight of a world-renowned talmudic scholar, Chajes imparts a detailed history and classification of the Talmud and its underlying oral tradition.

Israel Salanter: Religious-Ethical Thinker
Menahem G. Glenn
ISBN 1-933143-02-9

This book is a carefully researched biography and a detailed analysis of Rabbi Israel Salanter’s thought and his religious-ethical program to revitalize Judaism. Originally published in 1953, this biography still remains a unique and valuable source of history of nineteenth century European Jewry.

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Spotlight on NYLA Member Benefit Partner: Better World Books

Last spring, NYLA formed a partnership with Better World Books (BWB) to provide our Members with access to the company’s Library Discards & Donations Program—an easy and innovative method for consigning discarded and donated inventory on 14 online marketplaces. Already, 29 NYLA members have enrolled, tapping into BWB’s proprietary software application that optimizes the true value of their excess books.

One year later, The Bulletin asked several NYLA librarians who use BWB’s Discards & Donations Program to tell us what they’re using it for, how it’s working for them, and what they’d say to other libraries considering giving it a try.

Acquisitions and Bibliographic Services Librarian, Marc Wildman, began using BWB’s “D&D” program when SUNY Cortland Memorial Library undertook a large weeding project. Although the weeding project may be complex, working with Better World Books is not, says Wildman, who gives the organization high marks for convenience. As an instructor, Wildman practices what he preaches. “I teach a weeding workshop and always include Better World Books as an option for finding a new home for deselected books.”

Remodeling and downsizing compelled Bob Dorn, Assistant Director of the Albert Wisner Public Library in Warwick, to ship adult fiction and non-fiction discards to Better World Books for consignment. Dorn concurs with Wildman about the turnkey nature of the operation, expressing appreciation that BWB includes packing tape with the book cartons and shipping labels. “They supply all the supplies and they’re easy to work with,” says Dorn.

Quarterly purges at Katharine Gibbs School—Melville mean that Head Librarian Joan Kurtz must cope with a close to steady stream of deleted inventory, such as teacher manuals. As a result, her enthusiasm for BWB’s Discards & Donations Program is palpable, “It’s the easiest way to recycle books,” says Kurtz. “They provide the boxes, sealing tape and mailing labels. You get the cash!”

In addition to its practical benefits, Kurtz, Dorn and Wildman also like the cause-related component of BWB’s Discards & Donations Program. Fifteen percent of net sales of every book sold are donated to NYLA to promote the New York State Library’s Statewide Summer Reading Program. The theme of this year’s summer program is “Books: A Treasure”—a sentiment sure to resonate with NYLA Members throughout the state.

To find out how the Library Discards & Donations Program of Better World Books can help your library, send an e-mail with your contact information to NYLA@betterworldbooks.com.

AAP Launches Authors At Your Library® Web Site

The Association of American Publishers announced the launch of the Authors @ your library Web site (www.authorsatyourlibrary.org), which will provide a link between publishers and librarians that will simplify the process of scheduling library events.

The Web site is a free online service for librarians who wish to schedule successful author events, and for publishers who are seeking enthusiastic audiences for their authors. It only takes a few minutes for users to enter information about their libraries and authors into the online database, which is fully searchable. Library programmers will be able to search for authors by name, title, geographic location, author tour schedules, and other items. With the full contact information for publishers provided as well, it will be easier than ever for librarians to schedule author events. Publishers will be able to quickly identify the opportunities that various libraries present for author events in different regions of the country, simplifying the process of scheduling author tours and increasing publicity for new titles.
Love contemporary art or are curious about it? Looking to expand your library’s audience by partnering with other organizations? Seeking inspiration for dynamic public programming ideas? Art21, the nonprofit contemporary art organization, has designed a focused outreach initiative that addresses all of these questions. Launching as a national pilot program in May 2006, Art:21@Museums + Libraries encourages collaboration between local cultural institutions to explore contemporary art from interdisciplinary perspectives. The initiative focuses on 3 thematic episodes from the Emmy-nominated, PBS documentary series, Art:21—Art in the Twenty-First Century in order to inspire further engagement in the art and ideas presented in the broadcast.

Art21 has produced three seasons of Art:21—Art in the Twenty-First Century (Fall 2001, Fall 2003, Fall 2005), creating a biennial event featuring 55 established and emerging artists and reaching over 12 million viewers to date. Season 4 of the series will premiere in Fall 2007. Art:21, which focuses exclusively on contemporary visual art and artists in the United States, allows the viewer to observe the artists at work, watch as they transform inspiration into art, and hear their thoughts as they grapple with the many challenges of achieving their visions.

Year-round, Art21 works with libraries, museums, schools, PBS stations, and local and national organizations to enhance the accessibility of the series by extending it into homes, schools, and communities. Art21’s outreach activities engage diverse public audiences, creating a sense of community among viewers, artists, educators, enthusiasts, and arts professionals. Screening events and public programs, special projects with artists, and the dissemination of series-related materials and other publicity efforts all serve to promote discussion, deepen audience appreciation and familiarity with contemporary art and artists.

This spring and summer, Art21 encourages your library to take part in Art:21@Museums + Libraries. Partner with a museum to host a series of public programs, workshops, and other activities. Events can be tailored for adult, family, and youth audiences, and encourage an interdisciplinary approach to navigating the art of today. Upon registration at Art21’s Web site, you will be able to access online project toolkits containing planning materials, educational resources, and publicity aids. To inspire broad participation, Art21 will also offer a limited number of incentive grants and free Art:21 DVDs. Photographs and synopses of these events will be featured on the Art21 Web site and presented as model programs to inspire other libraries and museums across the country.

Get Involved!

Embrace contemporary art and make valuable connections with local institutions and resources. Email your name and library affiliation to outreach@art21.org to be notified when the Call for Proposals is released in May. Art:21@Museums and Libraries pilot programming will take place through Fall 2006. For further information, contact Kelly Shindler, Manager of Public Programs and Outreach, at kelly@art21.org, or by phone at 212-741-7133 x30.

NYLA Members Candidates for ALA Council

The following NYLA members are candidates for ALA Council:

- Herb Biblo, Director
  Long Island Library Resources Council
- Eva Efron, Supervisor
  Nassau BOCES School Library System
- Norman J. Eriksen, Assistant Division Manager
  Brooklyn Public Library
- Arthur L. Friedman, E.d.D., (NYLA Past President)
  Professor/Coordinator, Distance Learning
  Nassau Community College
- Carolyn P. Giambra
  Retired School Librarian
- Robert Hubsher, Director
  Ramapo Catskill Library System
- Frances Roscello, Associate in School Library Media Services
  NYS Department of Education (NYLA Past President)

NYLA Members Candidates for American Association of School Librarians (AASL) Offices

- Sara Kelly Johns – President
- Cathie Marriot – Councilor
- Rosina Alaimo – Region II Director
Columbia University Launches New Master’s Degree Program in Information and Archive Management

by Michael J. Borges

In fall 2006, Columbia University’s School of Continuing Education will launch a new Master of Science in Information and Archive Management. The Information and Archive Management program is designed to teach the systematic and technical skills necessary to fulfill the responsibilities demanded by business, government, and nonprofit organizations in what is now appropriately termed the “international information economy.”

“This program grew out of an initiative to develop a family of practically oriented Masters of Science degrees within Columbia’s School of Continuing Education,” said Martha K. Zebrowski, Academic Director. Interviews and surveys were conducted, with input from former graduates of Columbia’s Masters of Library Science program. “Information is at the center of our world economy and we wanted to offer formal training for those who work in nonprofits, businesses and governments who find themselves as the interface between the practitioners and the IT people in their organizations., the people we have identified as the humanists in the middle,” continued Ms. Zebrowski.

The curriculum includes core courses in topics ranging from information technology and archives management to government information resources and legal issues for information professionals. Elective courses include database design, managing non-print materials, and oral history archives.

The two target audiences for this continuing education program are mid-career people who find themselves in these “humanist in the middle” positions and new liberal arts college graduates who want to add information technology knowledge.

There is an information session on Monday, April 24th at 6:30 p.m. at the Columbia Club, 15 West 43rd Street in Manhattan for those interested in learning more about the program. For information on Columbia’s Master of Science in Information and Archive Management, visit www.ce.columbia.edu/infoarchive, call 212-854-9699, or email ce-info@columbia.edu.

RASS News

The Reference and Adult Services Section (RASS) seeks nominations for its Outstanding Public Service Award. The award is given to a front-line library staff member in Reference and/or Adult Services who has made a significant contribution to the field. Nominees must be members of NYLA and RASS. The award covers full registration at the Annual Conference and provides $200 toward conference expenses. Please consider nominating one of your deserving colleagues! Submit your nomination to RASS Award Chair, Debby Emerson (demerson@rric.org) no later than August 4, 2006. http://www.nyla.org/index.php?page_id=857

The RASS Continuing Education grant is available to RASS members to support attendance at a class, workshop, or other continuing education program. Grant amounts range from $50 to $250 and may be used to pay tuition, registration, travel, or other expenses. RASS members are encouraged to apply! Applications are accepted on a rolling basis, and are considered at each Board meeting. For 2006, applications must be submitted by May 10 (for consideration at the May 17 meeting), August 16 (for consideration at the August 23 meeting), and October 18 (for consideration at the October 25 meeting). Please email Debby Emerson, demerson@rric.org, in advance of the deadline. http://www.nyla.org/index.php?page_id=365
New Yorkers for Better Libraries –
The PAC’s Role in Library Advocacy

by Ristina Wigg, Executive Director, Southern Tier Library System

While attending a recent Republican fundraiser NYLA Executive Director Michael Borges asked Governor Pataki directly, “How about funding for libraries?” He has also talked with Assembly Speaker Sheldon Silver, Senator Steve Saland (Chairperson, Senate Education Committee), and Assemblymember Cathy Nolan (Chairperson, Assembly Education Committee) among others. With an eye toward reaching the next governor early in the game, Borges talked about libraries with Elliot Spitzer at a Spitzer ’06 event and will be attending an event for the yet-to-be chosen Republican candidate.

These events are not cheap. “When was last time you had a $1,000 drink?” Jerry Nichols asked librarians at a NYLA workshop last fall. “Attended a fundraiser for your state legislator lately?” Lobbyists for the interests of groups like health workers, corporations, and unions hold plates of cheese, dips and mushrooms stuffed with crab while circulating at fundraisers for Albany lawmakers. When the legislature is in session there may be as many as seven fundraisers a night.

Library supporters have joined that mix. They have combined contributions to the library political action committee in order to buy tickets to fundraisers. “I was always wishing that we could send the Executive Director to the various fundraisers in the Albany area, where political alliances are made and nurtured,” said retired school librarian Carolyn Giambra. She was one of the first members of the political action committee, New Yorkers for Better Libraries.

“It was time to add another tool to NYLA’s advocacy toolbox” said John Hammond, past chairman of the NYLA legislative committee and NYLA past president. “We needed to supplement the grassroots advocacy with a stronger Legislative presence.” With six other library leaders, Hammond started the political action committee in 2003.

Library trustee Dick Strauss is fierce about the need to be more active, “When library funding remains nearly constant for over 15 years changes are needed!” he says. “In 2006 New York will elect a new governor and vote for every state legislator. The new governor must understand the challenges facing libraries and library systems. Most importantly this person must be committed to measures to improve state funding for libraries.” Strauss urges us to, “Ask everyone you know to make a 2006 contribution.”

Personal or corporate checks payable to NYLIBS-PAC can be sent to: New Yorkers for Better Libraries, PO Box 795, Canton, NY 13617. A suggested minimum contribution of $50 would be greatly appreciated.

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ALA National Library Legislative Day

Mark your calendars for the 32nd annual National Library Legislative Day to be held May 1 and 2, 2006, in Washington, DC. NYLA urges as many librarians, trustees, and supporters as possible to join the New York State Delegation in getting our message out in Washington. With so many federal legislation and funding issues affecting our libraries, we would like representation from every US Congressional District in New York at our Senate and House visits. ALA will provide a full day briefing on national library legislative issues on Monday May 1 and visits will be conducted on Tuesday May 2. You should plan in advance to reserve a room at one of the several hotels in the Capitol Hill area. The Holiday Inn on the Hill is making rooms available at the ALA rate by calling 800-638-1116 and mentioning ALA’s National Library Legislative Day. For further information, visit www.ala.org and click the Issues and Advocacy link, or contact your New York State Coordinator, Robert Bellinger (rbellinger@nypl.org, 718-579-4202). Thank you in advance for your help in supporting this crucial lobbying effort.

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New Yorkers for Better Libraries PAC

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Spring 2006  The NYLA Bulletin  11
Radio Frequency Identification (RFID) technology is quickly gaining notoriety in the library world for being the fastest, easiest, most efficient way to track, locate and manage library materials. If it’s not on a library’s list of “must haves” now, indications are that it certainly will be within a year or two. The reasons are compelling. It can do wonders for productivity, from processing multiple items simultaneously to pinpointing misplaced materials in seconds. It’s estimated that close to 500 libraries around the world have already adopted RFID technology.

RFID technology meets the card catalog

While RFID systems have been in use for several decades to track items in warehouses, fully integrated systems have only been available to libraries since around 1999. “Integrated” systems are those that automatically update an item’s information into a library’s circulation system. At most libraries today, this information is recorded on bar codes which are read by optical scanners. With RFID technology, the information is encoded on a computer chip that transmits radio waves to a wireless reader. Unlike bar codes, RFID tags don’t require “line of sight” to be read. They also offer read/write memory capability, they’re user programmable, multiple tags can be read at once, and they offer shelf management capability.

How can RFID benefit my library?

1. RFID speeds up the circulation process. Information can be read from RFID tags much faster than from bar codes because there’s no need to line up the tag with the tag reader. Multiple items can be checked out simultaneously, allowing for faster checkout and check-in.
2. RFID enables a higher level of self-service in the library. With no special item orientation required or scan line to find, customers enjoy an extremely high self-service success rate. They can check materials out of the library and back in quickly and easily by themselves. The greater the self-service in the library, the more time staff can devote to personal customer service.
3. Along with self-service check-in, RFID enables automated sorting and shortens the time from item check-in to reshelving of materials.
4. Although not as effective as electromagnetic technology for securing materials, RFID technology can also provide a level of security to protect materials from unauthorized removal from the library. 3M offers electromagnetic security in combination with their RFID system for libraries who...
want enhanced security or who want to convert to RFID technology gradually.
5. RFID allows taking item inventory right in the stacks rather than having to remove the items from the shelves. It also enables quick shelf reading, re-shelving, sorting, searching, weeding and exception finding.

Big promises, big price tag?
With so many compelling benefits, why aren’t libraries rushing to install this revolutionary technology? Many librarians think RFID is just too disruptive or costly to install, but it doesn’t have to be ‘all or nothing.’ RFID can be brought into the library gradually, in line with financial resources and the library’s goals and objectives. And, the conversion process needn’t interfere with day-to-day library operations.

How does it all work?
Generally speaking, RFID is the automatic identification and tracking of items through use of an identification chip or “tag” that sends data to readers through wireless data communication. It is useful to think of an RFID system as one in which these tags enable items to “speak” about their identity, location, activity or history through readers and, ultimately, to the library’s integrated system software that can process and utilize this information. And remember that RFID tags typically only store bar code numbers. The items can’t be tracked once they leave the library.

Components of an RFID system typically include: 1) the tag itself, consisting of a label, an antenna and the identification chip, 2) a station that converts current bar codes to RFID tags, 3) a reader that reads the information on the RFID tag to enable shelf-reading, searching, exception finding, re-shelving and inventory, and also stores information on the library’s collection, 4) a workstation that processes both barcodes and RFID tags and checkout and return and 5) the detection system that prevents the unauthorized removal of items from the library.

Planning for RFID
Before making the decision to adopt RFID technology, a library should research companies offering RFID and their reputation in the library industry. How long has the company been working with the library industry? What other types of products do they offer and how many customers do they have? Are their products UL-Certified? Do they offer a flexible migration path from bar codes to RFID technology? What type of service and guarantees do they offer? Do they stand behind their products? •

RFID really is available to all libraries today, large or small. And the benefits it affords make this technology worth a second look.

The next session of NYLA’s Leadership and Management Academy will be June 7-9th, 2006 in Saratoga Springs.

Class Schedule
Wednesday, June 7th / 1-5 pm
Communication and Presentation Skills
This course will prepare librarians to be effective public speakers and presenters. You will learn skills for communicating effectively, getting your message out clearly, and connecting with your audience.
Instructor – Carla List-Handley – SUNY Plattsburgh
Distinguished Librarian Emerita

Thursday, June 8th / 9 am to 4 pm
Human Resources
This course will provide overview of issues associated with supervising employees on a daily basis, ranging from performance evaluations, job descriptions, fringe benefits, employee manuals and interviewing techniques.
Instructor – Jackie Stroh – Stroh & Associates
HR Consultants

Friday, June 9th / 9 am to 4 pm
Legal Issues
This course focuses on the laws, rules and regulations at the local, state and federal level that govern the operations of libraries.
Instructor – Jerry Nichols, Palmer School at LIU

Each course is $125. There is still an opportunity to get the $750 discounted rate for the remaining 9 courses – still a savings of $375! Registration information can be found at www.nyla.org.

The classes will be held at The Saratoga Hotel and Conference Center, 534 Broadway, Saratoga Springs, NY 12866 (518) 584-4000

Rooms are $139 single/double
Check in time is 3 PM
Check out time is 11 am

Attendees should mention the New York Library Association to get the rates listed above. Reservations must be made by May 8th using AMEX, Visa or Mastercard.
Beatty, Harvey & Associates, LLP

Helping You Create Better Libraries for Your Community
Six Degrees of Separation

by Evan St. Lifer

I was in Garden City, Long Island in February to talk to a number of administrators from the Nassau BOCES about meeting the needs of the 21st Century Learner. All they wanted to talk about was Internet security and safety and myspace.com.

Understandably, kids using the web as an all-access, all-the-time lifestyle choice has emerged as item number one on the priority lists of parents, teachers, librarians, and administrators. This development represents a crucial point in the evolution of the web—the first overt sign of an official pushback to the web frontier, where anyone can look up anything or talk to anyone at any time without any parameters around security, accuracy, and real identity.

The emerging realization that the web in all its permutations might be misleading or at its worst, dangerous is not a bad thing. On the contrary, it demonstrates what many of you, as librarians, have known all along: that the web as a medium of communication and information needs mediation. That its users, particularly children and young adults, need to learn to be discerning in the way they search for and consume information, and you are the gatekeeper.

Thus you have an unprecedented opportunity: you have the collective attention of your learning community. They recognize the dangers and challenges of the “untamed web.” It is up to you to communicate the value of digital literacy. Librarians have had mixed results with other “literacies” such as information and reading. They share, if they are fortunate, the “reading” literacy role with their colleagues from the reading community—literacy coaches and reading specialists. Information literacy, while a core facet of the school librarian’s instructional role, has not caught on with other K-12 stakeholders. A national School Library Journal poll of K-12 administrators several years ago found that remarkably, the majority of them had no idea what information literacy was.

Do your students know the difference between a “.com” and a “.org?” Can the younger ones identify advertising from editorial? A homemade site from an official one? The biggest difference between the printed word and hypertext is linearity. Reading this passage is a linear experience, as you read it from beginning to end, provided I’ve held your interest sufficiently. How many web users click a hypertext link before they reach the end of a paragraph? And then they duplicate this non-linear behavior repeatedly jumping from link to link, at least six-degrees-of-separation away from their initial starting point or URL.

As resident experts about web-based resources, librarians must step up and be leaders, guiding and educating their respective communities to meet the challenges and leverage the opportunities confronting the 21st century learner.

Evan St. Lifer is Vice President and General Manager of Scholastic Library Publishing

NYLA Council News and Voting Results

The following candidates were submitted by the Nominating Committee, chaired by Immediate – Past President Rocco Staino, and approved by the NYLA Council to run for the following 2007 Council positions: President-Elect – Rosina Alaimo or Bea Angus, Councilors-at-large – Lorraine Weis or Ken Fuguichi, and Pat Kaufman or Tim Baird.

In addition, Ed Falcone, Director of the Ossining Public Library won the Special Election for Treasurer – Elect and the two ballot questions on raising dues for corporate members and library and information science schools both passed overwhelmingly.

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March 14 was NYLA’s annual Library Lobby Day in Albany, with the theme “Our Fair Share.” 880 library supporters from all over the state made their way to Albany to be part of advocacy in action. Thanks to the loud noise made by these dedicated advocates, the State Legislature budgeted a record $20 million increase in Library Aid.

Free t-shirts highlighting the need for increased library aid were distributed to every participant, thanks to many generous sponsors. Wearing “Our Fair Share” shirts, library activists made a bold and colorful statement rushing through the halls, cramming into crowded elevators and climbing through stairwells on the way to meet with individual legislators. Together we made a lot of noise in the Well of the Legislative Office Building during the indoor rally, carrying signs and shouting “Our Fair Share!” Speaking to the crowd were Senators Hugh Farley and Stephen Saland, Assemblywomen Sandy Galef and Pat Eddington, New York City Councilman Vincent Gentile, and Queens Borough President Helen Marshall.

At the early morning Legislative Breakfast Reception we were met with the good news that the Senate had included $20 million in their budget for library aid: a $2.6 million increase in Library Aid that would use the 2000 Census with hold-harmless provision to calculate library aid; an additional $3 million increase for library systems as a down payment toward making up eight years of stagnant aid eaten away by inflation; and $14 million in additional library construction aid. And in fact, in the days that followed, the Assembly rose to the challenge and agreed on $20 million as well. As of this writing, we are waiting anxiously to see whether the Governor will accept or veto this amount in the state budget.

Under the outstanding leadership of Executive Director Mike Borges and Legislative Committee Chair Kathy Miller, NYLA has worked very hard to make this legislative session a success for libraries. NYLA hired a top lobby firm to help get the library message across, especially in last minute budget negotiations. For the first time NYLA paid for a series of ads on NPR during morning drive times in early March, urging listeners to login to the NYLA website and send a message to their legislators. But it was the commitment of library advocates from all over the state who took the time to send messages, to come to Albany and to meet with legislators that really got the attention of our elected officials and made the difference. $20 million in new library aid is a significant commitment by our Senators and Assemblymembers, acknowledging the vital importance of supporting libraries in all New York communities, colleges and schools. Thanks to all of you for making the difference.