Using NovelNY to Engage Your Community

“Reaching for the TOP”

Mary Flannery Climes
Head of Reference

Middletown Thrall Library
Middletown, New York

www.thrall.org
Reaching the TOP:

- Training
- Opportunities
- Promotions
Training: Goals

Reference staff should be...

• Actively aware of databases and services made available through the library.

• Comfortably proficient in accessing, using, and showing patrons how to access and use these resources.
Training: *Methods* (1/3)

Provide *new* Reference staff with:

- A list of *all* the databases *and* services
- Time to *learn how to use* them.
Training: Methods (2/3)

Encourage a culture of learning:

- *Promote* training opportunities
- *Use NovelNY* training materials...
Webinars and Training

WEBINARS (ONLINE INTERACTIVE PRESENTATIONS) ARE AVAILABLE AT NO COST

The links below provide information for upcoming webinars and links to recorded webinars.

Britannica Digital Learning

Gale, a Cengage Company

http://www.novelnewyork.org/training.php
Encourage a culture of learning:

• Provide *ample* time off the Reference desk to learn

• Share *successes* and *tips*!

• Model *use* and *referral* of databases
Opportunities

• Prioritize database usage in Web guides and in-person reference interviews.

• Embrace "difficult" queries!

• Create useful tools!
From our **Ready Reference Center**...

News & Newspapers

**Web Resources**

**Featured Resources**

*Newspaper Databases*
Historical and select contemporary New York / national newspapers. Includes Newspaper Archive. Available to members of Thrall.

*Current Interests Center*
Current events, hot topics, trending news, newspapers, news feeds, breaking news, special coverage, news sources.

*Magazine Article Databases*
Search millions of articles in magazines, peer-reviewed journals, and newspapers. Available to members of Thrall.

**Library Catalog Topics**
Browse related topics in the RCLS catalog:

- Journalism
- News Photographers
- Newspaper Carriers
- Newspaper Editors
- Newspaper Publishing
- Newspapers
- Newspapers - Fiction
- Photojournalism
- Press Law
- Reporters and Reporting

Find in which library catalog?
Middletown Thrall Library (or select...)
Limit results to selected library?  ○ Yes  ○ No

Reserved items arrive at selected library.

Type of catalog:
○ library catalog  ○ eBooks

[www.thrall.org/readyref/Newspapers.html](http://www.thrall.org/readyref/Newspapers.html)
From our **Ready Reference Center**...

**Companies**
*Businesses, Associations, Organizations*

**Featured Resources**

**Business Insights: Essentials**
"Today’s business researchers demand instant access to reliable, comprehensive data and the tools to analyze and interpret the information. Gale Business Insights: Essentials delivers authoritative company and industry information, articles, and statistical data. Students, business owners, entrepreneurs, marketing professionals, investors, financial planners, and general researchers can explore real-world applications and develop analytical skills. Gale Business Insights: Essentials features easy-to-search rich content, a user-friendly interface, and robust analytical tools." This database is licensed through the NYS NOVEL program and is available to all New York State residents through the NYS NOVEL website. Members of libraries which are part of the Ramapo Catskill Library System (RCLS) may log in using their library barcode.

**Reference USA**
"The U.S. Business Database contains a total of 57 Million Businesses including 16 million verified and 41 million unverified businesses that are updated weekly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible." Members of Middletown

www.thrall.org/readyref/Companies.html
Opportunities

• Prioritize database usage in Web guides and in-person reference interviews.

• Embrace "difficult" queries!

• Create useful tools!
You searched for “Hong Kong”

Hong Kong (administrative region, China) ★
Hong Kong | special administrative region (Pinyin: tebie xingzhengqu ; Wade-Giles romanization: t’e-pieh hsing-cheng-ch’ü ) of China, located to the east ...

history of the motion picture ★

Hong Kong

Hong Kong | A third Chinese-language film culture emerged in Hong Kong. During the 1960s Hong Kong filmmakers became famous throughout Asia for martial-arts ...

Taiwan

The government of Taiwan controlled...of the 20th century, but by the early 1980s audiences were shunning local films in favour of action pictures from Hong Kong.
Promotions + Publicity

At Thrall, we offer...

• Many ways to reach the same database on our website.

• Database shortcuts (icons) on all public computers as well as custom menus.

• Custom short and easy-to-remember forwarding URLs.
## Thrall Databases +

**Articles, Subscription Services, Educational Materials, Encyclopedias, Online Learning & Reference Works, & More!**

### Browse by Topic...

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### Learn about Databases

#### Featured resource...

**Business Insights: Essentials**

Research business, companies, and industries. Includes articles, news, statistics, and more.

#### Recent additions + updates:
- CQ Researcher (new database)
- Salem History (new titles)
- Salem Literature (new titles)

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thrall.org/databases
Promotions + Publicity

At Thrall, we offer...

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- Database shortcuts (icons) on all public computers as well as custom menus.
- Custom short and easy-to-remember forwarding URLs.
Example of Public Workstation Menu

Library Catalog
Access Your Library Account
News & Events
RAVES! Reader’s Recommendations
New Books & Authors + Booklover’s Blog
Random Reads
Library Blogs
Get E-mail Alerts

Did you know?
You can access nearly all of these free services and more from your home computer by visiting our website: www.thrall.org

You can also download eBooks at home!

Need help finding something? Please visit our Reference Dept. so our librarians can help you!

Looking for tax forms / instruction books?
- Federal (IRS) Forms
- New York State Forms

View on screen or print out forms. Printing costs $.20/page.
The library does not give tax advice.
At Thrall, we offer...

• *Many* ways to reach the *same* database on our website.

• Database shortcuts (icons) on *all* public computers as well as *custom menus*.

• *Short* and *easy-to-remember* forwarding URLs.
Here’s just a **sampling** of the many **free** services members of Thrall can **discover** and **enjoy** through our website, Thrall.org...

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<td><strong>ArtistWorks</strong> – art and music instructional videos by professionals</td>
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<td><strong>Consumer Information</strong> – banking, credit, Consumer Reports, more</td>
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<td><strong>CountryWatch</strong> – international information, statistics, more</td>
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<td><strong>CQ Researcher</strong> – explore ideas, issues, and debates in the news</td>
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<td><strong>Current Interests Center</strong> – explore the world of news by topic</td>
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<td><strong>Health</strong> – diseases, doctors, pharmaceutical, terms, and more</td>
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<td><strong>Investment &amp; Personal Finance</strong> – stocks, bonds, markets, more</td>
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<td><strong>Jazz + Blues</strong> – music streaming service</td>
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**A Thrall publication featuring forwarding URLs**
Promotions + Publicity – Part 2

*Print sells!*

- *NovelNY Toolkit*
  
  http://www.novelnewyork.org/librarians_toolkit.php

- Brochures

- Flyers

- Shelf-Talkers

- Library Newsletters
**NovelNY Toolkit for Librarians**

Library staff across New York can become the best ambassadors for NOVELNY. With strategic marketing and communications, librarians will increase usage, visibility and support for NOVELNY.

In order to assist librarians in marketing NOVELNY and their other electronic resources, a series of publications have been created and assembled in a downloadable marketing toolkit.

**The toolkit contains:**

- A variety of print materials (brochures, bookmarks, mailers, etc.) in a choice of formats (PDF, HTML, Microsoft Word) that inform, motivate, and empower your customers to get the most from online library resources. These publications can be printed on a color printer or customized with your library’s logo and printed professionally.

- Logos (both color and black & white) for either print or web use.

- Fact Sheets to educate your customers about the NOVELNY databases.

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**Brochures**

**Sizzlers (Rack Cards)**

www.novelnewyork.org/librarians_toolkit.php
Promotions + Publicity – Part 2

*Print sells*

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- Library Newsletters
Middletown Thrall Library encourages you to take advantage of the many Free Learning & Personal Enrichment Opportunities at Your Library.

Free Services, Tools, & More Available to Members of Thrall

Use Your Library to Enrich & Expand Your Existence!

A public library is an important part of our public education system because it is where anyone can educate, enrich, and empower themselves freely and democratically. That’s why a public library is also sometimes referred to as “The People’s University.” It truly exists for everyone!

Public libraries enable all persons to increase their knowledge, pursue interests, investigate ideas, develop skills and career potentials, access research services, attend free public events, and to achieve more in life.

Yes, books — but there’s so much more we have to offer!

Middletown Thrall Library offers a wide variety of materials you can use to enrich your life and learn about nearly anything you wish. Besides regular books in our circulating (borrowable) and Reference collections, we also provide audiobooks, eBooks (electronic books), educational DVDs, periodicals (magazines, journals, newspapers), plus many excellent databases, online encyclopedias, and powerful research services. We’re also part of the Ramapo Catskill Library System (RCLS), which means, as a member of Thrall, you can request additional items from nearly 50 other libraries!

Just Some of the Many Possibilities Awaiting You...

Here are some examples of the many materials and services freely available to you through Thrall. For more details, please contact our Reference Department (at 341-5461 or thrall.org/ask). You can also visit websites below.

**ArtistWorks** ([www.thrall.org/aw](http://www.thrall.org/aw)): Access free, high quality art and music video classes recorded by award-winning artists and musicians.

**Rosetta Stone** ([www.thrall.org/rosetta](http://www.thrall.org/rosetta)): Freely begin to learn one or more languages at your own pace! Choose from: Arabic, Chinese (Mandarin), Dari, Dutch, English (American), English (British), Filipino (Tagalog), French, German, Hebrew, Hindi, Indonesian, Irish, Italian, Japanese, Korean, Latin, Pashto, Persian (Farsi), Polish, Portuguese (Brazil), Russian, Spanish (Latin America), Spanish (Spain), Swahili, Swedish, Turkish, Urdu, or Vietnamese.

**Universal Class** ([www.thrall.org/uc](http://www.thrall.org/uc)): Access hundreds of free online courses, interact with real instructors online, and complete assignments on your own schedule. Areas of study include: Accounting, Arts, Business, Computers, Cooking, Education, English as a Second Language (ESL), Entrepreneurship, Health, Home & Garden, Languages, Law, Literature, Math, Music, Office Skills, Parenting and Family, Photography, Real Estate, Religion, Science, and more!

**Additional Subjects & Services to Consider…**

**Arts & Crafts:** Explore artists, their works, or learn how you can begin to become a crafter or an artist. Website: [www.thrall.org/art](http://www.thrall.org/art)

**Business & Finance:** Learn about companies, investments, money, starting a business, and more. Website: [www.thrall.org/business](http://www.thrall.org/business)

**Colleges & Universities:** Explore college websites, financial aid, and prepare for college life. Website: [www.thrall.org/college](http://www.thrall.org/college)

**Consumer Information:** Learn about credit, financial aid, product recalls, scams, and more. Website: [www.thrall.org/consumer](http://www.thrall.org/consumer)
Promotions + Publicity – Part 2

*Print sells!*

- **NovelNY Toolkit**
- Brochures
- Flyers
- Shelf-Talkers
- Library Newsletters
A Thrall flyer example: *Know Your World*
Promotions + Publicity – Part 2

Print sells!

- NovelNY Toolkit
  http://www.novelnewyork.org/librarians_toolkit.php
- Brochures
- Flyers
- Shelf-Talkers
- Library Newsletters
Encyclopedia Britannica
www.thrall.org/britannica
A NovelNY database available to you!

- **Britannica Academic**: Includes *Encyclopedia Britannica* plus *Merriam-Webster’s Collegiate Dictionary*, magazines and periodicals, and many other research tools.
- **Britannica Escolar**: Accurate and age-appropriate content in Spanish for native Spanish speakers, bilingual students and students learning Spanish. Available at two levels - primary and secondary.
- **Britannica School**: A source for all grades (Pre-K-12) and all reading abilities. Available at three levels--elementary, middle, and high.
Another Shelf-talker Example...

Health & Wellness
www.thrall.org/health

- Health & Wellness Web Guide: includes conditions, doctors, hospitals, MedlinePlus, ratings, and more.

Databases available to members of Thrall:
- Health & Medicine (Gale OneFile)
- Health Reference Series Online
- Salem Health - includes Magill's Medical Guide
Promotions + Publicity – Part 2

*Print sells!*

- **NovelNY Toolkit**
  

- Brochures
- Flyers
- Shelf-Talkers
- Library Newsletters
Enriching, Informing, & Empowering Our Local Communities Since 1901

Thrall Library Times
What's New & Interesting at Middletown Thrall Library!
Fall 2019 Edition

“I believe a leaf of grass is no less than the journey work of the stars.” Walt Whitman, Song of Myself

From Our Library Director
Matt Pfisterer

2020 Budget + Library Trustee Vote
Middletown Thrall Library, located at 11-19 Depot Street, Middletown, NY, 10940 will hold a 2020 Public Budget Vote and Trustee Election on Tuesday, October 15, 2019. The vote will be held in the Library's Reading Room between the hours of 8 AM – 8:00 PM. Residents of the Library District will vote on the proposed 2020 gross operating budget in the amount of $3,795,595.00. The proposed budget will increase the tax levy by $113,100 or 3.2% over the previous year.

There are two seats on the Library's Board of Trustees that are subject to a vote this year with terms commencing in 2020. Interested candidates must have one (1) year residency in the district immediately preceding the date of the annual meeting and election. Such petitions must be signed by at least fifty (50) qualified voters of the Library District, shall state the residence address of each signer, and the name and residence address of the candidate. Trustee terms are for four years. Nominating

From Our Head of Reference Services
Mary Susan Flannery Clines

New Salem Press Titles Available
www.thrall.org/salem

We recently added these five Salem Press reference works in our Reference section (descriptions provided by the publisher):

Defining Documents in American History: The Gun Debate (2 volumes; call number: 363.33 GUN)
“This volume analyzes documents that have played a significant role in the attempt to balance the long tradition of gun culture in this country with calls for gun control, including: The Second Amendment; St. George Tucker, Blackstone’s Commentaries; No Treason by Lysander Spooner; U.S. v. Miller; District of Columbia v. Heller and Firearms in America: Personal Liberty versus Collective Responsibilities.”

Defining Documents in American History: Slavery (2 volumes; call number: 306.362 SLA)
This title delves into the extremely long and violent history of
Promotions + Publicity – Part 3

• Digital Displays

• Library Blogs

• Widgets / Dynamic Discovery Mechanisms

• Social Media posts
Getting to

Know Your World

Increasing our personal awareness about the world can help us not only to become better informed, but also more understanding, perhaps more patient, tolerant, if not more compassionate as we take the time to begin to understand others, past and current events, ideas, and our larger world.

It can also be fun to engage our intellectual curiosities, exciting to accept the challenge of new perspectives, and pleasantly surprising to discover we have a nearly limitless potential to navigate new ideas and discover fresh interests.

With this in mind, we invite you to try our newest free online service for members of Thrall:

- **Know Your World**

From one simple interface you can investigate major ideas, places, persons, and events - past and present - without typing! Just select something, specifying what to search, and press go.

Instantly locate articles with in our subscription databases and online encyclopedias - or easily identify related items (books, DVDs, etc.) in our library system.

You can also follow our guide links to locate potentially informative websites or quickly access our Ask a Librarian service to inquire further on any topic.

Knowledge is power, and we invite you to explore this free service - and your library's many other services - so you can...
Find Websites by Topic
+ Quickly Explore Library Resources

Find Websites by Topic
+ Quickly Explore Library Resources

try it...
thrall.org/readyref

Visit our Ready Reference Center

thrall.org/readyref

discover more...

Resource highlights displayed randomly per visit.