



ONONDAGA COUNTY Public Library

AUTUMN 2004

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**Onondaga County
Public Library**
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*The mission of the
Onondaga County
Public Library is to make
a positive difference in
every life we touch by
putting the power of
ideas and information to
work for all.*

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The Big Deal About NOVEL DATABASES

And how you and your family can benefit

Perhaps you've heard people talking about the NOVEL databases, but do you really know what they are? Do you know what they can do for you, your children, your business, and your community?

NOVEL is New York's first statewide virtual library. It levels the information playing field by giving all New Yorkers access to information-age materials via their local library. New York's Online Virtual Electronic Library represents a wealth of information from a diverse range of magazines, newspapers, and reference books. Because a database is online, it can be shared by many libraries at once. With NOVEL, libraries throughout New York State can give their users a breadth and depth of information that would be impossible if they had to buy these resources on their own.

Although a subscription database is reached via an Internet computer, it

is not the same as an Internet Web site. Just as a library subscribes to magazines, newspapers, encyclopedias, and other reference books for their patrons, it subscribes to these same contents (and more!) in an electronic format. The library's agreement with the database vendor tells who can have access to the database and how. Some online resources are restricted to use on site at the library that has purchased them. However, the NOVEL collection as well as databases purchased for the OCPL system can be accessed by all library patrons from any Internet computer outside of the library. Users verify they are library patrons by entering their library card numbers and PIN.

NOVEL and other library databases are based on well-respected reference works and contain full-text articles from published journals and newspapers. Librarians have selected these electronic resources for the value of

- See **NOVEL DATABASES**, page 8

CUT IN STATE AID TO LIBRARIES TRANSLATES TO REDUCTION IN SERVICES

SYRACUSE ---Onondaga County Public Library Executive Director Joyce M. Latham is disappointed over the state Assembly's failure to override Gov. George Pataki's vetoes to the state budget. Latham calls for a dialogue with legislators to discuss future funding strategies for public libraries within the county.

"As a newcomer to New York state, I admit I am surprised that education is more of a football than a community commitment," Latham commented.

- See **CUT IN STATE AID**, page 2

FROM THE DIRECTOR



The public library is the most public face of all levels of government—local, state, and federal. It includes the broadest base of constituents of any public agency, reaching across class, racial, ethnic, and national boundaries. It is the most highly collaborative of all service agencies, and extremely fiscally responsible.

We know that 61% of the general population has a library card. But, also, a study in Wisconsin has shown that 80% of their library users are voters. Certainly, a wise politician would recognize a potential foundation of support. And yet, it appears that our local politicians don't quite recognize our significance.

Governor Pataki has cut funding to public libraries. Local legislators are arguing over which districts—Republican or Democratic—will be fully funded. We don't ask our users if they are Republicans or Democrats, or even

members of the Green party, for that matter. But we sure do want to support the democratic process through our systems of service.

What does it mean when politicians don't choose to support the most democratic institution in the region? It means we have to extend our process to include education of those potential allies. We need to talk—to them—about why we matter, and we need to urge our home base to talk to their politicians as well.

It is never a single campaign. Every time we reach out, we strengthen our visibility and the perception of our significance. It is never a mission accomplished, but it can be a strong and vibrant process. ♦

Joyce M. Latham
Executive Director, OCPL

CUT IN STATE AID - continued from page 1

"As a resident of the county, I am naturally concerned about any decrease in services. But as an administrator, I worry that the incremental erosion of political funding results in ineffective institutions."

OCPL will have to absorb an unexpected loss of \$77,000 for the 2005 budget. Additionally, the cut in state aid will result in a reduction of federal aid to

New York State, causing further hardship for local libraries.

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OCPL serves the Central, branch and satellite libraries

in Syracuse, plus 20 member libraries in the county. Services include interlibrary loan, delivery of books and resources among the libraries, the shared online catalog of library holdings, coordinated outreach and children's services, and subscriptions to online databases. ♦

The Onondaga County Public Library News is a publication for staff and supporters of the OCPL system: the Central Library, city branches, and suburban members. The News is edited and produced by the OCPL Community Relations department and printed by the Onondaga County print shop. For information about this issue or how to contribute to the newsletter, contact: Onondaga County Public Library, Community Relations, 447 S. Salina St., Syracuse, NY 13202; e-mail mrducket@ocpl.lib.ny.us.

CONSTRAINTS AT STATE LIBRARY SUSPEND 2005 READALoud

Janet M. Welch, State Librarian and Assistant Commissioner for Libraries announced July 12 that, due to budget and staff constraints, the New York State Library will be unable to coordinate its annual statewide "Great New York ReadAloud" celebration in 2005.

"Programs fostering reading are a vital part of closing the achievement gap and are more important than ever," said Welch. "It is unfortunate that the State Library faces budget constraints and staff shortages that prevent us from coordinating this popular statewide program in 2005."

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Libraries and schools throughout New York State have sponsored "Read Alouds" during National Library Week and School Library Media Month for 15 years by inviting local celebrities, public officials, teachers, administrators, parents and other community leaders to read aloud and talk with young people about the joy of reading and the impact it has on their lives.

"The 'Great New York ReadAloud' has been one of the largest one-day reading events in the nation for 15 years," said Tiffany H. Allen, Statewide ReadAloud Coordinator. ♦

--New York's Libraries
Information Network

In-and-Out of the Library



Margaret Van Patten

In the library: Celebrating her 25th anniversary with the Baldwinsville Public Library, Margaret (Meg) Van Patten is the head reference and adult services librarian.

Meg joined the OCPL system, formerly the Syracuse Public Library system, in May 1970. Retired system liaison Mary O'Hara hired the 16-year-old as a page in the Elmwood Branch Library on South Avenue.

From Elmwood, Meg moved to Mundy when it was a storefront branch library. Next came work in the inter-library loan department in Carnegie's basement of the main library and completion of her Master's of Library Science degree before arriving in Baldwinsville.

Meg received the 2004 Ruth Connell Award, which is Baldwinsville Public Library's service award named after the first Baldwinsville librarian.

Meg knew since sixth grade that she wanted to be a librarian.

- continued



Go to: www.nyla.org

In-and-Out of the Library

Margaret Van Patten

- continued -

In-and-out of the library:

Meg is past president of the reference adult services section of the New York Library Association (NYLA). She co-chaired local arrangements for two NYLA conferences held in Syracuse and is eagerly awaiting construction of a new hotel in order to bring the conference back to Central New York. Meg was appointed councilor-at-large for NYLA in 2004, and she chairs its continuing education committee.



Out of the library:

A devout Raggedy Ann fan, Meg's collection of the red-haired darling is spilling out of one room in her home. Meg has appeared as Raggedy Ann at various library events, prompting a library patron to create a watercolor painting of Meg dressed in character.

Meg is active in her church, teaching religious education and coordinating formal high teas and luncheons. As testimony to her culinary expertise, Meg has won numerous ribbons from the New York State Fair.

VIP PROFILE

Joyce M. LATHAM

Interview with the new OCPL Executive Director

John Wirth talked with Joyce M. Latham in September 2004:

Q: *You've been in Syracuse five weeks now, and I trust you've had a good reception and a good experience so far from the people in the library system and elsewhere.*

A: People have been very welcoming. The County officials have been very welcoming. Getting in was not all that smooth but folks pulled together and helped out so that's been great.

On your arrival what were your personal impressions of the library?

How much GLASS there is.

Is there anything about the library that would seem to you to require some attention or remedy?

Well, there are two things that jump up immediately. First is the automated system. I mean, I don't know too many places that are still using dumb terminals. I think the other one is the delivery service, and that's one that I'm hearing about. We certainly want to take a look at that and see if there's anything we can do immediately that would have any impact.

What is your philosophy of how a library should be managed?

Delegate as much as you can and take responsibility for the rest. Trust the people that know what they need to know and gather the resources for the people that don't.

How is management of a library different from management of another institution—a corporation, say?

Corporations can have very concrete levels of measurement in terms of whether they're progressing, whether they're meeting objectives. That's much harder with libraries because with libraries you're really talking about levels of SERVICE. And service is not as tangible as widgets.

At one time, I suppose, the measure of the functioning of a library was the number of books it circulated. Today I know the mission of a library is seen as changing and going beyond that. What do you see as the mission of today's library?

The mission never was just to circulate books. The mission of the library was to create ACCESS to books, which is different. The creation of access is the critical mission of any library, whether it's a public library or an academic library or a special library. And that's done in a variety of ways. One way is the creation of the catalog. Another way is the shelving of the books in open stacks. Another way is incorporating the requirements of ADA (Americans with Disabilities Act).

And electronic access?

Yes, and the new technology presents us with a new set of strategies.

How would you describe your background in libraries as it might apply to this library? You do have a background in technical areas, for instance in web design . . .

My background is highly technical but it's also based in a variety of institutions. I've worked in regional libraries, and I've also worked in urban libraries—so OCPL is a nice combination of both.

Of course, the subject that is central to OCPL's situation is the budget. Is it really as bad as some people think or some people describe it as being?

I think the institution has been weakened by the budget situation, and I think it's unfortunate that we have a governor who's targeting libraries as a way of flexing his muscle with the Board of Regents. However, the truth of the matter is that most of the support comes from local resources and they have been stable, if not enriching, shall we say.

Will the library be looking to hire a new development officer?

We still have the position on the books. Exactly how far we're going to go with it at this point I'm not sure. It remains a possibility but I think we need to look at the range of options that are open to us. I think we can look at some development strategies before we even get into the hiring of a development officer. I think things like annual fundraising letters—perhaps around Valentine's Day—"Love Your Library." I think those kinds of strategies are still there for us. That may in fact provide some seed money that would attract some other folks. We have a foundation in skeleton form. We can look at fleshing it out and getting people involved, but even before that we can look at doing some things ourselves.

I notice you have created web pages devoted to your pets—or do you call them your pets?

My companion animals. Three dogs, two cats and a parakeet. The dogs are trained competition dogs. Arrow is a breed champion with a Ph.D. in obedience and hunting titles. Maya is an obedience dog with her Master's in obedience and a high school diploma in agility, I guess you'd say. And Hap is my youngest, and he's got a tracking title. He got his tracking title before the age of one. So they're all titled—meaning they're proven in competition.

Let me be the conveyor of another welcome to all of you.

Thank you.

New Trustees at Solvay Public Library

The board of trustees of Solvay Public Library recently welcomed two new trustees. Angela Simiele and Anthony Callisto, both of Lakeland, were selected from a pool of letters of interest. Each will serve a five-year term.

Simiele has been an active member of the library's Renovation and Expansion Campaign Steering Committee, contacting and speaking to community groups for support. She is employed as a graphic artist at WCNY. The board asked her to join because of her enthusiasm, loyalty to the library, experience with youth, fundraising experience, and familiarity with the community.

Callisto, chief of the Onondaga County Justice Center jail, brings building construction experience to a board currently involved in a major renovation project. He is active in the community as a member of the Rotary Club and national president of the American Jail Association. Callisto's energy and familiarity with nonprofit organizations will be strong assets for the board.

Callisto's and Simiele's tenures will coincide with the library's 2005 centennial anniversary. Solvay Public Library trustees are currently helping volunteers restore the building and make it handicap accessible.

-- Cara Burton,
Solvay Public Library

NEWS YOU CAN USE

FAYETTEVILLE'S FUNDING PHENOMENON

Few announcements have been received with as much interest as Fayetteville Free Library Director Susan Considine's news that her library had secured \$500,000 in funding from Congressman Jim Walsh's office.

The secret? Marketing. Considine presented the library on all fronts as a community focal point, a valuable asset to everyone, an institution that businesses, citizens, and local legislators feel privileged to support with both time and money. Considine, a former junior lobbyist with an Albany law firm, said her experience in the "politics of working with politics" has put her in good stead for marketing and fundraising.

Marketing to the library's population is achieved by setting a goal of at least five mentions in each edition of the local newspaper, beyond the standard announcements of library activities. Photographs of library events and descriptions of special programs all serve the purpose of keeping the library in the public's consciousness.

Sending library employees to as many workshops as possible increases the library's visibility. Quarterly surveys distributed to not only patrons, but to schools, school librarians, local legislators, homeschooling associations, and other community organiza-

tions keep the public abreast of library services and activities. An active planned-giving campaign encourages patrons to support the library financially, and a quarterly newsletter publicly announces such gifts. Promoting the library as a thriving and visible community center increases the likelihood that the community will embrace and support the library's mission and programming.



Maintaining an active team of volunteers within the library also contributes to the overall success of the marketing plan. Giving the volunteers specific tasks and assigning each to a staff member has helped develop an efficient auxiliary workforce of dedicated library advocates, who also gladly promote the library in the community.

Marketing becomes especially crucial during a capital campaign with regard to foundations, local businesses, and legislators. Once funding has been received from a particular source, Considine emphasized, it is essential to continue to revisit that source annually

to maintain an awareness of the library's activities and needs, giving them another opportunity to contribute in a very visible way to the library's success. Visit legislators regularly to update them, and have succinct, specific requests when asking for their help. She also recommended identifying the ultimate library lover in your community and asking that person to be the mouthpiece for the capital campaign.

Board members play an important role in the marketing and capital campaign arenas by identifying funding sources and writing grant proposals. Considine is working to develop a grant-writing team on her board, encouraging them to use the training and grant-writing collection available at Central. She advocates having two strong model proposals — one for building and one for programming — that can be used more than once.

Which of these strategies were responsible for Fayetteville's success with the local congressman? According to Considine, thanks goes to one of her volunteer advocates at the library who knew Walsh personally and took time to make the appointment and sing the praises of the library. ♦

-- Kathy Chave,
Onondaga Free Library

IN THE STACKS

GRANT HELPS LIBRARIES BRING HUMAN RIGHTS TO COMMUNITY

Just as the public library is a place where individuals can seek information on all variety of subjects from any point of view, the library is also a place where people come together to focus on a common topic for learning and discussion.

The Human Rights Video Project aims to build a community of librarians, teachers, activists, film artists, and other citizens who can increase public awareness of human rights issues through the powerful medium of documentary film. Thanks to a grant received in May 2004 by Paine Branch Manager Lorraine Mavins and librarian Katy Benson, OCPL will begin to assemble such a community.

OCPL was one of 300 libraries or library systems to receive a set of 12 documentary videos on human rights subjects and

one of 50 libraries to get \$750 for programming. In return, OCPL will present at least two public programs based on two of the documentaries. The videos, some with discussion books included, will be available to the public for borrowing. Teachers, churches, civic groups, and human rights groups, especially, may find the videos useful for starting discussions or actions.

The first HRV Project presentation will take place Tuesday, Nov. 9, at 7 p.m. at Paine Branch Library. The documentary "Life and Debt" explores the sometimes devastating effects of International Monetary Fund policies on developing countries. Filmmaker Stephanie Black uses Jamaica's eye-opening experience with IMF funds to show how policies intended to help

struggling countries develop independence have sometimes resulted instead in loss of jobs, economic instability, and the inability of local businesses to compete in their own marketplace.

Madis Senner, author, local activist, and former Wall Street money manager of a top-rated bond fund, will lead a discussion on the IMF and the effects of globalization after the 86-minute video.

The HRV Project was created by National Video Resources in partnership with the American Library Association Public Programs Office, made possible with grants from the John D. and Catherine T. MacArthur Foundation and the Ford Foundation. ♦

-- Katy Benson,
OCPL Community Relations

HUMAN RIGHTS VIDEO RESOURCES

Below are the titles of the 12 documentary videos on human rights subjects. For each film's summary, stills, essay, and resources, go to www.humanrightsproject.org.

Behind the Labels: Garment Workers on U.S. Saipan, 2001, 45 min.

Bombies, 2001, 57 min.

Books Not Bars, 2001, 22 min.

Calling the Ghosts: A Story About Rape, War and Women, 1996, 63 min.

Every Mother's Son, 2004, 60 min.

Going to School, 2001, 64 min.

Justice and the Generals, 2002, 86 min.

Life and Debt, 2001, 86 min.

Long Night's Journey into Day: South Africa's Search for Truth & Reconciliation, 2000, 94 min.

Promises, 2001, 106 min.

State of Denial, 2003, 86 min.

Well-Founded Fear, 2000, 119 min.

NOVEL Databases - continued from page 1

their content and the reputation of the companies behind them. Unlike the chaos of the Internet, the NOVEL databases are a source of high-quality, reliable, up-to-date information available only through licensing or subscription.

NOVEL is a program of statewide purchasing or licensing of databases that permits great savings through economies of scale, making these online resources available to libraries that lack the funds to obtain them. NOVEL permits all New Yorkers to share access to the same resources regardless of economic, geographic, or physical circumstances. The NOVEL databases enable libraries to offer their patrons access to more information than their buildings could physically hold.

While NOVEL is free to participating libraries and their patrons, there is a cost involved. NOVEL is currently funded with temporary Federal Library Services & Technology Act (LSTA) funds. To continue this valuable service, \$14 million is needed annually in state funding. The cost of online journals and databases is prohibitive to most local libraries; in fact, for each dollar New York State invests in NOVEL, a local library would have to pay

\$30 for the same resources. The NOVEL electronic collections bought centrally by the New York State Library would cost localities as much as \$72 million to purchase on their own.

Tomorrow, you may not remember what the acronym NOVEL stands for. What's important is that you remember the NOVEL databases offer you — as an individual, a parent, a businessperson, or a citizen — access to the full text of more than 6,000 publications, including consumer magazines, professional health journals, global business information, national and regional newspapers, and encyclopedias for K-12 students. Also remember that online access to these resources is available to you every day and any time you need it. All you need to use the NOVEL databases is your OCPL card and a PIN. Then go to www.onlib.org and click on "Databases." ♦

OCPL was awarded a \$25,000 LSTA grant as part of a statewide effort to increase the awareness and use of the NOVEL databases. The grant period runs from September 1, 2004 to May 31, 2005. Questions regarding the NOVEL databases can be directed to Project Director Peg Elliott at the Central Library, 435-1900.

NOVEL Databases Available Through OCPL

Health Reference Center - Academic - For professionals and consumers.

Business & Company Resources Center - Includes 300,000+ company profiles.

General Science Collection - Full text for 60+ science publications.

InfoTrac Custom Newspapers - Full text for 150 newspapers, including *The Post-Standard*.

National Newspaper Index - Indexes five top U.S. newspapers back to 1977.

MasterFILE Select - Full text for nearly 775 periodicals, 1,200 pamphlets, 40 reference books, 6,900 Magill Book Reviews, and essential documents in American history.

Primary Search via Searchasaurus - For children, full text for 60+ magazines, 30 reference books, and an image collection.

InfoTrac Junior - For middle schools, full-text newspaper articles from the Knight-Ridder/Tribune News Service and 300+ maps.

Twayne's Author Series - Text of 600+ books

Topic Search - Current events database

¡Informe! (Revistas en Español) - For Spanish speakers, 40+ full-text Spanish-language and bilingual magazine articles, reports, and maps.