

## Notes from the NELA Advocacy Summit

Library directors and trustees share a common misconception that the time to advocate for the library is restricted to the budget season. But library supporters must be advocates for their library all year long. This doesn't have to be an onerous task but it does need to be done. The major part of advocacy is keeping people aware of what the library does and building library supporters in the community (even if they never put their foot inside the building).

Speakers at the meeting talked about some simple ways librarians and trustees can ensure that the library is not overlooked by decision makers. If your library has an electronic newsletter make sure a copy is sent to your state representatives and Senators. Be sure to include your US Senators and representatives – they are interested in what is going on in their district. It is important that state and federal officials know all the great things you do for your community. In Massachusetts state representatives schedule time in their districts on Friday. Invite them to attend events that you have planned for that day. Don't forget to make sure someone has a camera and that pictures are forwarded to local news outlets and to the representative him/herself. Post the picture on your library Facebook page and tag the representative. Don't forget to offer your library as a great location for them to hold local office hours.

Your local community needs to know how important the library is – your postings need to put your programs and events in a larger context. For example – instead of posting “Sign up for Story Hour” have a post that says “Join Miss Suzy the XXX Children's Library for a weekly adventure into children's books. Research shows pre-school exposure to reading is a sure path to academic success.” Another example for an adult program would be “Join Tom Jones from the XXX Public Library as he explores the ins and outs of using Facebook and Twitter to connect with friends and family. The Public Library is the way to be a part of the community and learn new skills.”

Talk to the local paper about having a weekly calendar entry about upcoming events. If your library doesn't have the staff or money for a lot of programs it could be as simple as a weekly column with newly acquired titles or What do I read next recommendations – a perfect use of Novelist.

There are many online resources you can share with your trustees and friends of the library about how to effectively support the library.

- United for Libraries – the ALA division for Trustees, Friends and Foundations - <http://www.ala.org/united/>
  - ALA Office for Advocacy - <http://www.ala.org/offices/ola/>
  - [Everylibrary.org](http://Everylibrary.org) – a political action committee to assist with local library ballot initiatives
  - Massachusetts Library Association - <http://www.masslib.org/Advocacy-Toolkit>
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## Welcome to the Network!



We would like to introduce everyone to Michael J. Carozzi, the new Library Director of the Wareham Free Library. Michael comes to us from the Canton Public Library (OCLN Network), where he was the Technology & Information Services Librarian. Michael also manages The Active Librarian, an open-access, peer-reviewed journal for public

librarians:<http://www.activelibrarians.com>. It's always exciting having new people come into the network and bring their ideas and views to share!

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## Dighton-Rehoboth School District

The Dighton-Rehoboth School District is now a member of SAILS! There are five new libraries you'll see in Workflows. They are:

BMS - Beckwith Middle School  
DES - Dighton Elementary School  
DMS - Dighton Middle School  
DRHS - Dighton-Rehoboth Middle School  
PRES - Palmer River Elementary School

Their item records are being loaded from their old system and then they'll work on barcoding the items and will eventually have their students and faculty loaded and then start lending. We imagine it won't be for several months and we'll obviously keep everyone posted.

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## Kristin Slater - Elected Vice President of the Digital Commonwealth



We would like to congratulate Kristin Slater on becoming the Vice President of the Digital Commonwealth! If you're unfamiliar with the organization, you should certainly take a look at **all they have to offer**. "This site provides access

to photographs, manuscripts, books, audio recordings, and other materials of historical interest that have been digitized and made available by members of Digital Commonwealth, a statewide consortium of libraries, museums,

archives, and historical societies from across Massachusetts." Feel free to promoted this wonderful resource!

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## Mass. Library Association Updates

As many of you know, the SAILS network staff are very involved with the Massachusetts Library Association (MLA). Debby C. has left the position of secretary but is still active in the organization and I (Laurie L.) am now the Chair of the Membership Committee. I will be hounding everyone with announcements about Meet & Greets, like this one at [Angelo's Coal Fire Pizza](#) in Quincy on 8/26! I'd love if

you'd tell me your interests so I could get you involved in MLA. We have a lot of jobs that can be filled based on your interests. Do you enjoy advocating for libraries, creating programming for the annual conference, learning about and supporting patron rights, promoting libraries through marketing, helping to promote MLA, or trying to work with me to get new members? If any of this sounds exciting, we have a place for you. If you really don't know what you're interested in, but want to make connections to other librarians and/or learn from those who have been around a while, we can fill that need as well. If you want to just have fun, that's also available!

Email me at [llessner@sailsinc.org](mailto:llessner@sailsinc.org) and I'll be happy to arrange a time to talk with you about where we can find a place for you at MLA. And don't forget our great partnership with the New England Library Assoc. It's practically a twofer - get a full NELA membership for just \$20 with your MLA membership! [Details are here.](#)

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## Save the Date!

The 2017 MLA Conference will be May 22-24 at the Cape Cod Resort and Conference Center, Hyannis, MA!

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## Upcoming Events:

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Wednesday August 17, 2016

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10:00 AM - 12:00 PM Membership Meeting  
Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)  
Location: Acushnet Public Library  
Kickoff Meeting for the 2017 Legislative

11:30 AM - 12:30 PM Breakfast

Contact: Jocelyn Tavares  
[jtavares@sailsinc.org](mailto:jtavares@sailsinc.org)

Meeting to plan Legislative Advocacy events for SAILS in FY17. The meeting will begin immediately following the Membership Meeting.

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Monday September 5, 2016

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12:00 AM - 11:55 PM SAILS Office Closed

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

If you are experiencing a system outage call [800-331-3764 ext 1](tel:800-331-3764) or [508-946-8600 ext. 1](tel:508-946-8600). Leave a message on that extension. Be sure to include a call back number. You will receive a response within an hour.

You may also send email to [tosupport@sailsinc.org](mailto:tosupport@sailsinc.org).

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Wednesday September 7, 2016

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9:00 AM - 11:30 AM Beginning Cataloging Training

Contact: Jennifer Michuad [508-946-8600](tel:508-946-8600)  
[x215 catsupport@sailsinc.org](mailto:catsupport@sailsinc.org)

Overview Provides an overview of the basic data entry procedures new staff. This workshop will only cover print materials. This workshop is for Adding records using the Workflows Java Client

[Register Online](#)

Attaching Call Number and copies records  
This is a hands on workshop  
Location: SAILS Meeting Room

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Tuesday September 13, 2016

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11:00 AM - 12:30 PM Novelist Training

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

[Register Online](#)

Bring your own device or use a SAILS laptop and learn about the new network's subscription to Novelist. Limit 18 attendees.  
Location: SAILS Meeting Room

2:00 PM - 3:30 PM

Novelist Training

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

[Register Online](#)

Bring your own device or use a SAILS laptop and learn about the new network's subscription to Novelist. Limit 18 attendees.  
Location: SAILS Meeting Room

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Wednesday September 14, 2016

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Barcode Order

Contact: Lisa Hart [508-946-8600](tel:508-946-8600)  
[X210 lhart@sailsinc.org](mailto:lhart@sailsinc.org)

Last day to place orders for Patron and Item Barcodes.

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Wednesday September 21, 2016

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10:00 AM - 12:00 PM Board Meeting

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

Location: SAILS Meeting Room

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Tuesday September 27, 2016

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12:00 PM - 2:00 PM Gale Training

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

Stay up-to-date on the statewide electronic resources from Gale Cengage. Gale is always working to improve the user experience! Learn about the latest features and get a refresher on searching techniques and tips. See the new "Galepages website" designed just for your library, making it easy one-stop shopping for access to all of the statewide licensed resources from Gale, Britannica and ProQuest.

[Register Online](#)

Location: SAILS Meeting Room

3:00 PM - 5:00 PM Gale Training

Contact: Deborah Conrad [508-946-8600](tel:508-946-8600)  
[x211 dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

Stay up-to-date on the statewide electronic resources from Gale Cengage. Gale is always working to improve the user experience! Learn about the latest features and get a refresher on searching techniques and tips. See the new "Galepages website" designed just for your library, making it easy one-stop shopping for access to all of the statewide licensed resources from Gale, Britannica and ProQuest.

[Register Online](#)

## Network Stats

### June 2016

Circulation:

Total Items Circulated: 309140

Gutenberg: 0

OverDrive Circ: 19145

Tumblebooks Circ: 11092

All Formats Circ: 339,377

Holdings:

Cataloging

Requests: 6,368

MARC Records Added:  
5,871

Overdrive Holdings:

11,636

Patrons Added: 2,373

Resource Sharing:

CommCat Items Borrowed: 1,318

CommCat Items Loaned: 583

Total Intranetwork Loans: 64,371  
Patron placed holds: 53,878  
Overdrive holds: 8,895 (Avg. wait for a hold is  
24.07 days)

Total MARC: 1,132,126  
Total Holdings: 3,656,416  
Total Patron: 463,420

