Central New York Library Resources Council

Legislative Committee

January 23rd, 2011

3:00 p.m.

**Present:** Carole Kupelian, chair (Ret.); Debby Emerson (CLRC liaison); Deirdre Joyce (CLRC); Anna Dobkowski (CLRC); Claire Enkosky (CLRC)

***via teleconference:***

Mike McLane (Ret.); Wanda Bruchis (Mid-York Library System); Sue Kowalski (ESM/Pine Grove JH); Bob Manning (OCPL & Baldwinsville Board of Trustees)

**Absent:** Rachael Altman, student liaison (iSchool)

Carole called the meeting to order at 3:14 p.m.

**Approval of Minutes:**

Mike made a motion to approve the minutes from the December 15th, 2011 meeting as amended (S/A).

**Action Items:**

* Send the committee members the link to the NYSUT article from 2010. (Sue)
* Tweak email announcements so that they are more easily forwarded to teachers (Claire)
* Round up some leaders for Advocacy Day (Wanda, Anna)
* Add a question about specific legislators on the registration page (Anna)

**Agenda Items:**

* Meeting with the Post Standard
	+ Debby Emerson and Bob Manning were both present. Elizabeth Dailey from OCPL, Judi Dzikowski from OCM BOCES, and Mike Borges of NYLA were also there.
		- Bob remarked that it was surprisingly informal.
	+ The OCPL Government Relations Committee set up an information meeting with three people from the Post Standard editorial board to let them know what library systems are and what library systems do.
		- Following Elizabeth and Judi, Debby discussed advocacy and continuing education. Mike talked about the importance of libraries in general.
	+ The Post Standard people seemed to be paying attention and asked appropriate questions. They did notice that there is overlap in systems’ offerings.
		- They asked “if you were to redesign library systems today, would it be the same?” Debby responded that the structure certainly fit the needs of the 1960s, and since then, the systems have evolved alongside libraries.
	+ The Maxwell School of Syracuse University had done a return on investment which only reported a $1.06 on $1.00 investment.
	+ Sue brought up a NYSUT teacher’s bulletin that discussed school library systems from February 25th, 2010. It would be appropriate for Advocacy Day reading material.
* New York State Budget
	+ Debby reports that the Governor released the budget proposal last week and libraries stayed at the same funding level as last year.
	+ Now NYLA is taking on a new advocacy pitch: schools received a 4% increase and because libraries are also educational organizations, libraries merit a 4% increase, too. That is what we will ask people to take as a message on Advocacy Day.
	+ CLRC has finally received the remainder of the 2011 funding directly from the state (which excludes DHP). Last year this funding wasn’t received until mid-March.
* Advocacy Day
	+ We can only send out a press release to newspapers a week in advance. Deirdre is attending a marketing institute program in Rochester and a classmate suggested that we develop personal relationships with local newspapers, local NPR, and so on.
		- Anna asks if anyone on the committee has an existing relationship with media people. No one reported having connections.
		- Mike wondered if local librarians could be a good connection, like Meg Van Patten.
			* Claire mentioned that the Utica Public Library has a good record of appearing in the Utica Observer Dispatch. Wanda seconds, that Darby O’Brien would be good to approach for help.
		- Sue asks if anything is done to target social studies teachers or students. She suggests that CLRC should market it differently so that teachers can take students. Claire suggests the field trip be presented as a civics lesson.
			* Sue adds that the free transportation is especially appealing to teachers.
			* For the emails that get sent to school librarians, Sue suggests that we write a handful of new taglines to attract teachers.
			* Sue also suggests we contact home-school associations.
	+ Because we have updated our registration process, it will be easier for teachers to bring along a handful of students by only registering once.
	+ Other people to approach:
		- We need to work together with the public libraries again, too. Last year, public librarians brought excellent guests.
			* Judy Jerome brought along a family from Dunham Public Library.
			* Betsy Kennedy did, too.
		- Deirdre will also approach Katie Schisa of Pro-Literacy.
	+ Anna tried calling Albany last year, but none of the legislators answered their phones. They may have returned to Albany this week.
	+ We also need 6-7 leaders.
		- Sue Considine or Elizabeth Dailey would be good to approach for the west side of our region.
		- Wanda can help attract some leaders during her DAP meeting next week. Of particular importance is finding someone from Madison county.
	+ We will provide guidance and training to the leaders via WebEx a week before Advocacy Day. We have some toolkit material to leaders.
* OCPL
	+ Bob reports that OCPL is doing a Valentine’s day themed invitation to legislators. This is the third year of doing it.
		- OCPL is focusing on bringing in the 7 new of the 17 legislators.
		- 80 or more percent of OCPL’s budget comes from the county.
	+ OCPL is also looking for distinguished members of the community to write letters to the editor about libraries.
* Other business

**Next meeting date: March 1st at 3pm**

Mike made a motion to adjourn (S/A). Carole called the meeting to adjournment at 4:12p.m.