CLINTON · ESSEX · FRANKLIN LIBRARY SYSTEM
PATHFINDER
YOUR GUIDE TO GOING FORWARD

Warm Welcome

How have you been? We've been keeping busy with quite a bit at Clinton-Essex-Franklin Library System. One of the biggest projects we've completed recently is the production of the [Trailblazer](#), which has kept us away from regular Pathfinder updates. But we're back with some more timely info.

Building a Better Board

Mark your calendar for another training session with Andy Robinson at **a location in Essex county on October 5, 2016 from 3:00 PM to 7:15 PM** (with a break at 5:00 PM). This session will focus on fundraising. Andy has suggested the following:

> **Mobilize Your Board to Raise More Money**
>
> If your board isn't raising all the money it could — indeed, if your board isn't raising any money at all — you're not alone. In this workshop, we'll discuss the reasons why, and outline strategies to turn things around. You'll leave with several practical, specific ideas for increasing board involvement and effectiveness.
>
> • Redefining fundraising: It's not just asking for money
> • Why people give: The psychology of fundraising
> • Building a board fundraising menu
> • The basics of face to face fundraising
> • Helping board members take leadership and hold each other accountable

Are there other topics, focuses, or areas of interest that you'd like to cover? Let Julie know at jwever@cefls.org **by September 1, 2016**.

We'll be updating you once we find out the exact location of the session.

Regarding Reports

The Spring/Summer 2016 edition of the [Trailblazer](#) has been sent out across Clinton, Essex, and Franklin counties and beyond! The 22 pages of news from many of the libraries in the system were also compressed into a single PDF and posted on our website if you prefer a digital format with live links to take you to every website mentioned in the issue.

Foundation Funds

[Lake Placid Education Foundation](#) awarded CEFLS a grant of $10,000

Popular Pokémon

Pokémon Go, the [iOS](#) and [Android](#) app, has exploded in popularity since its release on July 6 in North America and Australia, July 13 in Europe, and July 23 in Japan. The augmented reality game in which users explore real-life locations to find and catch digital creatures averages about 21 million users each day (with more usage per day than *Facebook*, *Instagram*, *Twitter*, *Snapchat*, and *Candy Crush*) and has netted the company that developed it more than $75 million through optional microtransactions in game. Special Pokéstops (spots that provide players with free items to help them in their progression) and Gyms (spots that can be controlled by players in the name of one of three teams) are tied to public locations like libraries automatically thanks to information provided by Google. There are no maps available online, but simply opening the app in your area shows local places that are of interest to players. We've

which will be used during the Fall 2016 and Spring 2017 to present CE training for member library boards and staff. Topics will include more sessions of Board Building with popular consultant Andy Robinson of *Train Your Board*, weeding and collection management, youth services, community assessment, and sustainability.

The support of the Lake Placid Education Foundation of our project will benefit community libraries throughout our service area and is greatly appreciated. The training activities to be undertaken during this project will be a real and lasting help to our members who are on the "front lines" of community service, especially given the current climate of constrained budgets and limited opportunities for quality continuing education. We will update you throughout the project on the wonderful opportunities your support will provide.

Lake Placid Education Foundation

Coming Construction

Eight libraries have indicated their "intent to apply" for FY 2016 Public Library Construction funds. CEFLS has set a local due date of **Friday,**

already heard that Peru Free Library, Wilmington E.M. Cooper Memorial Library, and Plattsburgh Public Library are all considered Pokéstops and Schroon Lake Public Library and CEFLS are considered Gyms. The game specifically appeals to those who grew up with Pokémon (the original games were released in the U.S. in 1995 and the television show debuted in 1998) and has already shown itself to be a way to drive younger people into libraries. (We've seen groups in front of our building to compete for control over our Gym, despite not being open to the public, and if you stopped by the MacDonough Monument in Plattsburgh at any time of the day, you could see groups of twenty-somethings and teens congregating, leveling up their characters, and discussing tactics and locations for catching rare creatures.) LibraryAware has designed some materials to distribute to catch the wandering *Pokémon Go* players, but its important to make this group feel welcome, offer locations to charge their devices, share free WiFi, provide a safe place to socialize with other players, and display material that appeals to their interests. A library in Darien, Connecticut has even gone so far as to offer programs to teach patrons about the app and Tuesday night sessions with a police cruiser to escort attendants to various spots around the city for the game.

LibraryAware

September 16 so that applications can be reviewed by the Board of Trustees at their September 26 meeting. Julie (518-563-5190 ext. 18) and David (518-563-5190 ext. 22) at CEFLS will be working closely with applicants throughout the summer. In 2015-2016, for the first time ever, we received more requests than could be fully funded at the 75% reduced match. We expect competition to once again be quite keen. Applicant libraries for 2016-2017 funds are: Plattsburgh Public Library, Schroon Lake Public Library, Rouses Point Dodge Memorial Library, Tupper Lake Goff-Nelson Memorial Library, Wilmington E.M. Cooper Memorial Library, Keene Valley Library Association, Dannemora Free Library, and Willsboro Paine Memorial Library.

State Aid for Library Construction

Finding Focus

If you have yet to have the opportunity to participate in a CEFLS strategic planning focus group, there is still time to jump on board. Independent consultant Kara Page has facilitated discussions on three "framing questions";

Timely Training

Registration for the Library Assistant/Technician training program taking place at CEFLS on September 13, 20, and 27 is open to individuals already working or newly hired in libraries, or people interested in working in public and academic libraries. To receive a certificate, the individual must complete the entire 18 hour program.

The course is offered on the same day over the course of three weeks (e.g. three consecutive Tuesdays), and each class is six hours long. Each will take place at CEFLS Headquarters.

Tuesday, September 13, 2016
9:00 AM - 4:00 PM
Tuesday, September 20, 2016
9:00 AM - 4:00 PM
Tuesday, September 27, 2016
9:00 AM - 4:00 PM

CEFLS has received a generous grant from NNYLN to help with the course fee. For NYLA members, the fee is usually $215, and $255 for nonmembers. **Follow these steps to receive a $100 stipend for this course:**

1. Go to the Library Assistants Training Program page and click

1. *Some of the new roles libraries across the country are beginning to take on these days include: maker spaces, hubs for computer classes, arts and crafts, oral history, literacy, event and programming sites, and more. Will you consider taking on a new role for your library and community in the next five years? If so, what role? How do you see CEFLS helping in that transition?*
2. *What challenges do you face as a library director? Are there things that CEFLS could do to help to alleviate these pressures for you?*
3. *Two key demographic trends are expected to affect the North County in the next five years. Baby Boomers will be retiring and the Millennials are expected to become more active in shaping the world around them. How are you adapting to these trends? How can CEFLS help?*

The Champlain Memorial Library will host our final session on Wednesday, August 24, 2016 from 10:30 AM to 12:00 PM. We need a minimum of 4 people to hold this session. Please RSVP with Julie at CEFLS at jwever@cefls.org or (518) 563-5190 ext. 18 so we can plan accordingly.

As in previous sessions, no CEFLS staff will attend the session and Kara will use a voice recorder so that she can report to CEFLS on the outcomes. Names will not be included in her report and there will be no video recording.

This is your chance to shape System services for the next five years. We appreciate the willingness of all participants to be a part of this

"Register Now".
2. As you go through the form, select "**send as check**" as the form of payment.
3. The online registration form will still list the full rate. **If you are a NYLA member, send a check for $115** to NYLA at the address provided. **If you are not a NYLA member, send a check for $155** to NYLA at the address provided.
4. **Send a copy of your check to Michael** at CEFLS so he can reconcile the NYLA bill.

If you have already registered and paid by credit card, contact Michael at CEFLS.

Braille Books

All New York State public libraries can get **free Braille books** through the [National Library Service for the Blind and Physically Handicapped](#). Libraries can order individual books and have a rotating collection of Braille books. Contact the [New York State Talking Book and Braille Library](#) at tbbl@nysed.gov or 1-800-342-3688 for any questions. We are working on getting a collection that will be able to be checked out

process and hope to add your input to the mix.

Distinguished Designs

We've released a new Service Directory brochure with each CEFLS specialist's contact info. We'll also make it available online soon on our [Marketing Materials page](#).

Appreciated Aid

Senator Betty Little allocated $82,500 of Bullet Aid education funding this year. We'll be dividing it evenly across the 33 member libraries, give each $2,500. We encourage you to thank Senator Little for the generosity. Julie has a [template thank you letter](#) if you wish to do so.

through interlibrary loan to patrons in the System.

Success Strategies

With the help of Suzanne Orlando and funds from the New York State Library's Adult Literacy Library Services Program, we created [Pathways to Success](#). This guide is a collection of resources to help adult new learners make their way to educational and economic success. Print copies have been distributed to each library, with more if you like (just contact [Julie](#) at 518-563-5190 ext. 18 or [David](#) at 518-563-5190 ext. 22), and a [digital version](#) is available on our website.
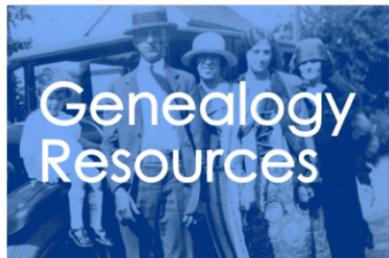
Liked Links

- [The Most Anticipated Books of Fall 2016](#)
- [Privacy & Surveillance](#)
- [Staying Safe and Having Fun With Pokémon GO](#)

Scorching Subjects

Battling Addiction

Career Resources

Genealogy Resources

Hot Topics

Seminar Savings

Free grant writing seminars will be held throughout Clinton, Essex, Franklin and Hamilton counties thanks to the [Adirondack Lake Center for the Arts](#). **Call 518-708-3606 to complete the required preregistration**. All applicants **must** attend one of the scheduled seminars or request a consultation with the Grant Coordinator to be eligible to apply for the 2017 granting cycle.

Friday, August 12
1:00 PM – Peru Free Library, Peru
Saturday, August 20
11:00 AM – Lake Placid Center for the Arts, Lake Placid
Thursday, August 25
6:30 PM – Ticonderoga Area Chamber of Commerce, Ticonderoga
Friday, August 26
2:00 PM – Champlain Meeting House, Champlain
Saturday, August 27
10:30 AM – Wead Library, Malone
2:00 PM – Stafford Room, Strand Center for the Arts, Plattsburgh
Monday, August 29
6:00 PM – Goff-Nelson Memorial Library, Tupper Lake
Wednesday, August 31
2:00 PM – Indian Lake Chamber of Commerce at Byron Park, Indian Lake
5:30 PM – Adirondack Lakes Center for the Arts, Blue Mountain Lake
Saturday, September 10
1:30 PM – Stafford Room, Strand Center for the Arts, Plattsburgh
Monday, September 12
7:00 PM – Newcomb Chamber of Commerce at Newcomb Fire Hall
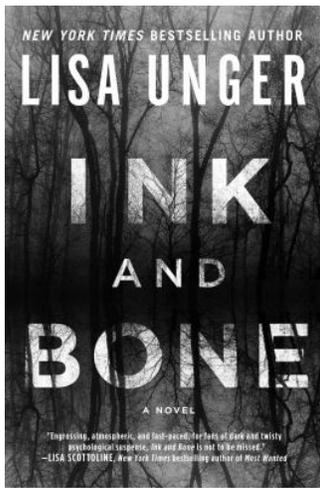**Saturday, September 17**
11:00 AM – BluSeed Studios, Saranac Lake

The deadline for submitting 2017 grant applications is October 24, 2016.
If you cannot attend a seminar, please email and make an appointment to meet
with the Grant Coordinator, [Kathleen Recchia](#).

*Decentralization Grants are made possible through the New York State Council of the
Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*
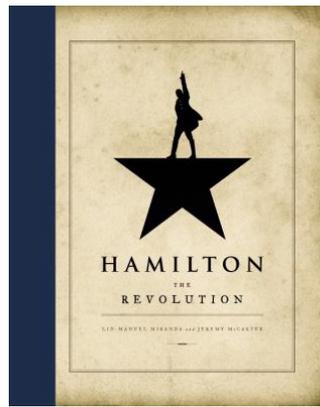
Adirondack Lakes Center for the Arts
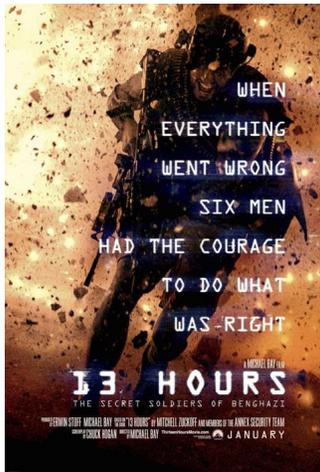
New and Noteworthy
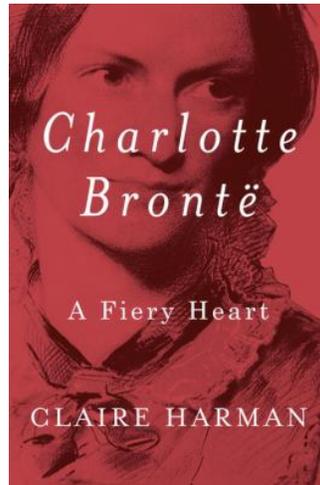
Ink and Bone
by Lisa Unger
Fiction - Mystery

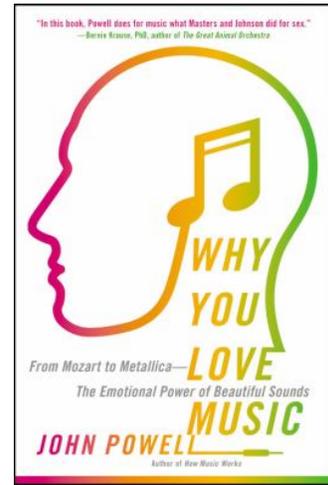**Hamilton: The Revolution**
by Lin-Manuel Miranda
Nonfiction

Lucky Penny
by Ananth Hirsh
Graphic Novel

13 Hours: The Secret Soldiers of Benghazi
DVD
Rated R

Charlotte Brontë: A Fiery Heart
by Claire Harman
Biography
E-audiobook available on OverDrive

Why You Love Music
by John Powell
Nonfiction
Ebook available on OverDrive

More New Titles

Share Something

Don't be shy! The Pathfinder is meant to share useful information across member libraries in a timely and condensed manner, but doesn't replace the Trailblazer, which is meant to share stories from around the System. Do you have something to contribute to the Pathfinder? Contact David Fuller and it could be in our next issue.

Past Pathfinder Issue

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