

YSS

November 19, 2015

The Jones Free Library

Amherst, MA

Meeting Minutes

Attendees:

Erin Daly (Chicopee), Theo Hull (Lilly in Florence), Noelle (Tewksbury), Wendy Peppercorn (Whately), Johanna Douglass (Edwards), Jessica Lamarre (Duxbury), Larissa Farrell (Osterville), Garrett Pinder (Amherst), Sara Deignan (Springfield), Mia (Amherst), Claire (Amherst)

Introductions

Run-down: What's our deal? What's YSS? Under MLA, under ALA...
Consortiums... Regional Meetings (CHATS, NOBS, CCYSLR)

Nominations

Jess is Chair

Erin is Past Chair and Vice Chair and Co Chair

Noelle is Past Chair

Larissa is Secretary

Next year is July 2016 through June 2017 (vote in at conference in May)

Vice chair attends Conference Committee: 1 Friday per month

Chair attends Executive Board - kind of intense lately, advocacy lately...

Next YSS meeting: Maureen Ambrosino from Westboro (next meeting in Westboro, January 7)

Executive Board is mainly directors, looking to move up in the library world (anybody is invited to Executive Board!) - Not always relevant to YSS, but in Worcester. 1 Friday per month.

4 people interested in Secretary

1 person for Vice Chair

Nobody for Chair

Noelle will take nominations for the rest of the month! Spread the word. Noelle will send out another post on MASSYAC...

We'll actually have to vote!

***Annual meeting time...

Confusion about MLA MLS MBLC... What do all of these organizations do? We're all in the same boat!

Conference

Hyannis Conference Center

Spa Facilities...

DCU Center is kind of sterile. Hyannis feels like "vacation." We now have a conference liaison to wheel and deal for us. Hair and spa... MLA will be paying. Trivia night at the bar. Bar will serve library theme drinks. We'll have rooms to use and hang out. We'll have access to stuff. Restful and lowkey (and fun and educational) conference. Mini golf. Restaurant drive around.

Youth Day: Tuesday May 17.

Tuesday and Wednesday are the only full days of conference. Monday is like a half a day. No vendors that day. Good programs all three days. We have two rooms this year. No spacing issues. Starts around 8:30am. One kid program and one teen program going on at each time.

Annual Meeting: Elections, Table Talks (15 minutes each, possible to hit 3 tables, each bring poster)

Tools of the Mind & Montessori Environment

LUNCH "SESSIONS"

Guerilla Storytime (out of ALA)

YA Slam (see: Guerilla Storytime but for Teen Stuff)

STEM Grant program

We Need Diverse Books... we're unsure about who will or can facilitate... Erin will email Donielle about talking about it... It costs money. We don't have that. At NELA, WNDB presentation is a little lackluster, instead of the actual topic. Needing more of a candid panel/discussion? Instead of the political topics. Can we facilitate this ourselves? Book covers, RA... Community-led thing...

(((No one has been confirmed)))

Girls Who Code - Pre-subscribed program. Get someone in your community to teach it.

NFNT Panel - Robin Brenner's graphic novel presentation

Comicon Panel - Robin Brenner's cosplay presentation

There will also be exclusive exhibit time. And the telescope program is coming. Ton about “if you want to be a director.” There’s a whole track about mindfulness, verbal judo, so you want to be a director. Mass Center for the Book is out of the game this year. We will have an author...

That’s conference. Expect emails soon. MLA website is kind of terrible because they haven’t had a secretary for a while. Website reconstruction is coming now! Information has been coming.

Anything to add? Conference meetings in Marlboro.

NELA Update

Jess and Erin had fun. Tech toys presi. Big room, tons of people. Maine/New Hampshire/Massachusetts, moves around. Annual conference. Separate board. Separate people. They have a lot of in-depth planning. Good app. MLA app is coming! Conference app!

Ashley Waring did sensory story time presi. Questions about sensory story time? See Ashley! Biggest take away: mindfulness. Simple things - sunglasses and hats for kids that don’t like UV lights. Everyone got a pipe cleaner when they walked in - “This is your fidget.” Fidget basket by the door - see Amesbury. Always an excellent presenter.

Noelle went to unusual circulations presentation. See Millis Library. Rules, what to pick, how to start up a collection. There have been tool libraries since before WWII. Libraries have always lent unusual items. Only buy things that are \$70 and under. See money spent on things like playaways. Unusual items that you will only normally use once in a while. How often do you need a magnetic stud finder? Board games - party games... Stuff like that. Microscope, telescope, cake pans. Biggest challenge is packaging. Look on Amazon... here’s a duffel bag! Stick them on a shelf. Stuff that’s like \$70 and under can be chucked if it breaks. Not worth it. Everything just circs for 1 week or 2 weeks. No holds. They’re just there... Maybe change to local holds? Super popular. Duxbury: Ukeulele, GoPro... Roku... Fun to take risks! More we do it, more it becomes a regular thing. (See MFA’s exhibit on what they should collect as art... 1950s Singer sewing machine? How do we determine what counts as art.)

Questions about tech toys: talk to Jess and Erin. 3D printing. Sphero. Arduino. Little bits.

Retreat Update: March 11 overnight to March 12

Erin update: apology for confusion. Retreat guy has been difficult. Check and contract in mail.

Overnight retreat. All food included. Professional development.

We're thinking: unconference. Everybody picks what we do for the day. Fun crafty stuff. Campfire Nightmare Stories (Rant Session). Davis Bates is interested... confirmed date? We have Jordan Miller Money - bequest of money from two different sources given to promote storytelling in New England... etc. We share it with NELA. Money is now available.

Retreat two years ago, fun, casual. RA, new librarians "change of the guard." Very laid back. Some people can come for the day instead of the overnight. EBoard is keen to get people to join MLA - add in to retreat? Save money? Charge non-members more? Cost is \$65 for members. MLA wanted \$100 for non-members? Sharon got a discount last time... we don't have a precedent... Let's keep it under \$100. Then we can say it's an overnight retreat for under \$100 - make it easier for part-timers to attend. Not wanting to exclude people.

Instagram! Garrett!

So much has changed, just since Tech Workshop in April.

Personal Instagrams?

Professional Instagrams?

What's the difference? Two devices, two accounts.

Share information with coworkers! Don't hoard it. Everyone has their own inspiration and creativity. If you can get just one other person to at least send a picture for you, or share the logins.

Instagram: Instant Telgram - 2010 - Facebook bought it. Follow on IG? Might show up as suggested friends on Facebook.

What is it? Take pictures and share.

Distinct format images.

Photo editing! Tons of options available to you.

Posting a photo adds it to your profile and is shared on followers' newsfeed.

Who uses it? Huge spike in popularity. Teens and Tweens esp, too young for Facebook.

Large companies, businesses, celebrities, websites, LIBRARIES!

Study in August: Instagram users are more likely to buy things than users of other social media.

Advertisements! Sponsored ads. Pretty subtle. Done a pretty good job of keeping things streamlined. Not garish. They are smart.

IG users are younger. Facebook users are older. IG soaring in popularity. Teens think Facebook is "our" generation (ie. Millennials and older.) IG users are more likely to use Twitter, less likely to use Pinterest. Tumblr has stayed pretty standard - use instead of age. Pinterest: digital scrapbook and pinboard. Tumblr: anime club. Librarian Problems. Reddit? Not as user friendly. Reddit's AMA (Ask Me Anything) is really cool.

IG is the most important social network for Teens.

How is it being used?

#BestArticleEver.

It's a number's game. <http://www.businessinsider.com/how-teens-use-instagram-2014-6>

What can the library do?

Self-promote. Let your personality shine through.

Check your stats: iconosquare.com - check it regularly if you want up-to-date statistics.

@joneslibteens ([instagram.com/joneslibteens](https://www.instagram.com/joneslibteens))- picture posted this morning: 26 likes (by 12:10 pm)

Tips:

Pictures with people get more likes than pictures without people.

Don't be scared to take screenshots of your phone.

Accompanying Apps: PicStitch, Square Ready, Repost, VSCO, CamMe (Self Timer with Hand)

Emojis (are now searchable as a #hashtag on IG: stay away from certain ones!)

Try a 30-day Challenge, or day by day (see ALA weeklong challenge. Really nice only a week.)

Save your #hashtags

#Examples: #librariesofinstagram, #booktags, #goodreads, #yayforya, #libraryshelfie, #picaday / #photooftheday, #iloveread, #readabook, #libraryflow, #librarylife (Try to use less than 20 or 15 #)

Hashtags in comments are now searchable (so add a second comment for hashtags, use first for your caption.) Also, posts are now editable.

Search on instagram for hashtags you want to use, to see how popular they are. Use tags to curate the space that you're searching within.

You can combine emojis and text in one hashtag.

If you put an emoji hashtag in your BIO, if you search for that emoji, you can use the emoji to your advantage...

Good to follow library accounts and publishing accounts (Penguin, Random House, etc.)

Challenges: Don't feel like you HAVE TO DO ALL THE DAYS. Pick and choose, do what you can, make your own. Do a series instead of challenge, maybe? Search: December challenges, etc. (See 5minlib October challenge: #5MinLibChallenge)

Just play with it. It's just fun.

Who should we follow? Mostly libraries, museums, usually try not to follow teens. Schools, local businesses. Five Favorites of Instagram... Follow the people that give you love, and give them love back. Tag authors if and when you can... be judicious. Connect with Twitter. (Most authors spend more time on Twitter than other places.) Outside engagement. Use that leverage.

The beauty of it is that it really is 5 minutes.

Also, remember #latergram!

WEEK AFTER THANKSGIVING: NOV 30 through DEC 4

AND USE #mlayss & #mlaysschallenge

Crowdsource a challenge! 5 ideas?

1. Garrett's Face Bookstagram
2. Book Display
3. Spine Poetry
4. Throwback Thursday
5. Staff Spotlight

Giveaways? Contests drive engagement.

Flyers: See Canva, etc. Save image to Camera Roll, and post image.

Social Media Statistics?! See Circulation statistics? Show Trustees?