

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

The library opens windows to the world by encouraging expression, enlightenment, and exploration.

Director's Report for August 2011

Marketing & Communications

Bordeaux Recognized for Improved Service

County officials and library staff accepted the North Carolina Association of County Commissioners distinguished 2011 Local Government Federal Credit Union Employee Productivity Award in Concord, NC. The award recognizes the transformation at Bordeaux Branch Library this year from a location with limited public computer access and a worn interior, to one with 30 computers, a new children's area with a colorful, hand-painted mural, new carpet and furniture, and the return of the quiet study room. Radio Frequency Identification technology enhances customer service through self-service checkout stations, virtually eliminating any time spent waiting in line for assistance. Funding for this project came from a \$97,000 grant through the Library Services Technology Act and Cumberland County. The \$1,000 check for this award will be used by the Friends of the Library to add resources and services to Bordeaux Branch. *(Photo above: County Commissioner and Liaison to the Library Board of Trustees, Dr. Jeannette Council is joined by Bordeaux Branch Manager Larry Gavin; Deputy Library Director Brian Manning; and Cumberland County Commissioner Chairman Kenneth S. Edge receive the NCACC Productivity Award.)*



Friends of the Library Book Sale

This month's the Friends of the Library book sale brings the yearly total to more than \$27,000. Proceeds benefit library customers through additional programs, resources and services.

Popular PBS Programs Now Downloadable

The library now offers new video content, which is found via *NCLive*, and includes the 14-part award-winning Civil Rights Era history documentary series, *Eyes on the Prize* by Public Broadcasting Service (PBS). Other programs are the popular Ken Burns' series *The National Parks: America's Best Idea*, and *Masterpiece Theater* titles such as *Wuthering Heights*, *Turn of the Screw*, *Wind in the Willows*, *Anna Karenina*, and many more. Literature and science programs are also a part of the collection.



4th Friday Presents Rye Mountain Boys

This month more than 200 people enjoyed the Bluegrass music of the Rye Mountain Boys *(photo left)* at Headquarters library. A true to the vine bluegrass band; band members include: Jim Collier, Brian English, Cliff Hale, Zack Mondry, and Hugh Moore.

Youth Services

The online encyclopedia *NCpedia*, sponsored by the State Library of North Carolina was recognized for excellence in online reference services at this year's American Library Association. The library provides access to this resource on its website and promotes it with bookmarks.



Assistant YS Coordinator Melissa Lang spoke to early childhood education students at Fayetteville State University this month, demonstrating the library's online databases and other free resources. Youth Services staff met for their annual Trade Secrets workshop where staff learned tried-and-true programming techniques and participated in hands-on craft demonstrations *(photo left)*.

Summer Reading Club

"Novel Destinations," this year's adult summer reading club, had 1,097 participants, who read 10,990 books.

Headquarters Library

Success Stories:

- ★ IS Library Associate II Ashley Garrett reports that Ms. "V", a regular customer, came into the library. Garrett had not seen Ms. V. since last summer. Ms. V. told Garrett that she now has her own apartment near the Bordeaux Branch and is drawing Social Security and other benefits. Ms. V. was homeless last summer and used the Headquarters library almost daily. Ms. V. told Garrett she was very grateful to the County and the library system for helping her. Ms. V. and her social worker used the Headquarters library as a meeting place while her social worker was helping her obtain benefits.

- ★ IS Library Associate II Sarah Beddingfield assisted a customer in the days before Hurricane Irene. The customer needed a shelter that could accommodate his mother, who is confined to a hospital bed. Beddingfield contacted the Sheriff's department and reached the County's Emergency Management agency to locate assistance for this family. Due to Beddingfield's assistance, the customer was able to locate a shelter that could accommodate his mother's hospital bed, and he was very grateful.

- ★ Circulation Supervisor Lyndia McLean, assisted a customer connect Mobile Outreach Services to his elderly mother. The customer told McLean that his mother loved coming to the library but couldn't remember how to get to the Headquarters library. The customer was excited to hear about Mobile Outreach Services since this service would mean his mother can continue to get library service.

Branch Highlights:

Local & State History (L&SH) Manager Jennifer Daugherty reports that her department was awarded a Traveling Archivist Grant from the State Library. This grant will provide the services of an archivist to consult on preservation needs for the L&SH collection. Daugherty also reports receiving a donation of an 1832 ledger originally found on Long Valley Farm, and was once owned by James Stillman Rockefeller. The ledger contains the accounts from a store once located on Long Valley Farm.

Youth Services Manager Kornela Bogdanowicz reports several successful programs in August, including three outreach programs. The outreach programs consisted of a program about fun facts about Egypt. Library Associate II Natasha Dass-Ford assisted with a play production from the H.O.M.E. (Homes Offering Meaningful Education) Drama Players who are a group of homeschooled high schoolers. Dass-Ford also helped two elementary school teachers, who came into the library looking for books on the DAR essay contest assignment. They were pleased to discover many books on the topic, the War of 1812.

IS Manager Nora Armstrong reports a wide variety of public programs for adults in August—everything from how to get your dog to behave to tips on resumes. IS Librarian I Jennifer Taft enhanced basic computer classes by offering **Computer Parts Bingo**. Participants enjoyed the game aspect. Taft also taped a *Cumberland Matters* program to promote the upcoming **Let's Talk About It** series on Civil War novels.

Bordeaux Branch Library

Success Stories:

- ★ Branch Manager Larry Gavin assisted three women working on a project for an upcoming family reunion. The women were trying to recreate an invitation using MSWord. Gavin demonstrated how to locate the images they were looking for, format the invitation, and duplicate it several times on one page. The women were grateful for the assistance stating that they came to the library to make the invitation to save money.

- ★ Working with a customer trying to create a resume in the computer lab, IS Librarian I Erika Earp demonstrated how to find the many MSWord templates. Once the customer decided on a format Earp showed him how to enter his own information. The customer told Earp that she was a "life saver".

- ★ YS Library Associate II Kohnee Harmon assisted a college student trying to maneuver through the school homework tool called Blackboard. The student was very agitated because she was afraid she would not be able to turn in her assignment. With Harmon's help the student was able to attach her assignment. Harmon also demonstrated other aspects of the school web tool that would allow the student to chat with other students in her class and email her teacher. The student expressed that she felt like she had much more knowledge and that she would actually perform better in her class.

Branch Highlights:

Cliffdale's IS Librarian II Janet Beaudry hosted an exhibit of handcrafted radio controlled airplanes courtesy of the Piedmont Aeromodelers Club. The children learned flying skills by using a computer simulator, and were excited to learn how to get started with the hobby from talking with members of the club.

Cliffdale Regional Branch Library

Success Stories:

- ★ A man needing literary criticisms on the book, *Invisible Man*, asked IS Library Associate II Chris Robinson for help. Robinson was unable to locate any materials on the shelf. The customer was in a hurry and was persistent about finding information at this branch. Robinson demonstrated how to use the following databases, explaining that they could be accessed at home through the internet: *Literary Reference Center*, *Literary Resource Center*, and *Academic Search Premier*. The customer thanked Robinson, commenting "You're a life saver! I've got to get this assignment done ASAP...like yesterday!" He then printed some of what he needed, and left very satisfied with his ability to complete his research from home.
- ★ IS Library Associate II Sana Moulder helped a woman needing information about Alzheimer's disease. She had been diagnosed with the disease a few weeks earlier, and hadn't told anyone except her children. The woman didn't know much about the disease, and, despite being told by a family member not to worry about it yet, told Moulder, "I think I do need to know, and I don't think I should wait. I need to know what I'm facing down the road, what choices I have, and what decisions I need to make, and when. I realized that I could ask at the library and that they could help me. There may be other organizations in town that can help people, but the library is one of the few that can give people the knowledge and power to help themselves."
- ★ YS Librarian I Rebecca Antill assisted a student in researching an author, writing a research paper, and putting together a PowerPoint presentation. The student and her mother were both very grateful, and came back two weeks later to tell Antill that she received a 100 on the project!

Branch Highlights:

YS Manager Keri Gould has begun delivering deposit collections to interested day cares in our service area.

The big YS program for the month was **Come Play with Me**. Seventy-three children and parents had a chance to listen to stories and then play with various toys such as puzzles, and soft climbing structures.

East Regional Branch Library

Success Stories:

- ★ A woman who IS Librarian I MaryAnne Sommer had helped several times with formatting her resume and filling out job applications, came in recently and told Sommer that she found a job!
- ★ IS Manager Angelique Simmons helped a young lady who speaks no English and will be attending Cape Fear High School, find materials that will help her learn English. In addition to showing the customer the print and audio language materials and the "Español" section in Youth Services, Simmons showed them how to access the Mango language database. Simmons also placed several holds for them on additional materials such as a visual bilingual dictionary and CDs. The customer expressed her gratitude for the assistance.
- ★ IS Manager Angelique Simmons helped a man find information (myth vs. fact) about *The Affordable Health Care Act*. He wanted to get more information about the health care plan and real facts instead of what he has heard. Simmons showed him www.whitehouse.gov/healthreform, which goes into depth about the law that went into effect in March 2010. He was very happy and said he couldn't wait to discuss this information with his friends.
- ★ While YS Manager Suzanne Pate was helping at a program at her church that was sponsored by the Cumberland Interfaith Hospitality Network, she met a woman and her three grandchildren who are homeless. In speaking with the woman, Pate found out she was interested in learning about different careers and possibly taking an aptitude test. Pate told her about the Job and Career Centers at all the public libraries and the online career exploration section. The woman thanked Pate and told her that she would go to Headquarters to check out the information since that library is the closest.

Branch Highlights:

YS Manager Suzanne Pate attended back-to-school night on August 18th at Stedman Christian Academy and spoke to 125 parents and children about library services. Pate also arranged for a special set-up for the H.O.M.E. drama group who performed *Cinderella, Inc.* at East Regional on August 17th.

Hope Mills Branch Library

Success Stories:

- ★ YS Library Associate II Sarah Edwards assisted an adult customer who shared that he dropped out of high school and was now working to achieve his high school diploma from a community college. Edwards showed him how to navigate the library's Databases A-Z and explained how to utilize sites including Student Research Center and Academic Search Premier. He returned to the branch to share, "I want to thank you for all your help on my homework. I passed all my classes and if it hadn't been for the help I got here at the Hope Mills library, I just don't know if I could have done it!" His mother added, "Show her what I got you!" and the man shared that he had just received his high school class ring.
- ★ A customer asked Library Associate II Wendy Olsen for assistance using MSWord and Excel. The lady shared that she was applying for employment and had been unemployed for several years. Olsen shared some print resources with her to refresh her skills. The customer returned a few days later to thank Olsen, informing her that she had used the library materials, and she had just been hired for a job!
- ★ YS Librarian I Vicki Sheeler shared that her school-age **Professional Wrestling Extravaganza** brought in children and their parents that were all new patrons to the public library! One young customer shared that he had just moved to the Fayetteville area four days before. Though this was his first visit to the library, he shared he was excited to return next month for the branch's Star Wars party!

- ★ IS Librarian I MaryAnne Sommer helped a customer find information for a research paper on cerebral palsy. Sommer shared available resources with the customer, including information that he specifically required on filing disability claims for people with cerebral palsy. The patron shared that he was surprised and pleased that he could find the detailed materials he needed at the public library.

Branch Highlights:

The Hope Mills Branch received national recognition for Branch Manager Megan Smith's article *A Little Goes a Long Way*, published on the Association for Library Service to Children's (ALSC) Blog at www.alsc.org/blog. The article discusses the creative design planning the branch implemented to maximize the resources available at the Hope Mills community library.

YS Librarian I Vicki Sheeler, YS Library Associate II Sarah Edwards, and Library Associate I Carina Chun conducted a total of ten juvenile and teen programs with 277 participants in attendance. Young customers are thrilled to learn that regular story time programming resumes in September. Edwards shares that when a little girl saw her at the branch, she jumped out of her chair, started toward the story room and shouted, "Come on, Mama! It's time for Ms. Sarah's story time!"



North Regional Branch Library

Success Stories:

- ★ While visiting a child development center, YS Library Associate II Robin Miller noticed one child kept saying, "Fat Cat, Fat Cat!" The teacher explained to Miller that the child was particularly fond of the book, *Fat Cat: a Danish Folktale*, by Margaret Read McDonald, which was in the Center's initial deposit collection provided by the library. In fact, the child had succeeded in having the teacher read her new favorite book to the class no less than six times.
- ★ Library Associate II Susan Dieck was pleased to see a familiar family that she recognized as former residents of Fayetteville return to the library as local residents once again. The mom shared with Susan that she has always found the North Regional library to be among the top libraries of all the places she has lived.

Branch Highlights:

A new "Library" sign, installed at the corner of Rosehill and McArthur Roads, is expected to increase overall awareness of the branch with those traveling in the area. Previously, customers regularly reported to staff that they had not known the building's purpose though frequently stopped at the traffic light. Spotlights will likely be added to the site in September.

North Regional Youth Services staff promoted the library to 490 parents and schoolchildren at Howard Hall and Long Hill Elementary Schools this month. The occasion of these visits was particularly meaningful as it was the open house event where parents and students are invited to meet their new teachers for the school year and thus establishing the public library as partner in the education process.



Eighteen attendees at **Gaming @ North** raced each other in MarioKart and practiced their Ninja skills with *NinjaU* on the Wii. They also had fun playing traditional board and card games like *Uno* and *Blokus*.

Spring Lake Branch Library

Success Story:

- ★ IS Library Associate II Stefanie Edwards went above and beyond in helping a customer find a book. The customer expressed her appreciation to Edwards for always getting up to take her to the shelves and physically putting the book she needed in her hand instead of just pointing her in the direction, in which cases she often found herself lost and not knowing exactly where to look.

Branch Highlights:

YS Library Associate II Jordan Johnson conducted story times at Fernandez Child Day Care, First Baptist Child Development Center and Just Like Mom for 130 children. He also held special *Spongebob* and *Chicka Chicka Boom Boom* story times for the children, a movie and gaming program for tweens, and a gaming program for teens.

West Regional Branch Library

Success Stories:

- ★ One of our regular customers stopped by to thank IS Librarian I Billie Norman for the 'A' he received on a PowerPoint presentation for his FTCC class. The customer told Norman that she had helped him understand the directions and how to complete them several days earlier. He was proud to tell her that he had gotten all 110 points his instructor offered and was still amazed that he hadn't lost any points for anything in his presentation.
- ★ A mother of two school-aged children came into the library and asked IS Library Associate II Jessica Lee if she would be working during the upcoming school year. When Lee let her know she would be, the customer said that she was so glad because Lee was so helpful in finding books for her children during the previous school year.
- ★ A customer came to the library searching for a study guide for a particular test. IS Library Associate II Betty Lewis discovered that while the physical book was not in our library system, it is available electronically through *NCLive*. Although the customer did not have the technology needed for downloading and did not want to buy it on Amazon, Lewis helped him find the book in three library systems in North Carolina. Upon discovering this, Lewis did an interlibrary loan for him. She reports that customer was very happy and that he thanked her for helping him get the book. The customer has now received the book and is studying hard for the test he will be taking in September.
- ★ A mother of a 1st grade student came to the New Century School media center wanting to find books on how to speak Chinese. The mother said her daughter would be attending New Century School and she wanted to make sure that her child was not behind the other students since they just transferred here. Library Associate II Madelon Pylate showed her the children's Chinese section, several books on how to speak Chinese, and also showed her the *Mango Language* database that she can use with her child. She was very excited about *Mango* and said that it would be like a children's version of Rosetta Stone.
- ★ **Knit Nite**, one of the regular adult programs at West Regional library, was about to close due to poor attendance. IS Librarian I Billie Norman found an idea on another library's website that hosted a similar program on crafts-for-charity. The program presenter agreed to try it out, especially since her shop (Row of Purls) already supports the 2012 Special Olympics Scarf Project. Zero attendance turned into 13 people of various ages and skill levels who came out to knit and crochet for charity.

Branch Highlights:

YS Manager Jennifer Hendricks reports several successful children's programs in August, including a production of Cinderella, Inc. performed by the H.O.M.E. (Homes Offering Meaningful Education) Drama Players. Excited parents and children learned exactly what happened to Cinderella after she married her prince!

The IS department recognizes that in a tough economy, learning new skills is imperative. With the help of IS Library Associate II Sana Moulder and Librarian I Jennifer Taft, 13 people learned how to become coupon queens; maximizing their grocery savings using newspapers, magazines, and online sources.

**LIBRARY PROGRAM STATISTICS FOR
*AUGUST 2011***

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	392
TEEN PROGRAM ATTENDANCE:	413
CHILDREN'S PROGRAM ATTENDANCE:	1,284
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	14
TEEN PROGRAM ATTENDANCE:	0
CHILDREN'S PROGRAM ATTENDANCE:	592
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	781

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