

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

DIRECTOR'S REPORT FOR JUNE 2011

Marketing & Communications

Headquarters Library celebrated the 25th Anniversary of its opening, which was on June 1, 1986. A montage of photos and images from the ground



breaking to the opening ceremony were exhibited on the first floor. The public was invited to submit objects, photos, and other items to be included in a time capsule that will be opened at the 50th Anniversary in 2036. Topping off the celebration was a Fourth Friday performance by the band *Blues Enigma*, and anniversary cake for all. (Photo left: Claudia Swartz sings lead vocals for *Blues Enigma* during Fourth Friday's special Anniversary event.)



Summer Reading Clubs

Summer Reading Clubs (SRCs) kicked off June 7th with programs for children, teens and adults. Programs are based around the themes "One World – Many Stories" for children, and "You Are Here" for teens. Adults set a goal of breaking the record for the most books read at each library location.



Local Authors Showcase



Writers from the Sandhills region participated in the annual Local Authors Showcase, which was sponsored by the Friends of the Library. This program gave the community a chance to meet area writers and to learn more about their books.

(Photo left: Local author Thomas Clark, who wrote "Southward Skies: A Northern Guide to Southern Gardening," speaks with a visitor about his book during the Local Authors Showcase.)

Youth Services

At the Fatherhood Initiative at Myers Recreation Center, a parent bemoaned that fact that she just paid \$35 in overdue fines because it was difficult to keep up with her all of the material her five children borrow from the library. After YS Coordinator Sheila Rider told her about Library Elf, the lady used her smart phone to scan a Quick Response (QR) code to the library's website and signed up for the service on the spot. She exclaimed, "Hooray! No more late fees for us!"

Another attendee said, "If I have two places to go after work, one is always the library."

A student from Pembroke said that he does much of his homework at the West Regional library. He says he relies heavily on *NC LIVE* and that between school and the public library, he has all he needs.

Teen Time @ Cliffdale

Cliffdale library received funding from the Youth Growth Stock Trust to implement **Teen Time @ Cliffdale**. This program will provide a stimulating and welcoming environment where teens can meet friends, attend programs, use computers and have filtered access to the Internet to use library databases for homework and to complete college applications. **Teen Time @ Cliffdale** will also offer technology-based programs such as Internet Safety, Cyberbullying and Make Your Own Book Trailer. Other programs will include gaming and arts & crafts. While Teen Time will provide a place where teens can socialize, it will also allow staff and teens to build relationships and enrich lives.

MotheRead/FatheRead

Success Story:

- ★ A number of MotheRead/FatheRead programs were held on Fort Bragg and attended by expectant moms, older moms, teen moms, grandparents and dads. There were also many Spanish speaking parents and children in attendance. One military spouse and her three children enthusiastically attended the program regularly. After each program the children excitedly shared the stories they heard with their father in Afghanistan during their weekly phone conversations with him.

It is with great sadness that we say farewell to the **MotheRead/FatheRead** program due to cuts in state funding. The program provided an invaluable service to Cumberland County parents and caregivers of children ages birth to five for over 15 years. Best wishes to Carrie Wood, Patricia Bartley and Elvia Truong.

Headquarters Library

Success Stories:

- ★ IS Library Associate II Trina McNeill helped a customer who came to the library for assistance on job and labor laws. This customer told McNeill he had just quit his job after his employer reduced his pay without notice. McNeill used the library's *Answer Book* database to locate contact information for the NC Department of Labor. She also showed the customer the Jobs & Career section of the library and gave the customer several temporary employment agency phone numbers. The customer returned a few days later and said he applied at a temporary agency and had interviewed at a local manufacturer. The latter offered him a job.
- ★ Circulation Supervisor Lyndia McLean reports that a customer said the library is a candy store for him. The library allows this customer a moment of escape whenever he comes in. He told McLean he always finds something to check out when he visits.
- ★ Local & State History Library Associate II Rhonda Williams helped a customer find a friend's European ancestor who arrived in New York in 1896. The customer thought the ancestor might have been Hungarian or Austrian and was bound for Cleveland on a ship called 'Travan.' Williams searched the Ancestry Library Edition's digitized ship's manifests and passenger lists and found the person. The customer was thrilled to have a print out showing the ancestor's name, the names of his wife and children, as well as his occupation.

YS Manager Kornela Bogdanowicz reports several highly attended programs in June. YS Librarian I Marsha Murphy hosted **Book Bash**, which drew 188 enthusiastic school-aged participants. This was the highest attendance for a June program at Headquarters.

IS Librarian I Jennifer Taft hosted a highly successful program as part of the 25th Anniversary Celebration for Headquarters. Taft hosted a cupcake decorating program, which was full with 12 people on the waiting list. Many asked for more programs like this one. Taft also hosted a couponing program on June 25th and participants told Taft it was the best program they had ever attended, especially in view of the need to save money and stretch food dollars.



Bordeaux Branch Manager Larry Gavin organized and hosted a successful Job Fair at Headquarters library on June 8th. A total of 391 people took advantage of the job fair and related programs. Educational institutions represented included: Fayetteville State University and Fayetteville Technical Community College. In addition, representatives from Futures Inc. were available to explain the benefits of *PipelineNC*, and a representative from the North Carolina Career Readiness Certificate Program informed people about how to upgrade their proficiency in work related skills using assessment tests and providing classes.

Job related programming included members of the Fayetteville Area Society of Human Resource Managers (FASHRM) who provided interviewing tips and resume review sessions. Librarians were available to assist job seekers wishing to improve their resumes using the dedicated computers available in the computer lab.



Bordeaux Branch Library

Success Stories:

- ★ YS Library Associate II Kohnee Harmon assisted a grandmother asking for help locating books to help her elementary school age grandchildren who are struggling with reading and reading comprehension. Harmon found several juvenile nonfiction books designed to help kids with comprehension. Harmon showed the grandmother the *Hooked on Phonics* kits, explained how they work, and also "reintroduced" her to the Dick and Jane series. The grandmother was surprised to see that the Dick and Jane books were back in print and reminisced about her childhood and learning to read with the characters. She expressed her thanks and stated how thrilled she was with all the help that Harmon provided.
- ★ Librarian I Janet Beaudry demonstrated to a woman how to download eBooks to her Nook from the North Carolina Digital Library during a Book-a-Librarian session. Explaining each step of the process Beaudry downloaded an eBook for her then led the customer through the same process. When she had successfully downloaded a book on her own she exclaimed, "That was pretty easy. This is going to be fun!"

YS Library Associate II Kohnee Harmon conducted 24 programs for 1,107 preschoolers, toddlers, tweens and teens. The **Teen Food Fear Factor** program was particularly successful as 18 teens dared to sample stomach churning concoctions of food including green Jell-O and olives topped with syrup, chased with unsweetened grapefruit juice – while blindfolded! Another 37 teens cheered them on.

The Bordeaux branch received a grant from the Magerstadt, Olive, Cherry Endowment Fund, which was used to expand the branch's print collection in the areas of adult nonfiction, juvenile fiction and juvenile nonfiction. The branch was also able to finalize the implementation of a new service model in order to deliver relevant and up-to-date services to the community. This project was possible with a Library Services and Technology Act (LSTA) grant from the Institute of Museum and Library Services through the State Library of North Carolina.

Cliffdale Regional Branch Library

Success Story:

- ★ Library Technician Jaimie Rachal had a patron who came in to sign-up for an out-of-county library card. The woman shared that she was willing to pay the fee because Cumberland County's digital library far surpassed that of her county of residence.

The branch added some furniture and rearranged existing shelving to create a more defined Teen Space. (*Photos below*) Paperbacks, graphic novels, and magazines are now on wire shelving units. The changes have proven to be quite popular with teens. The CD unit in the children's area was replaced with a wire unit that allows for more face-front display. Circulation of CDs has increased as children can now see the covers and are grabbing them for check out like candy.



The YS department has been very busy with SRC activities. **Story Time with Llama Llama** drew 85 enthusiastic children and **Let's Go to Mexico with Dora and Diego** had 94 in attendance. Preschool story times have been well attended with 50-75 children and parents each session. The **Ready, Set, Fold** origami program had to be repeated due to the high demand. Thirty-six eager Tweens enjoyed learning to fold paper into art, and 21 Teens made "Candy Sushi". (Photos below)



The SRC programs have been popular with adults as well. They are generally pleased with the prize selection and frequently have a difficult time making a decision! The **I need \$\$\$ for my Business** program, presented by CEED & FTCC Small Business Center, drew 22 very interested adults. On the family front, 119 people dropped in on the **Mom, There's Nothing to do!** program to find things to do as a family.

East Regional Branch Library

Success Stories:

- ★ Circulation Manager Tammy Holt heard a teen say to her mom as they were leaving the building, "Text a Librarian is really cool and it really works. You should try it."
- ★ IS Librarian I MaryAnne Sommer assisted a woman who was trying to complete some online forms which she needed to turn in for the renewal of her immigration status. The customer told Sommer that she greatly appreciated her help because she was not very familiar with using computers, and the forms all had to be filled out online.
- ★ YS Library Associate II Julianne Dunn hosted a Tween craft program. After sharing a book of paper crafts from around the world, one of the grandmothers who had accompanied her granddaughter to the program, asked for suggestions for multicultural craft books. The customer checked out a book on African crafts and was very pleased that she could share these crafts with children on an upcoming mission trip.



Another successful **Food Fear Factor** program was held June 3rd and 75 teens attended. Staff enjoyed preparing the foul tasting food (including twisted Twinkies, stuffed cockroaches, baby barf) for the eight contestants. The winner for the 3rd year in a row was Israel, pictured on the right.



Hope Mills Branch Library

Success Stories:

- ★ After IS Library Associate II Wendy Olsen assisted a lady with sending a fax, the customer confided that her grandmother had just passed away and that she was worried about her mother. Olsen recommended the library book *Heaven is for Real* by Todd Burpo. The patron stated that this book would not only lift her mother's spirits, but that the conversation she had just shared with Olsen had lifted her own.

- ★ As Circulation Supervisor Adalade Burton assisted a grandmother and her young granddaughter with checking out library materials, she promoted the library's SRCs to their family. With great enthusiasm, the little girl exclaimed, "I just LOVE the library!"
- ★ IS Librarian I Nathan Whitt assisted a customer and her daughter with loading books on a specific brand of eReader. The customer was thrilled with the instructions she received from Whitt, commenting that she had been to many places looking for help with downloading eBooks, but that no other place was able to provide her with the support she required. The customer noted that the library was the "best in explaining how eBook technology works."



Children, teenagers, and adults have demonstrated a tremendous interest in the library's SRCs. Children's special programs and story times have proven extremely popular; 1,204 participants attended 33 children's programs led by YS Librarian I Vicki Sheeler and YS Library Associate II Sarah Edwards this month. Highlights include YS Librarian I Vicki Sheeler's two different **Trickster Tale** programs (where children eagerly showed off their Noodlehead crafts and enjoyed the **Anansi** and the **Moss-Covered Rock** puppet show) with a total of 172 attendees! (Photos above, left and right.)

North Regional Branch Library

Success Stories:

- ★ A customer attending Librarian Meghan Carter's **Google 101** class said the skills learned will be helpful in promoting her business online, and that she appreciates the library's assistance in keeping her computer skills current.
- ★ The new *Disney Digital Books* collection has been a hit with several customers. One customer stated that the digital books benefit her children as her work schedule makes getting to the library difficult. Another customer complimented the library's website noting that her children have used *TumbleBooks* and *Little Pim* to learn Spanish.
- ★ A customer working on her Master's degree reported to Circulation Supervisor Amy Allison that she depends heavily on the library and finds assistance from staff to be excellent.

More than 1,200 SRC bags were given out this month alone, which tops the 2010 total for June and July combined. Program highlights include: Mr. Lindsey Dank entertaining 98 children, parents and caregivers in his high energy **Super Special: Didgeridoo Down Under** program. Mr. Dank played six different didgeridoos, and he explained how he started playing the didgeridoo and how he made the instrument out of recycled blue jeans! He also shared stories of Australia.

Library Associate II Robin Miller integrated technology into a preschool story time on Pandas by streaming the Atlanta Zoo Panda Cam live at (http://www.zooatlanta.org/1212/panda_cam).

Spring Lake Branch Library

Success Story:

- ★ A customer came in looking for an Iris Johansen series. Librarian I/FTCC Liaison Megan Rudolph provided a list of the books in the series and was able to locate them for her. The customer was so happy to get the books that she said to her friend, "I just got excited in a library!"

West Regional Branch Library

Success Stories:

- ★ A grandmother came into the library with her two grandchildren. She said they were here for the summer and she needed an activity to keep them busy. YS Library Associate II Roberta Pylate gave them the SRC packets and encouraged them to get started so they can earn the prizes. Two days later the family returned very excited! Grandma stated that this was the best because the children usually just want to watch TV, but now they want to come to the library to get lots of books because they are a “movie in your head”!

- ★ As IS Library Associate II Jessica Lee was walking around the library talking to patrons about SRCs. She walked up to two teens and asked them if they would like to participate. They automatically said no. Lee told the teens how to participate and about the prizes, and as soon as one of the girl's eyes caught sight of the messenger bag, she very jubilantly said, "Oooh! Did I say I didn't want to participate? I lied, yes I do!" Both of the girls decided to participate and were very excited!

The West Regional Youth Services Department conducted 49 programs and attended two outreach events during the month of June. The **Story Time With Llama Llama** program (pictured to the right) drew an attendance of 78. Series of three programs called **Around the World in 40 Days Or More** which featured stories, games and music from around the world drew a total of 132 attendees. 15 teens also had a chance to have some fun in library after it was closed during the **Teen After Hours** program.



Quarterly Awards: April – June 2011

Quarterly awards are given to library employees who “shine” in one or more areas of excellence during the quarter.

NAME	LOCATION
Heather Bessinger	HPM Library Tech
Adalade Burton	HPM Circ. Supervisor
Carina Chun	HPM Library Assoc. I
Michael Dean	HQU Courier
Sarah Edwards	HPM YS Lib. Assoc. II
George Evans	HQU Maint. Worker I
Dena Fulton	HPM Library Tech
Donnette Hall	HQU Personnel Manager
Heather Heady	SPL IS Librarian I

NAME	LOCATION
Ethel Huggins	HQU Custodian Crew Leader
Lisa Johnson	HPM Library Tech
Allysha Keels	HPM Library Tech
Kelly Lindsay	HQU Library Assoc. II
Arline McArthur	HQU Library Tech
Michael McCall	HQU Custodian
Marili Melchionne	HQU Director's Admin Asst.
Renee Mitchell	HQU Business Manager
Dorle Turner	ERL Library Assoc. II

LIBRARY PROGRAM STATISTICS FOR
JUNE 2011

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	977
TEEN PROGRAM ATTENDANCE:	831
CHILDREN'S PROGRAM ATTENDANCE:	4,489
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	11
TEEN PROGRAM ATTENDANCE:	0
CHILDREN'S PROGRAM ATTENDANCE:	4,898
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	3,700

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