

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

DIRECTOR'S REPORT FOR MARCH 2011

Marketing & Communications

4th Friday and the E3 Art Contest:

Music was performed by Cape Fear Music Center students and winners of the E3 art contest were announced during 4th Friday activities on March 25th at the Headquarters library. Artwork was judged on creativity and how well the artists' essay conveyed the meaning of the library's mission statement: "Your library opens windows to the world by encouraging expression, enlightenment and exploration." Below are the 1st place winners of each grade level:



Hunter Savell, Grades 1-5, entitled: *I Love the Library's Animals*

"My artwork relates to the library's mission because it shows that you can learn about all of the animals in the world in the books inside the library. I like to explore the world of animals by checking out books about animals and how to draw them from the library."

Azi Leggett-Jones, Grades 6-8, entitled: *Exploring the World through Reading*

"One can explore the world through imagination by reading books at the Cumberland County Public Library."



Samantha Huntsinger, Grades 9-12, entitled: *Windows of the World*

"The Window represents the mind being opened to a new world. The light shining down and the light bulbs, express enlightenment in the world and the girl's thoughts. The books, music notes, and lyrics show expression and encouraging motivation of other people. The thought bubble shows how a book can make the mind wonder and explore."

Friends of the Library:

This month's special author visit was Cumberland County native Howard Owen, who spoke about his ninth and latest novel, *The Reckoning*. Set in North Carolina and Virginia, his novel deals with the ghosts of the Vietnam era and the downward mobility that is becoming the norm in many American families. Owen's previous novels include *Littlejohn*, *Rock of Ages*, *Answers to Lucky* and *The Measured Man*.

Youth Services (YS):

Assistant YS Coordinator Missy Lang demonstrated the various databases and electronic resources provided by the library to Cumberland County school teachers, administrators and students. The teachers and school media specialist at Westover High were especially pleased with the *Career Library* and *Article* databases offering resources to students for their North Carolina projects during their junior year.

MotheRead/FatheRead:

A grandmother from Peru, who does not speak English, said that the MotheRead instructors made her feel very comfortable listening and participating. She particularly enjoyed the book *Abuela* because it encouraged her to read to her granddaughter and share stories of her culture and past. She looks forward to reading more books with her granddaughter and will encourage others to enroll in the Motheread program.

Headquarters Library

Success Stories:

- ★ IS Librarian I Jennifer Taft helped a customer use the Headquarters' copy of job leads in the Job and Career Center. The customer told Taft that he worked at a local rehabilitation center and wanted the job leads for his patients. Taft demonstrated the library's Job and Career webpage for the customer, including a demonstration of how to access job leads from the library's website. The customer thanked Taft, remarking "You've now empowered me so that I can help my patients."

- ★ YS Library Associate II Natasha Dass-Ford helped a customer looking for divorce and separation books to share with her daughter. The customer was grateful to Dass-Ford for finding several books, and she commented that these books would help her daughter understand and adjust to living between two families.

Local & State History (L&SH):

L&SH Library Associate I Rhonda Williams worked with several organizations offering to donate resources to the L&SH room. These groups included the local chapter of the Daughters of the American Revolution (DAR), and the Cumberland County Genealogical Society who donated two books in honor of recently retired L&SH Manager Wanda Hunter.

Information Services (IS):

IS Librarian I Erika Earp wrote a *Saturday Extra* article in the March 19th edition of *The Fayetteville Observer* to promote the new Skype Service for military families and hearing impaired customers, available now only at the Headquarters library.

Librarian I Jennifer Taft hosted a successful **Become a Coupon Queen** program on March 15th at the Cliffdale library. Taft has planned three more dates for this program due to the good response.

IS Librarian I Robin Deffendall filmed a segment for *Cumberland Matters* to promote the upcoming **Create Your Own Story** project.

Foreign Language Center:

Library Associate I Lisa Dean is frequently sending larger Spanish language materials to the North Regional library. The materials are being used by a nearby public school with a Spanish immersion curriculum. The teachers and students have been very enthusiastic about the available resources.

Bordeaux Branch Library

Success Stories:

- ★ IS Library Associate II Terry Swann assisted a mother with locating information for her daughter to complete a school assignment on time. Swann walked the mother through every step of the process from helping her with a computer, to searching and eventually locating the information she needed. The mother was so grateful for the help, she came back the following day, and while sharing her wonderful experience with the branch manager, she was in tears.

- ★ YS Library Associate II Kohnee Harmon assisted a customer with the fax machine. As Harmon led her to the computer lab the customer expressed concern that she may be interrupting a class. Harmon explained that the library recently received a grant to improve services and that all 26 computers in the lab were available for use by the public. After the customer expressed her need to improve her computer skills, Harmon provided her with a copy of the library's *Calendar of Events* and showed her the schedule of free computer classes. Amazed, the customer stated how happy she was that she came in to use the fax machine and learned so much about what the library has to offer the public.

- ★ Library Technician Dawn Walcott encountered a customer needing assistance downloading information, and making copies from his flash drive. As Walcott demonstrated the procedure, she told the customer about computer classes that are taught at the library and gave him a copy of the library's *Calendar of Events*. The customer stated he would consider taking the next class, and he was extremely thankful for Walcott's assistance.
- ★ While working at the circulation desk Library Technician Nicole Sinclair helped a distraught expectant mother who was unable to locate a particular book to help her through her pregnancy. Sinclair found that the book was available and escorted the customer to the section where it was located. The customer also noticed several other books she thought would be helpful and turned around and hugged Sinclair and repeatedly expressed her thanks.

Cliffdale Regional Branch Library

Success Stories:

- ★ Our **Become a Coupon Queen** program drew 26 attendees, one of them commenting to Library Associate II Sana Moulder, "I just love coming to the library, I always feel so empowered when I leave because I've learned something that I didn't know before."
- ★ An *NCKnows* interaction involving Librarian I Natasha François was cited as "transcript of the month" in their March newsletter. The customer commented that "Natasha François from Cumberland County did an excellent job reminding me of the citation resources in *Ebsco* databases. In addition, she does an equally terrific job of guiding the patron through the steps to find it. If you are like me, it is easy to fall into familiar ruts when using these databases. Take a moment to look around (see "new features" on the top menu) and reacquaint yourself with this popular database. Thanks Natasha!!"

Along with 150 customers, Cliffdale Branch library celebrated its 20th Anniversary of service to the community. The 71st High School Chamber Orchestra performed two sets and the YS department performed a story time and puppet show. Both sets of performers were a hit with the audience.



East Regional Branch Library

Success Story:

- ★ IS Librarian I MaryAnne Sommer helped a man, who had just moved here from Pennsylvania, with his search for a job. She showed him the library's Job and Career Center computer terminal and resources. The customer was excited to learn about the weekly updated job leads and said he was also going to look for job openings for a family member who was also moving to the area soon.

Hope Mills Branch Library

Success Stories:

- ★ Library Technician Regina Graham worked with a woman whose son has a speaking disability. The customer requested more information about the iPad, and Graham placed a hold request on a new book she had just processed on this topic. Graham encouraged the customer to speak to IS Librarian I Nathan Whitt for more information about features available to enhance communication. Due to the resources the customer received at the branch, she purchased an iPad for her son who is now able to communicate and interact with his family due to this specialized technology. The customer expressed her gratitude for the library providing information about the tools available for her son as he is now able to communicate effectively.
- ★ IS Library Associate II Wendy Olsen spoke with a gentleman who shared that he is struggling to find employment in the current job market. He expressed that he was so grateful to the library for providing computer lab assistance and employment listings so he could peruse the branch's Job and Career Resource terminal. The

customer is now moving to Florida to seek employment, and he said that he hopes he will be able to find the same exemplary customer service at a library there.

- ★ A lady from Illinois visited Hope Mills to see her daughter and her new grandchild. She requested information about hotels where she could stay during her visit. Library Associate I Carina Chun provided the lady with a map and told her about the Hope Mills Chamber of Commerce and the nearby Holiday Inn. The customer was grateful and explained, "I don't know much about Hope Mills, but I heard that the library was the place to go for more information. I figured you guys could steer me in the right direction."
- ★ When a young child's favorite stuffed animal was left at the library, a distraught mother arrived at 9:00 a.m. the next morning hoping YS Library Associate II Sarah Edwards had found her child's cherished toy after their story time the previous day. The worried mom explained to Edwards that her daughter was "in the car with her brother and grandmother and they are praying together that the sheep was found!" The child's anxious face turned to joy when Edwards reunited the little girl with her lost sheep. Edwards provided an impromptu story experience for the little girl as she explained that her animal friend had played after hours with Bo-Bo the Monkey, the library's stuffed story time mascot. The child was thrilled to know that her toy was safe at the library and volunteered her sheep to participate in a sleepover another time!

Ninety-five children and adults from Sherwood Park Elementary enjoyed a special visit from *The Cat in the Hat* (YS Library Associate II Sarah Edwards) when they visited. YS Librarian I Vicki Sheeler and Edwards toured the group; the participants enjoyed the story *The Cat in the Hat* and learned of the value of receiving their own library card! Due to the addition of library signage by the branch's walking track, story time participation has grown exponentially. Over 50% of new story time families surveyed by Edwards cited that the addition of this outdoor story time signage for their attendance at weekly branch programming. Due to increased demand for programming for young children, the YS Department will add a fifth weekly story time session and a combined tots and tales/toddlers story time just in time for Summer Reading Club.

Led by Circulation Supervisor Adalade Burton, the Hope Mills Branch Circulation Department implemented branch discard sales this month. Customers are now able to purchase a select sampling of adult nonfiction and fiction discarded materials at the branch. Patrons bought dozens of books in March, and 84% of materials displayed were quickly sold to customers.

IS Librarian I Nathan Whitt coordinated three adult programs in March, Excel 101, Introduction to the American Red Cross, and Free Books for Your E-Reader for a total of 12 customers. The adult programming highlight was Whitt's Excel 101 class with 16 customers registered or waitlisted to attend; the class was almost filled to capacity as Whitt taught seven engaged and interested participants.

North Regional Branch Library

Success Stories:

- ★ A young girl, who comes to school-age story time every Wednesday approached Librarian I Rachael Bouffard and said, "I come to story time every week and Wednesdays are the best days of my life."
- ★ IS Manager Mark Wilson heard a customer using the fax machine say, "The library is my business center and the best deal in town."

YS staff presented seven *Dr. Seuss* themed programs to 328 children and caregivers in celebration of 'Read Across America,' which promotes reading to children and is held annually during the week of Theodor Geisel's birth. Theodor Geisel was the author of the *Dr. Seuss* books.

Eight teens attended Library Associate II Katharine Rankin's **Teen Tech Week @ Your Library** program, where some of the library's newest offerings were highlighted, including the new **Text A Librarian** service and *NC Digital Library's* e-book collection.

Spring Lake Branch Library

Success Story:

- ★ A homeschooling mother wanted her daughter to start reading more “substantial” titles and asked for suggestions. Library Associate II Stefanie Edwards showed them various reader’s advisory resources: the AR book list used by public schools and sorted by book level, along with *Great Books for Girls*, *500 Great Books for Teens*, and *Best Books for Junior High Readers* suggesting they browse by topical categories to see what might interest her.

West Regional Branch Library

Success Stories:

- ★ Library Associate II Roberta Pylate received a question via **Text A Librarian** inquiring how to get a copy of an article and photo that was published in *The Fayetteville Observer* in July 2003 from the internet. The article and photo were of her three- week- old child whom her husband had not seen because he was in Afghanistan. They recently moved out of state and lost the article and the patron wanted to replace it. Pylate contacted the Local & State History staff to see if they could help her. She then responded back to the patron with the contact information for Rhonda Williams who was more than happy to assist her. The patron texted Pylate back stating that she was very appreciative for the help.
- ★ When a customer asked for audio books, Librarian I Billie Norman showed her and asked if she was familiar with the library’s downloadable books. The customer had a copy of the library’s brochure, but still wasn’t sure about accessing it. Norman showed her the *Download a Book* tab on the library’s homepage, the basics of how to find and check out books, and how to view the *Tour Guide* feature. When she mentioned that her husband has a *Kindle*, Norman gave her the library’s database card with specific directions that Norman added for her and showed her how to access the “Research a Topic/Format: e-books and audio books.” The customer was very impressed that the *Project Gutenberg* website has downloadable books for the Kindle. She thanked Norman several times and shook her hand three times before excitedly exiting the library.

The **Royal Reading for Princes and Princess** drew a crowd of 57 and featured stories, songs, and a puppet show about royalty, along with an appearance from the prom king and queen from Jack Britt High School. *(Photo right)*



The teens also celebrated Mardi Gras during the Mardi Gras Party program. Eight teens made festive masks and Mardi Gras floats and played games for beads. *(Photo left)*

Library Associate II, Jessica Lee created an Accelerated Reader display on March 15th featuring books from each grade level from 1st through 8th. We’ve already had 35 books check out. We’re still trying to get the word out about it to our customers, so hopefully the response will be even better next month! So far the customers love it, especially the parents, because they say it makes their lives a lot easier! *(Photo right)*



Quarterly Awards: January – March 2011

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

NAME	LOCATION
April Anderson	BOR Page
Brenna Armstrong	NRL Circ Manager
Gail Brown	BOR Library Assoc I
Natasha Dass-Ford	HQU Youth Services
Julianne Dunn	ERL Youth Services
Ruth Eggleston-Jones	SPL Custodian
Nellie Evans	BOR Custodian
S. Maria Forbes	ERL Circulation
Natasha Francois	CLF IS Librarian
Larry Gavin	BOR Branch Manager
Tiffany Hayes	ERL Information Services
Tammy Holt	ERL Circulation Manager
Rufus McDonald	NRL Custodian
Trina McNeill	HQU IS Library Assoc. II

NAME	LOCATION
Jamesena Monroe	NRL Custodian Crew Leader
Christine Richardson	BOR Page
Megan Rudolph	SPL Librarian I
Ginger Sessoms	ERL Circulation
Vicki Sheeler	HPM Librarian I
Terry Swann	BOR Library Assoc. II
Patricia Tew	ERL Circulation
Carmelita Torrey	ERL Library Tech
Dorle Turner	ERL Page Supervisor
Mya Watson	ERL Youth Services
Susan Weigel	NRL Youth Services
Garetha Williams	BOR Library Assoc. II
Rhonda Wright	HQU Circulation

LIBRARY PROGRAM STATISTICS FOR
MARCH 2011

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	657
TEEN PROGRAM ATTENDANCE:	1,179
CHILDREN'S PROGRAM ATTENDANCE:	4,634
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	3
TEEN PROGRAM ATTENDANCE:	388
CHILDREN'S PROGRAM ATTENDANCE:	2,412
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	1,017

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