

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

DIRECTOR'S REPORT FOR MAY 2011

Marketing & Communications

Library Donates Books to Benjamin Martin Elementary School:

Children's books help to fill a need for classroom reading collections.

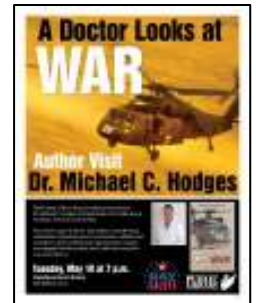


Crystal Brown, Principal of Benjamin Martin Elementary School, accepted books from the library's Deputy Director Brian Manning on behalf of the Cumberland County Public Library & Information Center. The library donated 60 boxes of discarded books that had been previously removed from its collection.

Brown said the teachers truly appreciate this donation since nearly all of them lost their classroom book collections in the tornado that struck the school in April. "They will be so excited to go through these boxes!" Brown said. Benjamin Martin Elementary School has temporarily relocated to Ramsey Street School.

Guest Author:

The Friends of the Library were pleased to present Dr. Michael C. Hodges of Fayetteville as he spoke about his book *A Doctor Looks at War*. Dr. Hodges described the healthcare treatment of wounded soldiers, as well as Iraqi prisoners and civilians. Written in the form of a journal, this book reveals the author's raw emotions including fear, anger, joy, frustration, and finally, acceptance.



Friends of the Library:

The May book sales were a hit! The Friends of the Library sold almost \$9,000 worth of materials, and those funds will go toward special library programs and services. During both days of the sale, scores of people lined up around the corner ready to buy the discounted books. A special thanks to Barbara Kiser and the other outstanding volunteers who work tirelessly to make the book sales so successful!



4th Friday:

The music group *Second Time Around* took the spotlight during May's 4th Friday program. Over 300 people enjoyed music from the Big Band Era along with tunes from more recent times, too.

MotheRead/FatheRead:

When a group of mothers discovered there would be no regular story times offered at the library during the month of May, (due to Summer Reading Club preparation), they collectively enrolled in the MotheRead/FatheRead program at the Hope Mills Recreation Center. They particularly enjoy the round-robin portion of the program in which each participant was given the opportunity to read aloud. The mothers said that the techniques learned in MotheRead/FatheRead improve their story sharing skills, making it more exciting and enriching for their children.

Headquarters Library

Success Stories:

- ★ Local and State History (L&SH) Manager Jennifer Daugherty reports that a Girl Scout group came into the L&SH room to work towards a Silver Award. One of their projects is cleaning up two graveyards. Library Associate II Rhonda Williams helped the Girl Scouts use the database *Ancestry Library Edition* to locate death certificates for a couple of names from graveyard tombstones. Williams also helped the Girl Scouts do research in the vertical file document and several print resources. The Girl Scout group told Williams that the research will enhance their chances of winning. Several commented they would return to do more research, including researching their own family histories.

- ★ IS Library Associate II Lois Mouw helped a victim of April's devastating tornado. This customer wanted to know where the next town hall meeting would be held concerning tornado recovery efforts. Mouw located the information, and the customer was very excited. The customer mentioned that she had called several other places, to no avail. She then commented, "The library can answer any question."

- ★ IS Library Associate II Kelly Lindsay went the extra mile for a Book a Librarian customer who wanted help with Facebook. After the session, Lindsay emailed the customer with instructions on uploading pictures to Facebook and creating albums. A couple of days later, Lindsay received an email from the customer, who thanked Lindsay for her help. The customer told Lindsay she was enjoying using Facebook and was doing so, "much more confidently." The customer went on to comment how happy she was to be able to share pictures with family who live far away.

- ★ IS Librarian I Robin Deffendall and IS Librarian I Jennifer Taft spent quite a bit of time helping a customer who was having trouble downloading eBooks to her Nook. Deffendall and Taft sent an email to technical support, but Taft was then able to locate the problem on her own. The customer wrote a letter to Library Director, Jody Risacher, praising their tenacity and helpfulness.

The Headquarters' new *Skype* service is developing a few repeat customers. IS Library Associate II Sarah Beddingfield reported that the most regular user mentioned that the connection is much faster than her connection at home.

Local & State History:

L&SH Manager Jennifer Daugherty reported that she was contacted by the *United Daughters of the Confederacy* about donating a book for the North Carolina Roster Collection. Daugherty arranged for the Community Relations department to take pictures (*one shown on the right*) for a press release.



Library Associate II Arletha Campbell assisted a geologist from AMEC Earth & Environmental, Inc. who needed information about Currie Coal Company. Campbell found a picture of the company from a 1954 advertisement and found an approximate location of the company.

Mobile Outreach Services:

Mobile Outreach Services received an email from customer Cindy Rogers. Rogers wrote, "I love the library's Summer Reading Club because, thanks to you, I get exposed to books and subjects that I would not have even thought about. I make time to read them and love it. It's always a highlight of the year to me."

Bordeaux Branch Library

Success Stories:

- ★ YS Library Associate II Kohnee Harmon went to Mary MacArthur Elementary School to promote the SRC with CC Leopard, the library's mascot. The students there were very excited about the SRC programs. Later that day a grandmother brought her two grandchildren to the library. She said that her grandchildren came home from school excited and asked to go to the library because a librarian came to the school with a leopard and told them to come to the library and read. They stayed for the **Tween Gaming** and Harmon took the grandmother on a tour of the newly renovated library. The kids could not wait to check out books after leaving the **Tween Gaming** program.
- ★ Circulation Supervisor Gail Williams assisted a patron who needed urgently to send a fax to a creditor but did not know how to proceed. Williams calmed the customer by telling her that she would be glad to assist and led the customer to the fax machine. Upon seeing how easy it was to do and the fact that Williams stayed with her the whole time, the customer's sense of urgency dissipated as she told Williams that sending the fax would help avert a major credit problem. The patron was extremely thankful for Williams' assistance.



Parents and children visiting the Bordeaux library have been telling staff how much they love the new hand-painted murals throughout the library. They said that the mural in the children's area especially brightens up the room with color, making the area much more cheerful.

Cliffdale Regional Branch Library

Success Stories:

- ★ A customer came in looking for the October 2010 issue of *Consumer Reports*. He asked, "Isn't there a way to access this online somewhere?" IS Library Associate II Sana Moulder showed him *NCLive*, and how to search for a specific magazine or journal title. He said "Wow! That's really easy, I thought it would be much harder! Thanks!"
- ★ Circulation Manager Krysti Thomas helped a lady interested in checking out a laptop for use while her daughter played on the computer. Later, the same customer came to the circulation desk to check out items, and explained that being able to check out the laptop while her daughter played on the computer was really helpful to her. She is taking online classes, works full-time, and is a single parent. While in the library, she is able to work on class assignments on the laptop without interruption while her daughter is occupied with educational games on the children's computer.
- ★ IS Library Associate II Barbara Jones helped a customer scheduled to take a placement exam at FTCC. She wanted to make the best math score possible in order to avoid taking remedial courses. Jones showed her books and the library's online resources. The student came back to report that she had aced the math portion of her entrance exam and did not need to take remedial courses. She thanked Jones and told her the information helped her immensely.
- ★ A woman approached YS Library Associate II Dorothy Johnson in the grocery store and told her how much she appreciated her suggestion of using audio books with her child who was having a difficult time with reading. The child is now one of the top readers in his grade level.

East Regional Branch Library

Success Stories:

- ★ YS Manager Suzanne Pate helped a regular customer, whose newborn son has Down Syndrome, locate board books with just black and white pictures, which the customer said is good for his brain development. When the customer called with a purchase request for a DVD and a book on the topic, Pate told her the library had the DVD and Pate submitted a purchase request for the book. The customer said she really appreciated all the help the library staff had given her.
- ★ Library Technician Ginger Sessoms has had several customers come back and tell her that signing up for ELF has been a great experience and they are very happy the library offers it!
- ★ A customer reported to Circulation Manager Tammy Holt, that Library Associate I Patricia Tew is always very helpful and provides great customer service. The customer said, "Pat always makes sure I have something good to read and I've read so many things on her recommendation that I never would have picked up on my own."

The entire East Regional staff were treated to lunch by the staff and students at Stedman Christian Academy (pre-K – 5th grade) on May 24th! During the school year Stedman Christian Academy comes to East Regional every other week to check out books, a story time once a month for pre-K and Kindergarten, plus several specials throughout the year. Each student wrote an individual thank you note, including lovely art work, to the ERL staff.

Hope Mills Branch Library

Success Stories:

- ★ IS Library Associate II Wendy Olsen shared that a customer requested information on FMLA (Family Medical Leave Act) because her husband had been injured in a serious automobile accident. Olsen directed her to relevant materials, and the customer responded, "Thank you so much for your help. Everyone is so independent that it is good to see someone help their fellow man."
- ★ IS Librarian I Nathan Whitt reported that a customer took a break during his travels on Interstate 95 and visited the library. The gentleman raved about the quality of the Hope Mills facility. He was pleased with the technology available and noted how quickly he could access the Internet. He stated that his small-town Florida library could not begin to compare to the resources available to library users in Cumberland County.
- ★ A customer brought in a deaf child she babysits to one of YS Library Associate II Sarah Edwards' programs. The youngster mirrored the other children's behavior because he could not hear. Edwards took this opportunity to promote an upcoming program in July where American Sign Language interpretation would be provided. The customer was thrilled to learn of this upcoming event and shared that she would pass on the information to the child's mother.
- ★ After a Summer Reading Club promotional visit at an elementary school, a mother explained to YS Librarian I Vicki Sheeler that her daughter couldn't stop talking about "Olga," (a character Sheeler created for the assembly). She stated that her child now wants to be a public librarian when she grows up (instead of a school librarian, like her mother) because it looks like being a public librarian is so much fun!



The South View High School Orchestra presented their annual "Lollipops" concert with 70 participants in attendance. Children and their caregivers enjoyed a morning of Disney music, including classic tunes from *Beauty and the Beast*, *The Hunchback of Notre Dame*, and *The Little Mermaid*.

North Regional Branch Library

Success Stories:

- ★ A team of 2nd grade teachers at College Lakes Elementary wrote a lovely thank you note to the North Regional YS staff about their monthly visits. The note reads: 'Our trips to the library have been very informative for our classes, we look forward to coming every time we visit. The lessons taught have been very supportive of our teaching objectives. Overall, these trips are a great combination of school and community collaboration. It's a wonderful way to encourage students to read. Thanks for giving us these opportunities to enhance our children's learning and love of reading.'
- ★ A grandmother thanked YS Library Associate II Betty Johnson for helping her granddaughter use the public children's computers. The grandmother shared with Johnson that she had recently moved in with her daughter as the dad is deployed, which is naturally a stressful time for everyone in the family.
- ★ YS Librarian I Rachael Bouffard was pleased to help a young fan of graphic novels find the library's collection. Afterward, the boy's mom stopped Bouffard to say, "You made his day! He was so excited that I told him to take a breath before he started grabbing them all off the shelves."

Members of the *Piedmont Aeromodelers Club* displayed several model airplanes for a static display. Thirty-four customers young and old got an up-close look at the planes and were able to ride the two flight simulators brought out by the group.

Spring Lake Branch Library

Success Stories:

- ★ A college student came to the information desk looking for information on the MCAT (Medical College Admissions Test). Librarian I/FTCC Liaison Megan Rudolph told her about the *Learning Express Library* database and demonstrated how she could use it to take MCAT practice tests. The student was very excited and said "You just made my whole summer!"
- ★ A customer needed picture books that send the message that "it's ok to be different". Knowing that *Diversity Through Novels* and picture books were available at Headquarters library, IS Library Associate II Stefanie Edwards, called to get some ideas. Using the topical subject keywords attached to the title record, she was able to widen the search terms to include: cultural, individuality, and self esteem to find enough books for the customer to begin preparing his program. The customer was very grateful for the assistance.

West Regional Branch Library

Success Stories:

- ★ A father came to the media center looking for a specific *Berenstain Bears* book so his son could complete his AR goal. The book was not on the shelf so YS Library Associate II Roberta Pylate asked him what reading level his son was and then found other books at the same level. The father was thrilled that the points would put his son over the top for his requirement; and he was also very pleased with all the help, and stated, "All libraries should be this helpful!"
- ★ When a man asked for help setting up an email account, IS Librarian I Billie Norman found that he also had trouble finding out what city jobs were available. Norman showed him the *Jobs & Career* link on the library's website and showed him the "Local Jobs" link that contains the Fayetteville city jobs site. The man was amazed, first at the easy access, and even more so when Norman took him to the *Jobs and Careers Center* where a computer was set up and the latest info printed out in the notebook. He left the library at ease and laughing in relief of the obvious anxiety he had felt when he first asked for help.

- ★ IS Library Associate II Jessica Lee recommended the *Artemis Fowl* series to a teenager that came in looking for something new to read. Lee had personally never read any of the books, but had heard many people say they loved them, including many of her co-workers at the branch. The teen seemed very hesitant about reading them and even kind of rolled his eyes when Lee mentioned it, so searching for something else that might interest him, she introduced him to *Novelist*. The teen gave into reading it and the next day he came in and thanked Lee for recommending the series. The teen said that he loved it and he was already back to pick up the second one!

Twelve mothers and children attended the **Mother & Child Play Day** program. Moms celebrated Mother's Day by bringing their children to the program with books, songs and toys. Parents also networked and reviewed child development resources.



Sixteen attendees commemorated Hispanic Heritage during the **Cinco de Mayo** program. Those who attended created a craft and watched a movie celebrating Cinco de Mayo (*photo left*).

LIBRARY PROGRAM STATISTICS FOR *MAY 2011*

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	679
TEEN PROGRAM ATTENDANCE:	1,067
CHILDREN'S PROGRAM ATTENDANCE:	2,501
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	58
TEEN PROGRAM ATTENDANCE:	35
CHILDREN'S PROGRAM ATTENDANCE:	9,895
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	13,775

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