

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

Director's Report for September 2011



Marketing & Communications:

The library's eBook collection, through the NC Digital Library, is now compatible with the world's bestselling eBook reader, the Amazon Kindle. Customers can now download popular and classic eBooks to their Kindle device, or any mobile device, by running the free Kindle application such as iPhone, iPad, Android, and more.

The library also offers eBooks and audio books for use on PC and Mac computers, and devices such as Smartphones, MP3 players, as well as eBook readers like the Barnes & Noble Nook and Sony Reader.

Library Adds Instantly Streaming Educational Videos:

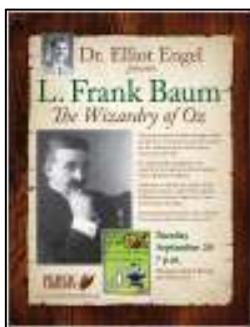
Through *NC Live*, Cumberland County Public Library & Information Center, along with other North Carolina libraries aim to educate and entertain parents, students, teachers, and history buffs of all ages with an array of new online streaming educational videos that are free with a library card. The new video content is found at media.nclive.org, or cumberland.lib.nc.us, 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. Literature and science programs are also a part of the collection.

West Regional receives a \$1,000 Grant:

West Regional Library has been awarded one of only ten "Teen Read" grants this year from the Young Adult Library Services Association, a division of the American Library Association. Funded by the Dollar General Literacy Foundation, the \$1,000 grant will provide special programming to encourage teens to read and celebrate "Teen Read Week," which is during the week of October 16th – 22nd.

Friends of the Library Quilt Raffle Winner

Congratulations to Marcia Kehoe! (*pictured right*) She was the winner of the Friends quilt which was handmade and donated by IS Library Associate II Sana Moulder, who works at the Cliffdale library. Moulder was happy to be on hand to draw the winning ticket at the Elliot Engel speaker event on September 20th. The quilt raffle brought in \$782, and those proceeds will go toward library programming, activities, and services.



The Wizardry of Oz:

The most popular professor, Dr. Elliot Engel, revealed the life of L. Frank Baum and the reasons for the enduring fame of his classic American fairy tale, *The Wizard of Oz*. Dr. Engel enlightened and entertained close to 150 attendees through anecdotes, analysis and large doses of humor. The program was sponsored by the Friends of the Library.

4th Friday at the Library:

On September 22nd the Headquarters library showcased singer, songwriter and musician, Kenny Huffman, who grew up with the sounds of American Rock legends Springsteen, Mellencamp and Seger. To this day, Huffman continues writing about themes that people of the heartland can relate to with stories about hard times, hope, desire, and love. The event was sponsored by SYSTEL.

Youth Services (YS):

On September 3rd, the Headquarters library hosted its 5th annual **Librari-Con**, an anime mini-convention. Over 650 teens and their families enjoyed a day filled with Japanese anime, manga, costumes, and creativity. Artist Alley and book sales earned \$596 for the Friends of the Library. Among the many positive comments, one teen said, "The library has made me so happy! I don't think I've had this much fun the entire 9 months I have been in Fayetteville. I made so many new friends."



Homeschool Resource:

Assistant Youth Services Coordinator Missy Lang presented database instruction to students and parents from the H.O.M.E. homeschooling group. One of the mothers said, "Now this is something that I definitely do NOT mind spending my taxes on!"



Raising A Reader:

Smart Start Coordinator Vicki Sellars (*photo left*) enrolled six child care centers, that serve at-risk preschoolers, into the **Raising A Reader** program for fiscal year 2012. This month Sellars met with directors and teachers, assessed all classrooms and conducted teacher workshops. A teacher reported that one of her more curious children had discovered the special red **Raising A Reader** bags in the book cabinet and demanded to know when the children would get to use them. The teacher was impressed with the eagerness and enthusiasm that the children expressed after getting a sneak peek at the bags.

Headquarters Library

Success Stories:

- ★ IS Library Associate II Kelly Lindsay helped a customer print her resume from her email account. The customer also needed help getting to a job interview by bus. Lindsay helped the customer find the nearest bus stop and printed out walking directions for the customer. The customer came back a couple of days later and told Lindsay that she got the job.
- ★ Mobil Outreach Library Associate I Kelly Dukes encouraged a women with a health condition to sign-up for Mobile Outreach Services (MOS). The customer is dependent on her son for transportation and is extremely excited to learn about the service. She signed-up and will begin receiving services in October.
- ★ Local & State History Manager Jennifer Daugherty helped a customer do research into her Native American ancestry. The customer's grandmother was raised on a reservation, and the customer wanted details about her great grandparents. Daugherty gave the customer contact information for the Choctaw Reservation so that the customer could confirm if her great grandparents were officially enrolled with the tribe. The customer cried and hugged Daugherty, telling her it meant so much that Daugherty helped her find a connection to her family.

Highlights:

Local & State History Manager Jennifer Daugherty received notification that the North Carolina Digital Heritage Center approved the nomination of the *Fayetteville Observer* newspaper Civil War issues for digitization. This will make these primary documents available to the residents of North Carolina electronically.

Youth Services staff hosted several highly successful programs in September. Programs included YS Library Associate II Natasha Dass-Ford's pirate program, **Shiver Me Timbers**, with 145 pirate-loving participants; and YS Library Associate II Ines Page's **Fun at the Farm** program, with 114 interested attendees. Page also spoke with a teen who attended an Open Mic program in the summer and found out that the teen is now doing stand-up comedy in Fayetteville.

IS Librarian I Robin Deffendall presented a program for Shaw University students. Deffendall showed the students how to use research resources. IS Librarian I Jennifer Taft hosted two book discussions on novels of the Civil War. Taft reported that participants thoroughly enjoyed the discussion. The series speakers commented on the high caliber of customer participation. Headquarters Manager Jane Casto hosted the 8th annual Blues Showcase featuring local musicians, and over 200 music lovers attended.

The Friends of the Library held a special sale of Foreign Language material that had been discarded from the collection at Headquarters. Many regular users of the foreign language collection took advantage of this sale to stock up on books in over 10 languages. This book sale brought in over \$1,300.

Bordeaux Branch Library

Success Stories:

- ★ As Custodian I Nellie Evans was picking up the grounds around Bordeaux, she found what appeared to be a hearing aid along the curb. As Evans inspected it, she felt sure that it belonged to a young, deaf patron who earlier in the week he had been proudly showing off his new hearing aids to Evans. She cleaned it off and put it in the lost and found drawer until she saw the boy again. When she asked him if he had lost one of his hearing aids he nodded his head to indicate that he had. He was so happy when Evans presented the found hearing aid that he gave her a big hug and ran home to tell his godmother. She returned to the library to thank Evans and the library for finding it. She said they had searched everywhere all weekend trying to find it. She also expressed concern that it would not work because of the rainy weather, but when she put in a new set of batteries, it worked! They were very grateful!
- ★ Library Technician Nicole Sinclair reports helping a customer who hadn't been to the library in more than ten years. The customer told Sinclair that at age 75 she still runs a home daycare and loves to read when the children go down for their nap, but she can only come to the library on Saturdays. Every Saturday she returns her six books and six more are always waiting on the shelf for her. She also has a new list of requests. During her most recent visit she thanked Sinclair, saying that every time she comes Sinclair is so pleasant and willing to place her items on hold no matter how long her list. She said that Sinclair has made her return to the library a pleasant one.
- ★ A teen that visits Bordeaux regularly approached Library Associate II Kohnee Harmon and told her that she had quit her job because she wasn't getting many hours. Harmon explained to her that at certain times of the year, business gets slow and employers tend to cut employee hours until business picks back up, then increase employee hours as needed. Harmon encouraged the teen to talk to her manager to see if she could get her job back since she had a good work record. The teen said that her mother had told her the exact same thing. The next week she returned to tell Harmon that she talked with her employer and was rehired.

Highlights:

YS Librarian Associate II Kohnee Harmon conducted a tween program, **Fayetteville's Got Talent** during which 26 children ages 8 – 12 sang their favorite songs to the Karaoke Wii and had a great time. A couple interested in learning what the program was all about brought their toddler son to watch the participants. The mom told Harmon that she saw the program listed in the monthly calendar she had picked-up at the North Regional Branch Library. The couple was so inspired by the children's performances that near the end of the program they performed a karaoke duet to the tune of *ABC* by Michael Jackson.

Branch Manager Larry Gavin conducted an outside program for a group of social workers at the Department of Social Services. He demonstrated the various job and career resources available on the library's website, keeping the group up-to-date on information that will help them help their clientele. Gavin also represented the library at the recent ACAP Job Fair held on Fort Bragg.

Cliffdale Regional Branch Library

Success Stories:

- ★ Library Associate I Linda Cothren assisted an anxious young man with the Employment Security Commission (ESC) web page relating to unemployment benefits needing to check that his paperwork was in order. Cothren was able to help him compare the paperwork he had received from the ESC with the web page, check on his available courses of action and determine that his situation relative to his benefits was satisfactory. He also was able to obtain the telephone number for the ESC so that he could call and further ease his mind. After the interaction, the patron seemed reassured things were as they should be, and that he had the ability to exert some positive control over his job situation.

Highlights:

The branch was closed on September 26th to reconfigure the circulation desk and install the gates needed to convert to self-check-out. *(Photo right)* Everything was completed as scheduled and looks great, and the customers' reactions have ranged from quiet interest to "It is great that the library is becoming so high-tech, I really like it a lot!" Customers have been very patient with the time needed to resolve the individual kinks as they try the system for the first time.



YS Librarian I Rebecca Antill reported that **Teen Time**, is proving to be a success. Antill has had a steady increase of participants, beginning with six and now constantly between 20-30 teenagers. She has assisted with MS PowerPoint presentations, helped with research for papers, played a bazillion (sic) games of Scrabble, and answered questions ranging from "how do I double-space this?" to "what do you like most about being an adult?" The teens love having laptops available and space they can use! This great attendance has carried over into other teen events.

YS Manager Keri Gould represented the library at the Ft. Bragg Inclusion Festival where she had contact with 858 people.

East Regional Branch Library

Success Stories:

- ★ YS Manager Suzanne Pate promoted *Novelist* and *Disney Online* to 12 mothers in attendance at a "M.O.P.S." (Mothers of Preschoolers) meeting. Many of the busy mothers expressed their excitement and jotted down notes about these services.
- ★ A Cape Fear High School student told IS Manager Angelique Simmons that she wanted to check out the book, *Innocent Victims* by Scott Whisnant, which is based on a shocking and mysterious crime that rocked Fayetteville, NC, in 1985. The student said her class was studying the case and she wanted to read the book as well. Since the library only has a reference copy at Headquarters, Simmons helped her locate a copy from an online bookseller. Simmons also showed the student some community agencies that she might call about doing an internship or job shadowing as she pursues her interest in the criminal justice field. The student was very grateful!

Highlights:

While waiting to have a flat tire repaired at a local tire store, Branch Manager Judy Brown was able to promote print Bible commentaries, *Biblical Studies Online*, Book-a-Librarian, Text-a-Librarian, the Job & Career Centers and free computer access reinforcing that all of these services were free. A couple of people had library cards but several did not. All were amazed at all the resources the library had to offer. Brown told the owner that the next time she comes in for service that she expected him to show her his library card.



The consistently clever Circulation Department created a fall display that has wowed customers! Special thanks to Library Associate I Pat Tew, Library Technician Ginger Sessoms and Ginger's daughter, Katie, for creating "the legs". (*Photo right*)

Hope Mills Branch Library

Success Stories:

- ★ YS Librarian I Vicki Sheeler implemented the library's first **Rhythm and Rhyme** story time, geared for children with autism. A parent attending the program wrote about Sheeler's program that "it was so nice to be able to take the boys to something like this and not feel judged or nervous because they have autism. It was really great how you just let them participate at their own pace, not pushing too hard and allowing them to be themselves."
- ★ YS Library Associate II Sarah Edwards reports that a customer shared that she was having problems sleeping and that listening to Christmas music was the only thing that would calm her at night. As all her personal CDs were worn out, so she visited the library branch for assistance. Edwards showed the customer the large collection of holiday CDs, and the patron was overjoyed to find what she needed to help her relax was available at the library.
- ★ Librarian I MaryAnne Sommer assisted several customers requiring assistance with finding employment, and one of these customers requested information on the emotional and legal aspects of divorce. This patron was pleased with the branch's Job and Career Center and Sommer also found resume books to specifically aid the customer in her search to find work.
- ★ A customer asked for assistance with locating study material as she prepared for her GED. Branch Manager Megan Smith demonstrated how to use the *Learning Express Library* and showed her where to find print materials to check out, and assisted her with locating informational DVDs on the topic. The lady was thrilled to check out all the available free resources and commented that the assistance she received at the library that day "has been the greatest blessing to me!"

Highlights:

Over 900 participants were served at 41 youth programs this month! YS Librarian I Vicki Sheeler reports that 24 engaged participants experienced an out of this world experience during the **Use the Force, Luke: Star Wars** program. The children enjoyed meeting a Wookiee (*photo right*) and checked out all available books Sheeler placed on display. A mother commented after Sheeler's stick puppet craft that she was going to use this programming idea at her son's upcoming birthday party.



Branch Manager Megan Smith was invited to serve as a regular contributor for the National Association for Library Service to Children (ALSC) blog! Smith will share information about the Cumberland County Public Library & Information Center with librarians across the country through this published forum. Look for Smith's contributions at www.alsc.org/blog beginning October 22nd!

North Regional Branch Library

Success Stories:

- ★ A patron recognized YS Librarian Rachael Bouffard from the Chibi Corner at Librari-con and said, "Oh, you're the cape-making librarian! My kids loved that, they showed everyone they saw all weekend the capes they made!"

- ★ A mother indicated to YS Library Associate Robin Miller that the "Story Time" lawn sign caught her attention. She accessed the library's website for further information and consequently she and her child were attending their first story time since relocating to this area!
- ★ While at a crafting program with friends at her church, YS Library Associate Susan Dieck was asked about the North Regional's new library sign. The sign was quite the topic of conversation and got a thumbs up from all the people that were there.
- ★ A woman needed pictures of the new faces of poverty for her group of teenagers she was teaching in a church. She had so far found books, but couldn't tell whether or not they contained pictures or illustrations. IS Librarian I Meghan Carter recommended that she try the children's area, since children's books frequently have images in them. Additionally, Carter applied her knowledge of cataloging standards and savvy search skills to look for books with graphics present. This strategy was successful, and the customer left very happy with the materials she needed.

Highlights:

YS staff have noticed an increase in the number of daycare centers requesting story times. The team conducted nine day care programs in September alone. Additionally, YS staff presented two large story times by grouping multiple daycares into one program to accommodate the increasing demand.

North Regional Branch Manager Mary Campbell and Headquarters Manager Jane Casto spoke to nearly 400 seniors at the annual Senior Day at the County Fair. There was as much variety in the questions asked, which included: where their closest branch is located, downloading e-books to Kindles, and how to obtain mobile outreach services.

Thirty-five future train engineers visited the library for the evening story time **All Aboard Train Time**. The children enjoyed the puppet show *Don't Let the Turkey Drive the Train*.

Spring Lake Branch Library

Success Story:

- ★ A student explained that he was working on a research paper on embryonic stem cells. He already had all the book resources he needed and now was looking for periodicals. IS Library Associate II Stefanie Edwards, told him about *NC Live*, but his instructor viewed *NC Live* printouts as online resources and he needed a photocopy of an article from the physical magazine. Edwards showed him how to refine his *NC Live* search by subject, publication title, and dates. He found two articles on the subject in Time Magazine that he was able to find on the shelf! He was very grateful for Edwards' assistance.

Highlights:

Circulation Supervisor Regina Graham and Library Technician Harold Sledge had the pleasure of meeting Ms. Thesdosia Carlisle who came in with her son to become a new library customer. Her son complimented the staff on their customer service. To their surprise Ms. Carlisle is a retired librarian and her son is also a librarian. His title is Director of Library Services in the public library in Seattle, Washington. He had just completed a study on the effects of great customer service in his library and we passed with flying colors.

West Regional Branch Library

Success Stories:

- ★ IS Librarian I Billie Norman assisted a customer who came into the library looking for books for her daughter to use in the annual Daughters of the American Revolution (DAR) school project. Because of the high demand for the books, many of them had been designated for in-library use only. The customer mentioned that her daughter was going to need to work from home because of a busy schedule. Norman showed the customer how to access various media through library databases, including *Kids Search*, *Searchasaurus*, and *Student Research Center*. The customer left smiling and said that Norman had just changed her life.
- ★ A college student came in looking for resources on *The Magic Square* for a math research paper. She needed to document information from several types of resources. This became a collaborative library staff effort! Circulation Manager Phyllis Jaworski discovered an origami book referencing the subject. Library Associate II Roberta Pylate showed her several articles associated with the subject through a *NC Live* search and Library Associate II Jessica Lee conducted a search and found many references in Science Online. The student was thrilled stating that the staff went way beyond her expectations!
- ★ A customer asked Circulation Manager Phyllis Jaworski if she could help her find a book similar to the one she had just read. The customer stated that she didn't know where to look. Jaworski asked about the previous book and was told it was about computer gaming set in the future. While showing the customer how to access *Novelist*, Jaworski was able to find several titles that were on the shelves that day. The customer informed Jaworski that both she and her stepson had read the book and this gave them something to discuss and enjoy together. The customer was thrilled to learn that she could find these on her own.
- ★ IS Library Associate II Terry McBryde reports that a customer interested in *Bible* study was enthusiastic when McBryde showed him the library's *Oxford Biblical Studies* online database and the BlueLetterBible.org website. "I have got to show this to my Dad!" the customer said.
- ★ IS Library Associate II Terry McBryde reports that while he was assisting a man with an employment application for employment with Food Lion, he said to McBryde, "I would never have gotten this far without you." McBryde said that the appreciation was quite rewarding.

Highlights:

YS Librarian I Maggie Hargrave helped three teens create and perform an original skit for the **Reader's Theater** program. The teens had so much fun that they asked Hargrave when the next performance would be and promised to get more people involved the next time. One teen even spoke to his drama teacher about offering extra credit as a way to get more teens involved with the skit.

During the **Book Extravaganza** program, a parent was interested in getting books not only for her teen in the paranormal genre, but also for herself. YS Library Associate II Deborah Jordan was able to assist her with a list of authors who wrote paranormal fiction. The woman came back in the next day to tell Debbie that she couldn't put the first book in the series down and was on her way to find the next book.

Quarterly Awards: July – September 2011

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

NAME	LOCATION & TITLE
Dagmar Aerdelman	HQU Office Support IV
Rebecca Antill	CLF YS Librarian I
Nora Armstrong	HQU IS Librarian II
Janet Beaudry	CLF IS Librarian II
Arletha Campbell	HQU L&SH Lib. Assoc. II
Jane Casto	HQU Branch Manager
Nancy Clanton	HQU Library Technician
Martha Crawley	HQU TS Librarian II
Natasha Dass-Ford	HQU YS Library Assoc. II
Jennifer Daugherty	HQU L&SH Librarian II
Lisa Dean	HQU Library Technician
Patricia Elliot	ERL Custodian
Cicely Gibson	WRL Custodian
Dawn Hall	CLF Lib. Assoc. II
Stacey Heath	ERL Page

NAME	LOCATION & TITLE
Patricia Hosmer	WRL Library Technician
Tracy Labbe	HQU Comp. Svcs. Admin II
Linda McNeill	HQU Library Technician
Brenda Moulton	WRL Library Technician
Marsha Murphy	HQU YS Librarian I
Wendy Olsen	HPM IS Library Assoc. II
Ines Page	HQU YS Library Assoc. II
Bob Rochelle	HQU Facilities Manager
Ginger Sessoms	ERL Library Technician
Vicki Sheeler	HPM YS Librarian I
Janet Smith	ERL Custodian
MaryAnne Sommer	HPM IS Librarian I
Jennifer Taft	HQU IS Librarian I
Krysti Thomas	CLF Circulation Manager
Leslie Trott	ERL Page

LIBRARY PROGRAM STATISTICS FOR
September 2011

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	873
TEEN PROGRAM ATTENDANCE:	1,734
CHILDREN'S PROGRAM ATTENDANCE:	3,459
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	0
TEEN PROGRAM ATTENDANCE:	6
CHILDREN'S PROGRAM ATTENDANCE:	1,039
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	1,724

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