

Strong Library

Strong Community



CUMBERLAND COUNTY PUBLIC LIBRARY ANNUAL REPORT & UPDATE 2010/2011

CUMBERLAND COUNTY
**PUBLIC
LIBRARY**
& INFORMATION CENTER





Director's Message

The most celebratory event of the year was the October opening of West Regional Branch Library at 7469 Century Circle. Besides being our “greenest” library by design, this is Cumberland County’s first foray into the world of joint-use library facilities since it is attached to New Century International Elementary School. This first school year was a success and use of the branch by the non-school population is growing.

Both Bordeaux Branch Library and West Regional Branch Library provide customer self-service checkout through Radio Frequency Identification Technology (RFID). We’ve found that customers embrace this easy-to-use and convenient technology, which is why I’m pleased to report that with the financial support of a Library Services Technology Act grant and the Cumberland County Board of Commissioners, we will offer this service at all locations within the coming year.

The goals of our five-year plan focus on assisting citizens in discovering the riches of Cumberland County and extending this exploration as world events impact us locally. We maintain a comfortable, welcoming environment, and even if you don’t walk through our doors, we want your virtual use of our services to be just as welcoming and just as helpful. Along with being a valuable resource, where else but the library can you explore creative expression regardless of your age – and for free?

Today’s fast-changing economy requires frequent job skills retraining. Our Job & Career Resource centers are well used and staff are busy providing one-on-one assistance to job seekers as well as providing job training skills. Our partnerships with the Employment Security Commission, Fayetteville Technical Community College and other organizations make it possible for us to better serve the community. This year, our two job fairs introduced hundreds of people to potential employers and provided library resources and practical help in their job searches.

We have added new services this year, including “Text a Librarian” and “Library Elf,” a free e-mail reminder service to help customers reduce late fees. We also added story times in Linden and are serving child care centers that qualify for our new children’s deposit collection program.

Sadly, we said farewell to two programs: The Foreign Language Subscription Service and MotheRead/FatheRead. We have managed both programs for many years, but due to budget cuts they could no longer be sustained.

Taking steps to impress upon our state and local elected officials the need for strong library support during tough economic times, we created an effective community awareness campaign where customers told us how the library has made a difference in their lives. You’ll find their comments peppered throughout this annual report.

We must thank our Friends of the Library for their staunch support. Their efforts provide essential funding that make our many vibrant programs and services possible. We are grateful for this dedicated corps of volunteers and supporters who make our community strong.



**Jody Risacher,
Library Director**

What's Inside!



4 NEW LOCATION
West Regional Branch opens to wide acclaim.

10 RESEARCH THE PAST
The library preserves the history of our state and community.

5 BIG CHANGES
Upgrades at Bordeaux Branch help customers.

12 SOMETHING FOR EVERYONE
Programs exist for all ages at the library.

9 HELPING HEROES
Cumberland County libraries help military families transition.

14 BY THE NUMBERS
Learn how the library is making a difference.



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

Got questions? Text a Librarian

Text “ccplinfo” to 66746.

When you receive a confirmation message, reply and ask us your question!

This service is available during regular library hours.
Standard text messaging rates apply.





West Regional Branch Library



A 14-foot white oak adds visual interest and provides a creative way to transition from the central part of the library to the children's area. Wilmington-based Truelove Fabrications Inc., known for their experience in building exhibits for public aquariums, zoological parks and museums, was commissioned by the architects to fabricate the tree.

West Regional Branch Library, at 7469 Century Circle, opened its doors on Oct. 2, 2010. This 14,000-square-foot facility is unique because it is attached to New Century International Elementary School. In addition to its regular business hours, the public library operates the school's media center as additional public space after school hours, on weekends and during the summer.

WRL is the first location to implement Radio Frequency Identification technology which allows for self-service checkout.

The building's design takes advantage of eco-friendly technology by using strategies for energy savings, water efficiency, improved indoor environmental quality and stewardship of resources.



WRL Youth Services Manager, Jennifer Hendricks, looks through the children's books on opening day.



I come here to look for jobs on the computer, check out books to better myself. Very helpful and useful place to come.”

– Carol M.



Customers take advantage of self-service checkout.

This year’s transformation at Bordeaux Branch Library on Village Drive provided a much needed reallocation of space and “freshening up.”

Using customer feedback to make this location better, the library’s facelift includes a new computer lab that has increased the number of public computers from nine to 30. Taking advantage of the natural lighting from the picture windows, the children’s collection is now in the front of the building and includes a colorful hand painted mural. New carpet, furniture and the return of the quiet study room significantly improve the overall look and comfort of this location.



Bordeaux’s new computer lab offers a spacious and comfortable environment.

While Bordeaux Branch Library is the smallest and oldest, it is also the second busiest community branch in the county.

Funding for this project was made possible by a Library Services Technology Act grant from the State Library of North Carolina and the Cumberland County Board of Commissioners.



Learning @ Your Library



The library offers one-on-one help at our Job & Career Resource Centers. Ask about our Book A Librarian service available at any location.

@ Your Library!

Public access to computers and the internet

Free wi-fi

Wi-fi printing service

Online homework help

Express e-mail terminals

Basic computer instruction

Fax service for articles and information

Inter-library loan

Free 30-day temporary computer use cards for temporary residents and visitors

Book A Librarian for personal assistance with library resources, basic computer help, research and more

Help with eReaders and downloadables

“

I am a single parent and having the library with computer access has been a must and a blessing for my daughter, a middle school student. The staff helped me and my family learn and use the (library) system. My daughter went from Cs and Ds to As and Bs.”

— Sandra D.



“

We love our public library. I use it by downloading books to my computer and ebooks. During vacations my family checks out audio books to listen to while we travel. Our public library is a part of our family.”

— DP Walker



Online anytime!

Renew your materials

Manage your account

Library catalog

Free downloadables

Database resources

Audio and eBooks

Calendar of Events

Meeting room reservations

Activities and games for children

Teen resources

Ask questions via NCKnows.org

...and more!

www.cumberland.lib.nc.us



Avoid overdue fines with Library Elf!

Sign up for a free e-mail reminder service at www.libraryelf.com.



Job & Career Resources



Deputies from the Cumberland County Sheriff's Office share employment information at the Job Fair.

Our website offers easy-to-find links for:

Job & Career Centers

The library's Job Fair provided an opportunity to meet with potential employers as well as classes that offered help with interviewing, resume-building basics and review, and access to online employment resources.

You can find a Job & Career Resource Center at every library location, where computers have direct access to databases and other online resources. Staff are available to offer support as needed and even to schedule time to assist with resume development or to help with online applications.

- Career exploration
- Filling out applications
- Computer training
- Grant opportunities
- Help with resumes and cover letters
- Local jobs
- State agencies
- Government job search engines
- Interview tips
- Coping with unemployment
- Military transition
- Starting a business
- And more!

“ Since the recession started, the volume of people using our library's computers and other resources for filling out job applications, filing for unemployment benefits, writing resumes and taking college courses has increased dramatically. Almost every day I am assisting someone with one of these tasks. Many of these people tell me that the library is their only access to a computer.”

— Staff Librarian



“

My son goes to Stoney Point Elementary School. There are a lot of military families in the community. I tell all the moms and dads about the North Carolina Digital Library because military that are overseas at war for 6 months to a year can take a laptop, and the military provides them with the Internet. They take their Cumberland County Library card with them and are able to read books. This is a priceless service for them.”

— Wendy O.



“

I moved to North Carolina from Germany after having lived there for 10 years. I had no furniture or any of my personal things, as they were all in transit. The library helped me maintain computer use and book reading. I was also able to meet new people and not feel so alone. Being in the library gave me a sense of belonging that is always lost when someone moves to a new place.”

— Evan C.



Local & State History Room

Almost anything concerning North Carolina and Cumberland County, past or present, can be found at the Local & State History Room on the 2nd floor of Headquarters Library, 483-7727 ext. 308.

“

It (Local & State History Room) saves me a trip to the state archives, and with the economy the way it is the library is a wonderful asset to the community. The library has enabled my family to research with its free access to maps and history of the area and computer access that I otherwise could not afford. I don't think I could have found out the family history information without library resources as quickly on my own.”

— Helen F.

We can help you with:

Genealogy research

Census indexes

Bibliographies

Family histories

Microfilm court records, deeds, marriage bonds and other county records dating from the 18th century

Federal Censuses (1790-1930) on microfilm for all North Carolina counties, maps

Much more!



Law Library

The Law Library at the County Courthouse, 117 Dick St., is open to the public for basic legal resources including NC laws and cases, the U.S. Code Annotated, the U.S. Code Service, U.S. Supreme Court cases, legal encyclopedias, and more. Library staff does not give legal advice or opinions. For information, call (910) 321-6600.



Outreach

In addition to hundreds of outreach opportunities throughout the community, the library serves Linden residents through children's story times and deposit collections. The library's Mobile Outreach Service delivers materials as part of their established monthly route in the Linden area.



In partnership with FTCC, the public library's Spring Lake Branch serves as a campus library for the students enrolled at the Spring Lake college campus.

Mobile Outreach

Mobile Outreach is a regularly-scheduled service to customers who are unable to visit the library due to long-term health issues. Customers may request materials, including books and DVDs that are loaned for four weeks. For more information about eligibility and service, please call (910) 307-3431.



“

...I am visually impaired so I can't drive to get to the library. ... I feel very connected thanks to the Bookmobile. It is critical that everyone who cannot get to the library still get all the information, books, DVDs and all we need to be entertained and stay informed. The Library should always remain the center of all towns' critical services.”

— Cindy R.



Something for Everyone



The annual Cumberland County Storytelling Festival gives families opportunities to explore the folktales and oral traditions from a variety of cultures and a time for arts and crafts activities. (Photo left)



“ I love the "Gaming and Teens Engaged" program. I check out Manga, DVDs and regular books too. I also really enjoy reading the magazines. The library is a big thing in my life. It gets me out of the house and somewhere positive, Oh, and I made this cool duct tape wallet that I still use to this day!”
— Chance B.

Your library offers free, award-winning programs and family-friendly activities. The 4th annual Librari-Con attracted more than 600 participants in many bright and interesting costumes in celebration of anime, comics and graphic novels. Fourth Fridays attract hundreds to culturally relevant programs at Headquarters Library with programs including music ranging from bluegrass and the blues to big band and classical. Fourth Fridays are financially supported solely by SYSTEL.



De Chen of China, a Fulbright Foreign Language Teaching Assistant at Fayetteville State University, demonstrates Chinese writing. This 4th Friday program was presented in partnership with the Fayetteville Area Convention and Visitors Bureau.

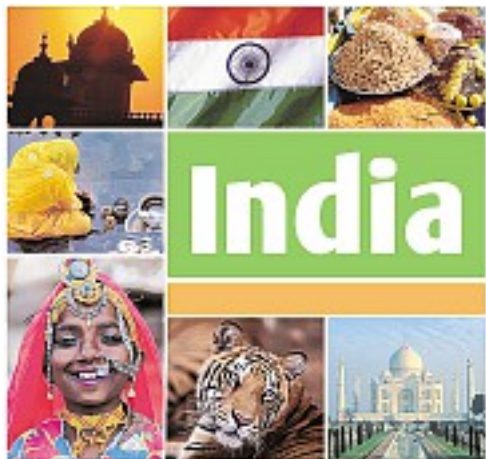


Children from a Summer Reading Club activity proudly show off the necklaces that they just created. Programs such as these are made possible through funding from the Friends of the Library.

Friends of the Library

The Friends of the Library enhance programs and services through volunteering and fundraising. Their involvement enriches our cultural resources and experiences, and improves library services and facilities. This year the Friends have raised more than \$50,000 to benefit library customers. In addition, they received nearly \$29,500 in grants to support programs such as Teen Read Week and the Civil War book discussion series. Funding also supplemented improvements for Bordeaux Branch Library and collection development.

An especially generous \$10,000 grant was bestowed upon the Friends by the Southeastern North Carolinian Asian India Association for new library resources and programs highlighting the many facets, cultures and lifestyles of the Indian subcontinent.



India

Giving to the Library

You can give to the library in many ways – volunteer, become a Friend, or give monetarily. Planned giving includes tax deductible contributions to the Library Endowment Trust, which is administered by the Cumberland Community Foundation.

Shop hundreds of stores online at iGive.com where every purchase provides a cash rebate to the Friends.





From left: Vice Chair Willie Wright, Susan Mills, Gail Riddle, Chair Ole Sorensen, Sara VanderClute, Mary E. Thomas and Daisy Maxwell. Not pictured, Dr. Jeanette Council, Cumberland County Commissioner Liaison.

The library is a department of the Cumberland County government and operates under service policies approved by a Library Board of Trustees. The board consists of seven members, each serving a three-year term, appointed by the Cumberland County Board of Commissioners.

Fiscal Year 2010-2011

Personnel	\$7,204,336
Operations	\$1,045,952
Resources	\$933,217
Capital Outlay	\$40,027
MotheRead/FatherRead.....	\$142,192
Law Library	\$84,952
Foreign Language Collection.....	\$42,187
*Grants Received.....	\$123,370
Total Expenditures.....	\$ 9,616,233

* Grant expenditures from outside funding sources:

Library Services and Technology Act grants: Improvements for Bordeaux Branch Library and collection resources.

The Arts Council of Fayetteville/Cumberland County: Programming for "The Story of the Pea Island Life Savers" and the "2nd annual Cumberland County Storytelling Festival."

SYSTEL – Printing services and support is offered in cooperation through SYSTEL. SYSTEL also proudly supports 4th Friday programming and other marketing efforts.



Fiscal Year 2010-2011

Total Items Loaned..... 2,180,451

PROGRAMS

Children's

Presented..... 2,356

Attendance 73,091

Teens

Presented..... 447

Attendance 11,890

Adults

Presented..... 807

Attendance 13,479

Community Outreach 26,648

Children, Teen, Adult Programs 98,460

Meeting Room Use 49,257

Smart Start Programs..... 5,090

Total Audience 179,455

OTHER SERVICES

Library Visits 1,342,587

Library Card Registrations 31,049

Library Cardholders..... 170,127

Questions Answered 322,911

Photocopier Uses..... 230,160

Microform Copies 2,047

Typewriter Use 1,181

Public Computer Use 465,718

Database Searches..... 2,484,253

Computer Printing 232,704

Library Elf..... 5,897

Book A Librarian 274

Deposit Collections..... 103

Total Other Services..... 5,298,011

Total Units of Service 7,657,917



I'm a disabled 54-year-old woman and a single parent of a 31-year-old autistic daughter; we visit the library on a weekly basis. We are on a fixed income, so we are happy the library gives us a place to go for free entertainment. My daughter's favorite sections of the library are the books, CDs, DVDs, and the computer lab. ... The book sales are our favorite family outing, because we have fun searching through all the discarded items, we think of it as a treasure hunt. ... The calculation for our services for a month would be \$1,368; annual costs would be \$16,416. (The library) is a great resource that is greatly needed especially in our home. ”

— Wendy B.

Locations to Serve You

Headquarters Library

300 Maiden Lane
Fayetteville, NC 28301-5000

483-7727

Mon–Thurs9 a.m. – 9 p.m.
Fri–Sat.....9 a.m. – 6 p.m.
Sun 2 p.m. – 6 p.m.

Bordeaux Branch

3711 Village Drive
Fayetteville, NC 28304-1598

424-4008

Mon–Tues9 a.m. – 9 p.m.
Wed–Sat.....11 a.m. – 6 p.m.
SunClosed

Cliffdale Regional Branch

6882 Cliffdale Road
Fayetteville, NC 28314-1936

864-3800

Mon–Thurs9 a.m. – 9 p.m.
Fri–Sat.....9 a.m. – 6 p.m.
Sun 2 p.m. – 6 p.m.

East Regional Branch

4809 Clinton Road
Fayetteville, NC 28312-8401

485-2955

Mon–Wed9 a.m. – 9 p.m.
Thurs–Fri.....11 a.m. – 6 p.m.
Sat9 a.m. – 6 p.m.
SunClosed

Hope Mills Branch

3411 Golfview Road
Hope Mills, NC 28348-2266

425-8455

Mon–Wed9 a.m. – 9 p.m.
Thurs–Sat9 a.m. – 6 p.m.
SunClosed

North Regional Branch

855 McArthur Road
Fayetteville, NC 28311-1961

822-1998

Mon–Thurs9 a.m. – 9 p.m.
Fri–Sat.....9 a.m. – 6 p.m.
Sun 2 p.m. – 6 p.m.

Spring Lake Branch

101 Laketree Blvd.
Spring Lake, NC 28390-3189

497-3650

Mon–Tues9 a.m. – 9 p.m.
Wed–Sat.....11 a.m. – 6 p.m.
SunClosed

West Regional Branch

7469 Century Circle
Fayetteville, NC 28306-3141

487-0440

Mon–Thurs9 a.m. – 9 p.m.
Fri–Sat.....9 a.m. – 6 p.m.
Sun 2 p.m. – 6 p.m.

Law Library

Courthouse, 3rd Floor
Fayetteville, NC 28301-5749

321-6600

Mon–Fri8 a.m. – 1 p.m.
Mon–Fri 2 p.m. – 5 p.m.

Your Virtual Library! 24/7

Your online library provides access to thousands of authoritative resources, including articles, references, health, job and career resources, and more! Click on **Research a Topic** to get started.

www.cumberland.lib.nc.us



CUMBERLAND COUNTY
**PUBLIC
LIBRARY**
& INFORMATION CENTER

