

# CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

## Director's Report for December 2011

### Marketing & Communications



Members of the Cumberland County Public Library & Information Center staff represented the library at this year's Rotary Christmas Parade in downtown Fayetteville on December 9<sup>th</sup>. The staff received a great response to the posters they carried which represented all-time-favorite holiday stories.

Cumberland County Public Library & Information Center (CCPL&IC) received three awards from the North Carolina Public Library Directors Association (NCPLDA) at their meeting in Greensboro. Competing against other libraries in the state with similar operating budgets, CCPL&IC was recognized as the winner for Teen Programs, Outstanding New Facility and Staff Development. The *Outstanding New Facility* award recognized West Regional Branch Library which opened in October 2010 at 7469 Century Circle (adjacent to New Century International Elementary School). The *Staff Development* award was given for the library's staff development program: "WOW! Word of Mouth Works Wonders!" This marketing campaign educated and engaged staff members about their essential role in the library's well-being.



**Parents & Teens: Let's Talk About It** is a health and safety speaker series for teens and their parents that includes the Cumberland County Department of Public Health, the Cyber Crime Unit of the Fayetteville Police Department, Cumberland County Mental Health, and the National Alliance on Mental Illness – North Carolina.

### **Raising a Reader**

One hundred sixteen children participating in **Raising A Reader** story times conducted in December by Raising A Reader Coordinator Vicki Sellars. There were 25 teachers and directors in attendance, representing four daycare sites. Paperback books were given to children to take home for holiday reading.

### **Success Story:**

- ★ A teacher from one of the Raising A Reader childcare sites said that before the story time program that week, the children had been practicing the *Jingle Bells* song and performed it during a children's concert for the parents. A week later, she said that several of the more animated children had been assigned special action parts from the book *The Gigantic Turnip* by Aleksei Tolstoy and Niamh Sharkey. Each child was given a mask to match his or her character and then had free reign to perform the actions of that particular character described in the book. Their performances really surprised the parents because each child was so familiar with the book and specific characters. When someone did not fully act out their character or missed a cue, the other supporting members of the class would tell them what to do. The teachers were very excited about the red bags and they were positive that each class would have high parent involvement in reading over the holidays.

## **Headquarters Library**

### ***Success Stories:***

- ★ A customer requested a couple obituaries from Local & State History Library Associate II Arletha Campbell. Campbell sent them to her and the customer sent Campbell a nice thank you card. The customer said, "The obituaries you sent to me were of friends who had passed away in 1994. I can't thank you enough! Good customer service is so hard to come by nowadays and GREAT customer service is a rarity, but that is what you provided for me! After 17 years of wondering, you brought me closure. Because of the obituaries, I have contacted the family and am now in touch with them. This is all due to you! Thank you!"
- ★ IS Library Associate II Kelly Lindsay helped a soldier just returning from Iraq get in touch with his family using the Skype-enabled computer. The soldier commented to Lindsay he heard about the service at another library branch and was eager to talk with his wife in Iowa. Lindsay could tell by the smile on his face that the soldier was very excited to see and talk to his wife.
- ★ IS Librarian I Jennifer Taft helped a customer who wanted to brush up on her Spanish. Taft showed the customer the Mango Languages database and Spanish language instructional CDs. The customer then commented she wanted to open a small business that could serve Spanish speaking customers. Taft showed the customer the Small Business Resource Center and promoted the small business programs planned at Headquarters in the coming months. Taft also demonstrated the Business Plans Handbook electronic database and pulled books on setting up a small business for the customer to check out. The customer showed his appreciation by stopping by the Information Services desk a second time to thank Taft.
- ★ Circulation Manager Kathy Cotton received an email message from a regular customer who had emailed the library reference email account. Cotton assisted the customer with accessing his library account online. The customer replied, "You wonderful people at the library assist me every single day in one way or another; you have the best public library I have ever used, and I much appreciate all that you do."
- ★ IS Librarian I Robin Deffendall spoke with a man who brought his daughter to the **Free eBooks for your eReader** program. This customer was so pleased with the program, he asked Deffendall to set up a training for his office staff on iPad2 in the next few months.
- ★ Local & State History Manager Jennifer Daugherty helped a fellow librarian from Greensboro, who contacted her regarding a homicide that took place October 7, 1925. Daugherty was able to locate an article from the *Fayetteville Observer* that covered the murder (a prohibition officer killed by moonshiners in Sampson County). The librarian was thrilled with the information, which concerned a relative of her uncle.

### ***Highlights:***

IS Manager Nora Armstrong and IS Library Associate II Lois Mouw reviewed and updated contact information for a brochure listing community resources for customers in need (i.e., shelters, food pantries, feeding programs, clothes closets, ect.). The printed brochure was returned late in December, and staff immediately used the brochure to assist customers. Headquarters Manager Jane Casto gave copies of the brochure to the day-time Headquarters security officer to give to regular low –income or homeless customers he knows. The security officer had given out a few of these brochures by the end of December.

## **Bordeaux Branch Library**

### ***Success Stories:***

- ★ Library Associate II Terry Swann helped a customer find a book that was suggested by the customer's friend. The customer couldn't remember the author or the exact title, but did remember the subject matter. Swann helped identify the title and found the book for the customer, who was very appreciative of the help.
- ★ Library Page April Anderson spoke with a customer who was looking for some new large print Westerns to read. She suggested some authors and helped him find the books. The customer was pleased to find that the library had several Large Print books and was pleased to find a new author he could enjoy.

### ***Highlights:***

YS Library Associate II Kohnee Harmon held a **Deck the Halls** holiday program that was attended by 74 parents and children. They made candy cane ornaments to take home and enjoyed the puppet skit *A Grinch Christmas*. Harmon also held an **Ornament Decorating** program that was attended by 29 parents and children. The parents enjoyed the crafts so much that they made ornaments for themselves. The parents also commented on how much they enjoyed the programs and asked about other programs. The parents were surprised and pleased that the library offers free programs for different age groups.

## **Cliffdale Regional Branch Library**

### ***Success Stories:***

- ★ YS Librarian II Keri Gould took her son out to the Cumberland County Animal Shelter to volunteer at the facility. One of the other volunteers said, "Oh, you're from the library? The library had a program on shelter dogs and that's why I started to volunteer here!"
- ★ During the **Coupon Swap** program, IS Library Associate II Sana Moulder spoke at length to an attendee who set up coupon swaps for members of her Family Support Group on Fort Bragg. They had been meeting at a restaurant, so Moulder explained that her group could reserve the library's meeting rooms for the swaps. She told the customer that they could bring food to share, and the library could provide a TV/DVD combo to help entertain any children. The woman said, "That's a great idea! I always feel guilty about telling the group that they can save money by joining a coupon club, but they have to buy lunch in order to join. Thank you for your help!"
- ★ A young lady from Nigeria has been taking computer classes at the library. On this particular day, she was having difficulty with attaching photos to her email. In the process of helping her, she explained to IS Library Associate II Christopher Robinson that in Nigeria there weren't many computers, let alone, computers with internet access. She said, "Sometimes you would have to walk many miles praying and hoping that the internet would be working that day. If the internet was working, the lines were extremely long." Long story short, she said in her country there are no libraries, no computer labs, and nowhere to get books. She stated, "Americans are very, very lucky to have all this knowledge in one place." She went on to say, if people in her country had these kinds of resources her country would be better off than it is now. "It could really change the lives of my people." In the end, she was able to attach her photos to her email, while opening Robinson's eyes to the simple things that many Americans take for granted. Robinson thanked her for sharing her story.

### ***Highlights:***

Cliffdale's **6th Annual Gingerbread House Contest** was a success with 268 participants enjoying the hard work put into each gingerbread house.

## East Regional Branch Library

### **Success Stories:**

- ★ Library Associate II Mya Watson presented **Toys Around the World** at J.W. Seabrook Prime Time and at the library. Children really enjoyed the book *Too Many Toys* by David Shannon, and several asked if the book was AR testable. The pictures below show that the children also loved making toys from South America (Ball in Cup), Japan (Origami Basketball hoops), the make-your-own popsicle stick puzzle, and playing *Pin the Nose on Pinocchio*. Mrs. Rooks from J.W. Seabrook prime time said, "This was a great program! We are going to show all of our students how to make these simple toys!" Nine year old Jennifer, who attended the program at the library, said, "I wish this program wasn't over, because I've had so much fun! I'm coming to more programs at the library!"



### **Highlights:**

IS Librarian I Natasha Dass-Ford answered many questions about the NC Digital Library since the hot item for Christmas was the Nook, Kindle, Kindle Fire, Kindle Touch as well as the iPad2. On December 28<sup>th</sup>, Dass-Ford demonstrated the use of the NC Digital Library to four in house customers, answered three text-a-librarian questions about the Nook and received three phone calls about downloading audio books!

YS Library Associate II Julianne Dunn conducted a **Make- It and Take It – Cross Stitch and Jigsaw Puzzle Art** program for nine tweens on December 10<sup>th</sup>. Dunn said she is continuing to learn the quirks of the Tween age group and how to best serve them.

## Hope Mills Branch Library

### **Success Stories:**

- ★ Branch Manager Megan Smith's column, *In the Spirit of Giving*, published on the *National Association for Library Service to Children* blog, encouraged libraries across the country to participate in the Dolly Parton Imagination Library program, a service that CCPL&IC promotes to customers with young children. An Imagination Library Coordinator in Tennessee responded to Smith's contribution, sharing, "Thanks for this great write-up about how CCPL&IC serves its patrons by promoting Imagination Library."
- ★ IS Librarian I MaryAnne Sommer assisted four customers during individual Book-a-Librarian sessions. When a customer expressed having difficulty with accessing her eReader, Sommer assisted the customer with registering for an Amazon account. Sommer also demonstrated how to download free eBooks from our library's website. The customer exclaimed that she was so excited to finally be able to use her new Kindle, and she couldn't believe that the library offered Book-a-Librarian services free of charge!
- ★ Temporary Library Technician Clara Reves promoted the Dolly Parton Imagination Library, where children receive free books mailed to their home, to many families with young children. A mother who had registered for this service shared that being a participant of this program was like having Christmas for her child every single month.

- ★ YS Library Associate II Sarah Edwards discussed with a young mom the value of reading board books to her baby after the mom commented that she never allows her six-month-old to look at library materials because he might chew or tear the pages. Edwards shared the *Every Child Ready to Read @ Your Library* brochure with the mother when the parent asked what the right way was to read to a baby. The mother shared that no one in her family had ever taken the time to read to her as a child, and Edwards encouraged the mom to start a new family tradition. After speaking with Edwards, the mom agreed and took the brochure and four board books with her so she could now share the joy of reading with her infant son.

### ***Highlights:***

Branch Manager Megan Smith attended the North Carolina Library Association Youth Services Section Board Meeting in Cary. As a member on this Board, Smith is collaborating with library leaders throughout North Carolina as the Board plans a statewide training workshop for staff, scheduled for November 2012.

### **North Regional Branch Library**

#### ***Success Stories:***

- ★ For library staff, nothing tops connecting the right book with the right reader. A mother asking for “*interesting*” books on ADHD for her ten year old son was especially pleased with the book YS Library Associate Robin Miller recommended. *Medikidz Explain ADHD* is a factual graphic novel and part of a series about superheroes on a medical mission. The mother stated the book was perfect as her son loves comics! Also, a four year old boy and his Mom told YS Library Associate II Sharon Goforth that they were especially pleased to see her! They told her that the last books that Goforth helped them pick out were especially “fun.” The family, once again, left with a large stack of books and smiles.
- ★ During an **Anime at North** program, YS Librarian I Rachael Bouffard encouraged a new teen attendee to come to the branch’s other teen programs held monthly. The teen immediately replied, “I’ll definitely be here. I used to come to the programs all the time when I was in middle school and even met my best friend at one of the Anime programs. Now that I have my own car, I’m going to come to all the programs I can!”
- ★ A new customer was impressed with the children’s area at North Regional Library, noting how spacious and inviting the area is. He was also impressed that the children had their own computers.
- ★ IS Library Associate II Francesca Francis assisted a frustrated couple in finding a webpage with all the forms needed to incorporate their church group as ‘nonprofit’. The initial packet of forms received from the IRS had been one form short. The couple let staff know that the information was helpful and they were thankful that the task at hand was completed successfully.

### ***Highlights:***

North Regional’s two book clubs, the **Wednesday Book Club** and the **McArthur Road Irregulars**, both held their annual holiday book exchange meetings, where another year of great reading was celebrated with food, favorite books, and conversation.

Over 100 children attended the **Lollipops Concert with Reid Ross Classical Orchestra** where the children listened to holiday songs and got up close and personal with the various instruments in the orchestra. Another popular programming opportunity came when College Lakes Elementary brought over 102 first and second graders for holiday story time programs.

## **Spring Lake Branch Library**

### ***Highlights:***

YS Library Associate II Jordan Johnson hosted a Royal Story time for 63 children and a Masquerade Party for 57 children. He also presented story times at Fernandez CDC, Head Start, Rodgers CDC and WT Brown Elementary School for 300 students.

Librarian I/FTCC Liaison Bryson Kopf submitted statistics about FTCC Spring Lake Students using the SPL branch library. He also completed a Book-a-Librarian session for a customer needing help with an electronic job application.

Branch Manager Gloria Nelson was interviewed about the Spring Lake Branch Library for radio station 89.3 FM.

## **West Regional Branch Library**

### ***Success Stories:***

- ★ While roaming the children's section, a mom approached YS Library Associate II Roberta Pylate and asked where the card catalog was located. The woman stated that it had been decades since she was in a library and that things had really changed. Pylate took her to the computer and explained that this was the card catalog and that it covered the entire system. She was amazed! The woman told her children how she used to use an actual paper "card catalog" to locate books within that branch of the library, but that this was so much better. Pylate then showed her the library's website and gave her information on various databases. The woman said that she never knew there was so much available and for FREE at the library!!
- ★ When IS Librarian I Billie Norman noticed a customer checking the classified ads, she asked if he was job searching. The customer said that he was, so Norman introduced him to the Jobs and Careers station. Further discussion led Norman to recommend a Book-a-Librarian session to get him started on computer skills. After one session of learning how to do basic mouse skills to open a program and search the Internet, Norman noted that his demeanor and comments showed that he suddenly felt totally empowered. He thought he had to own a computer in order to apply to jobs online, and was surprised to find out he could use the library's computers.
- ★ IS Library Associate II Terry McBryde helped two customers who came in just before closing to say that they had paid for tickets to see Cirque de Soleil at the Crown that night, but had to print them at our library from their flash drive. Although computers were already shut down for closing, McBryde was able to print their tickets at the service desk. One of the ladies excitedly said: "Those were \$100 tickets you just saved us!"

### ***Highlights:***

**West Regional Teddy Bear Sleepover** was a two day event where teddy bears got to stay overnight at the library and enjoyed fun activities just for them (*pictured on the right*). Children returned the next day to pick up their stuffed animals. The program drew 132 attendees for the two days. The **Movie @ West** series of programs featured a festive holiday movie every Wednesday. The three programs had an attendance of 99.



Ten teens tested their gaming skills, learned new games and met other teens during the **Teen Gaming @ West** program. Eight teens created and personalized Christmas ornaments (*pictured left*) during the **DIY: Christmas Decorations** program.

While cleaning puzzles in the Children's area, Custodians Libby Tart and Cicely Gibson were approached by a mother who said it warmed her heart to see them cleaning the puzzles and she could not express how much she appreciated it. Spreading the Christmas spirit, four staff members walked in the annual Christmas Parade.

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**LIBRARY PROGRAM STATISTICS FOR  
*DECEMBER 2011***

<b>IN LIBRARY PROGRAMS</b>	
ADULT PROGRAM ATTENDANCE:	439
TEEN PROGRAM ATTENDANCE:	473
CHILDREN'S PROGRAM ATTENDANCE:	1,842
<b>PROGRAMS IN THE COMMUNITY</b>	
ADULT PROGRAM ATTENDANCE:	17
TEEN PROGRAM ATTENDANCE:	0
CHILDREN'S PROGRAM ATTENDANCE:	1,047
<b>COMMUNITY EVENTS</b>	
ALL AGES ATTENDANCE:	106

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