

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

DIRECTOR'S REPORT FOR FEBRUARY 2011

Marketing & Communications



Library Legislative Day:

Members of the Library Board of Trustees, a representative from the Friends of the Library, and library staff traveled to Raleigh on February 23rd to meet with local State representatives to emphasize the important services the library provides, and how changes in the state budget may affect the library system. Typically library use grows during difficult economic times, especially for those customers searching for employment or those in need of assistance with other library resources.

Photo left: Library representatives meet with legislators (State Senators Eric Mansfield and Wesley Meredith, and State Representative Rick Glazier) in Raleigh.

Community Relations:

Pictured below is a handout created by the Community Relations Department used to emphasize the value of library services and programs to the residents of Cumberland County:



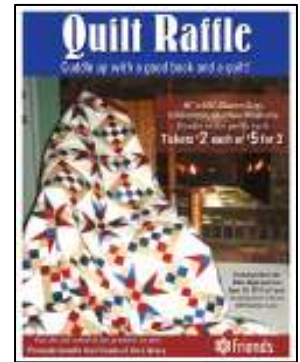
Pictured on the right is a poster created by the Library's Community Relations Department for a community awareness campaign as the library reaches out to the residents of Cumberland County in search of stories about how the library impacts their lives. Citizens are encouraged to leave their comments on the library's website via the following link: <http://www.surveymonkey.com/s/MWTSSH7>. Citizens may also choose to fill out a comment card at any library location. Comments collected from the community may be forwarded to our legislators in Raleigh to use as they consider North Carolina budget priorities.





Friends of the Library

Thanks to the hard work of Friends volunteers, the first book sales of the year raised just over \$8,500. Proceeds from book sales go toward library programming, activities and services. The Friends are also raffling a quilt (*photo right*) that was handmade by library staff member Sana Moulder. Raffle tickets are \$2 each or 3 for \$5, and may be purchased at Friends of the Library events. The drawing will be held at the Elliot Engel program on September 20th at the Headquarters Library.



This month the Friends hosted Appalachian author Sharyn McCrumb (*photo right*) and Children's author Kimberly Johnson. McCrumb's visit was rescheduled from January when it was cancelled due to inclement weather.

Kimberly Johnson (*photo left*) enthralled children and adults with her *Destination Imagination* storytelling and listening activities at February's 4th Friday.



Youth Services:

The *TeenSpace at Your Library* Facebook page was launched in February. It features posts about teen programs, events, photos and literary news. YS staff are encouraging all teens to visit the page and click on "like it".

Assistant YS Coordinator Missy Lang demonstrated library databases to the Instructional Technology class at Methodist University. These students, in training to become elementary and secondary education teachers, were pleased to discover free resources for use in their classrooms through the library's website such as CultureGrams, Novelist, TumbleBooks, and Searchasaurus. One student said, "This is great, I didn't know all this was here."



Assistant YS Coordinator Missy Lang was interviewed by News14 Carolina to promote the February 23rd teen program at East Regional branch library, **Let's Talk About It: Online Safety** featuring Detective Johnny Miller and Detective Chad Smith of the Fayetteville Police Department's Cyber Crime Unit.

http://sandhills.news14.com/content/top_stories/637151/free-program-to-focus-on-cyber-safety-for-teens

MotheRead/FatheRead:

Success Story:

- ★ One of the MotheRead participants at E. E. Miller Recreation Center is a mother from a small village in Ghana that does not have books for their children to read and enjoy. MotheRead has inspired her to become a certified MotheRead instructor and to take those skills back to her community. She also has begun contacting agencies that may be able to provide books and services to the children of Ghana.

Headquarters Library

Success Stories:

- ★ IS Library Associate II Trina McNeil helped Rev. Julia Ann Odom Rzonca locate a Spanish Bible dictionary, and an on-line translation site to translate an on-line minister's manual. As a result of McNeil's assistance, Rev. Rzonca was fully prepared to officiate a wedding ceremony for a Spanish speaking couple.
- ★ Library Associate II Arletha Campbell in Local & State History, located information about a Jack Crane collection photograph for customer Bill Covington. Mr. Covington commented in an email that he experienced, "the most comprehensive and courteous help possible".
- ★ IS Librarian I Jennifer Taft conducted a very successful Book A Librarian session with an older gentleman. Taft helped the man with his email account, demonstrating different features and answering questions about Internet browsers. The gentleman told Taft that he felt much more comfortable using a computer, now that she had explained features no one else had. The man said he plans to take advantage of more Book A Librarian sessions.

Local & State History (L&SH):

Library Associate IIs Rhonda Williams and Arletha Campbell completed a series of programs on the Pea Island rescuers. Williams received a grant from the Arts Council to screen the documentary *Against All Odds* and to develop programs for adults and school-aged students around the documentary. Campbell hosted the last program, *Against All Odds Sink or Swim*, on February 24th for an audience of 139 students and teachers. Williams coordinated a companion arts and crafts opportunity on February 25th in the YS department. This opportunity supplied arts and craft materials for students to use to create art inspired by the *Against All Odds* program. Williams also wrote an article for the library's *Saturday Extra* column in the February 19th *Fayetteville Observer* to promote the program.

Youth Services (YS):

The YS staff hosted several successful programs in February, including Library Associate II Ines Page's **The Valentine Party Puppet Show** with 208 attendees. Library Associate II Natasha Dass-Ford's program **It's Cocoa Time** had 135 attendees, and Library Associate II Kornela Bogdanowicz's program **Love Your Pets** had 103 attendees. Page was also featured in the *It's My Job* segment in the February 20th edition of the *Fayetteville Observer*.

Information Services (IS):

IS Librarian I Robin Deffendall and IS Librarian II Lois Mouw taught a class on **Online Job Career** at FSU's state of the art computer lab located in Bronco Square. IS Librarian II Nora Armstrong and Librarian I Erika Earp also taught a class on **Online Health Information** at the FSU computer lab. IS Librarian I Jennifer Taft conducted an orientation to a group of Shaw University students which included an exercise in locating peer reviewed articles on *NC LIVE*. Taft also hosted an interesting talk by Charles Anderson, Jr. on *Black Valor: History of African Americans in the Military* with an audience of 23.

Mobile Outreach Services (MOS):

MOS staff reported establishing five deposit collections in nursing homes as a result of the targeted mailing to Cumberland County retirement centers, senior living facilities, and nursing homes. This brings the total number of deposit collection sites to six. The MOS staff also established five new stops in February.

Bordeaux Branch Library

Success Stories:

- ★ Library Technician Dawn Walcott assisted a customer with her wedding invitations. She was having trouble formatting and editing them using MSWord. Walcott opened MSWord and explained how to navigate it. The customer was delighted to receive the assistance with one of the many tasks related to planning her wedding and shared that with the Library's help she was saving money.

- ★ Many people come to the library not knowing exactly what they are looking for. Library Technician Nicole Sinclair encountered just such a situation in which the customer knew a series title but did not know the author's name or the names of the books she had previously read. Sinclair demonstrated to the customer how to find what she was looking for using the *Reader's Corner* link on the library's website. After entering the series name into *Novelist*, an *NC LIVE* resource, she found the author's name and other titles in the series which jogged the customer's memory and she knew exactly which one to get next. The customer expressed surprise after seeing how easy it was and stated that she learns new things every time she comes to the library.

Final touches were added to the branch's remodeling and technology updates. The "new book" display and circulation desk areas have been painted in accordance with the library's effort to provide users with inviting physical places to meet and interact with others or to sit quietly and with open and accessible spaces that support social networking. In addition, new shelving was installed in the circulation area to create a fresh look and more efficient use of space, improving customer service and the overall library experience.

Cliffdale Regional Branch Library

Success Stories:

- ★ IS Librarian II Jennifer Carrico reported that a woman came in and swore that the librarians at the IS desk were "her best friends," because they help her find materials for her classes. She said that without their help she would "never graduate in a million years."
- ★ Customer Lawrence Murphy sent an email and said that while he was in Djibouti for his contracting job, he had been using his library card to download ebooks, and had been using *Mango Languages* to learn to speak Italian and French. He said that because of the long hours he works, if he didn't have those two databases available to him, he would go crazy from boredom!
- ★ IS Library Associate II Chris Robinson helped a gentleman who needed help printing his resume from his flash drive. During their conversation, he repeatedly kept saying how he was so impressed with the library. He said, "Where I'm from there's nothing like this, the library is too small and it covers several counties." He then looked over at the computer lab and said, "My old library didn't even have computers...it was just all paper there." The gentlemen left very pleased and said, "I just love living down here and coming to this library."



Pictured on the left is one of the Black History Month adult activities, **African American Quilting Heritage** that drew 17 interested participants.

YS Librarian I Rebecca Antill reported that teen time on Thursdays is becoming more and more popular as teens learn about it. On February 10th the teens made cards for Valentine's Day, and Antill displayed a variety of materials from the teen collection dealing with love.

The YS department presented 12 outreach programs at daycares during February. Each of the daycares contacted the library demonstrating that the library's mission statement is reaching people and that library programs are essential tools in the education of young children.

East Regional Branch Library

Success Stories:

- ★ IS Library Associate II Leann West reported that a regular customer shared that he finally found a job! He had been utilizing the library's career resources for a couple months. He was very excited and had a huge smile on his face. He said, "You know all that job hunting I was doing up here...it paid off, I got a job!"

- ★ An older couple from Sampson County approached Library Technician Ginger Sessoms at the circulation desk and said they wanted to learn more about how to use computers. When Sessoms told them about the \$25 out of county fee, they decided not to get cards. Sessoms let them know that they could get a temporary computer use card and they decided to get one. IS Manager Tiffany Hayes scheduled several Book-A-Librarian sessions to help the customers with basic computer, typing and mouse skills. The couple signed up for a future **Computer ABCs** class.
- ★ When YS Library Associate II Mya Watson observed that a mother only spoke Spanish, Watson introduced herself to the mother and her son, in her limited Spanish. Watson then pulled some Spanish story books for them and invited them to the **Polar Bear Story Time** program that morning. Watson also picked out a simple English/Spanish storybook (although not polar bear related) so the little boy could understand some of the program. After the program the mother thanked Watson for inviting them to the story time. An English-speaking family that also attended thanked Watson for reading the Spanish/English book saying that they wanted their children to be more familiar with other languages. They asked Watson if the library had any English/French books for children and were delighted that the library had some.

Youth Services (YS):

The YS Staff planned, practiced and presented nine story time programs in February for toddlers, Pre-K, and school-aged children. They also conducted eight special programs for children and four special programs for teens. YS staff had one outreach program at Cumberland Mills Elementary School. Below are pictures from two of the programs.



Online Safety Program



Children & Their "Rain" Sticks from Jazz Program
Celebrating Black History Month

Hope Mills Branch Library

Success Stories:

- ★ Branch Manager Megan Smith provided one-on-one help to a mother who initially struggled with printing information on her son's illness. Smith showed her how to print the fliers she created to raise money for her child's treatment. The mom explained to Smith that her son had been diagnosed with a tumor on his spine when he was approximately 18 months old. With tears in her eyes, she reached out and hugged Smith, thanking her for providing specialized assistance that was so valuable to her and her family.
- ★ A 13 year old customer shared with YS Librarian I Vicki Sheeler that the library is important to him because the branch has a specific series of books, such as the Dan Gutman *Weird School Daze* series, that he enjoys reading. Since he doesn't have the internet at home, he told Sheeler that he is able to use the library's computers to access the information he needs and that without the library, "I wouldn't have a place to research my homework or things to read."

- ★ Library Associate II Wendy Olsen assisted a lady with searching for specific audio book titles. The customer explained that her mother used to read five books a week but has now lost her eye sight. The customer shared that the library's audio books have been of tremendous value to her mother while she has adapted to this life-changing event and that she tells others in the community that the public library has so many resources for day-to-day life and to meet the challenges in it.
- ★ A 4th grade parent asked YS Library Associate II Sarah Edwards for assistance in finding information regarding the NC General Statute 145-24, the state rock, state reptile, and state horse. Edwards demonstrated how to use the library's website for homework help and shared resources, including *NCPedia*. The mother was pleased to learn that she could obtain a library card for her son so he could access the children's computers as they do not have Internet access at home. She shared, "I can see now where we will get our homework help in the future!"
- ★ An elementary school media specialist shared that her Battle of the Books team won 3rd place in the county competition due to their partnership with their library! She shared that her group attended YS Librarian I Vicki Sheeler's **Battle of the Books** program and that Sheeler taught them so much about each title they studied. The educator stated that the team had not placed this high in 13 years and that they were so successful because of Sheeler's efforts to work with this school.

The Children's Editor of the national review publication *Kirkus Reviews* asked Branch Manager Megan Smith to compile recommended reading lists for their website (www.kirkusreviews.com). Updated several times each week, the website currently features Smith's recommended lists of children's books on the topics of Making a Difference and Women's History.

Eighteen customers participated in three adult programs, **Internet Basics**, **Credit and Money Management**, and **Downloadable Audio Books**. IS Librarian I Nathan Whitt shared that customers expressed that the audio books course was a "huge help" to them as they are now able to better understand the technology after their attendance.



Love was in the air during two **Hooray for Love!** preschool programs. Led by YS Librarian I Vicki Sheeler and YS Library Associate II Sarah Edwards, 71 participants enjoyed interactive stories and literacy activities. The youngsters were thrilled with sharing their personal Valentine keepsakes with their families and friends. (*Photos left and below.*)



North Regional Branch Library

Success Stories:

- ★ A customer thanked IS Librarian I Meghan Carter for showing her the resources of the **Job & Career Resource Center**. The customer reported that materials there led her to her first full-time position since 2000. Now that she has medical benefits, she will no longer have to pay out of pocket for her diabetes prescriptions.

- ★ At Reid Ross Classical School's Career Day, several students asked YS Librarian I Rachael Bouffard questions about college life and what to expect. After she answered their questions, one of the students said, "Thank you, I have been really worried about going off to college, but not anymore."
- ★ A mother of four children told YS Library Associate II Robin Miller that the North Regional Library is a 'lifesaver' as her family visits the library weekly for computers, homework, Accelerated Reader (AR) books, as well as recreational reading.

YS Library Associate II Robin Miller presented three programs in celebration of Black History Month: *Giant Steps to Change the World*, a new book by Spike and Tonya Lee, was the catalyst for a trivia contest between two second grade classes from College Lakes Elementary School. Students and teachers enthusiastically identified the famous African Americans and other notable figures portrayed in the book.

Spring Lake Branch Library

Success Stories:

- ★ A number of FTCC students seemed to really enjoy the library orientation they received from Library I and FTCC liaison Megan Rudolph. Some of the things they said included: "So THIS is why people use libraries!" (referring to all the resources we have available), "OK, now I know why we need to save the libraries," and "Why didn't we learn about this stuff a long time ago?!"
- ★ A customer came in and wanted to pay the fees on her mom's library card. She mentioned that her mom was having a hard time remembering the due dates of her library books. Library Associate I Carolyn Kleinert, handed her a *Library Elf* card and told her that she could set it up to receive notification, via text messaging. The customer came in two weeks later with items to be returned and thanked Kleinert for telling her about the *Library Elf* service. Kleinert later overheard the customer explaining the *Library Elf* service to another customer.

Librarian I/FTCC Liaison Megan Rudolph gave two library orientations to FTCC students, hosted a movie night which six customers attended, and wrote a Saturday Extra column on love/relationship-related books at the library.

West Regional Branch Library

Success Stories:

- ★ While hosting a program at the Loving Arms Childcare Center, YS Library Associate II Deborah Jordan was pleasantly surprised to be thanked by the director, Ms. Beatty, for helping her center achieve its goal of reaching the three star level. They not only received grant funds, but have expanded and increased enrollment.
- ★ While acting as a judge for a civic oration contest, YS Librarian II Jennifer Hendricks mentioned that she worked at the new West Regional branch to woman in charge of the contest, Mrs. Bennett. Mrs. Bennett said that she and the other academically gifted teachers visited and toured the West Regional branch on Friday, February 18th and said that the library is amazing. Mrs. Bennett told both the parents and students in attendance that they should take the opportunity to visit the branch!
- ★ The mother of a 6th grader asked for a typing book for her son. IS Library Associate II Jessica Lee showed her the computer tutorials available on the library's website through the *Research a Topic* link. The mother was astounded when she saw what was available from the library's website. She just couldn't believe that she could access almost all of the library's databases from home with her library card in addition to the website resource links openly available to everyone. During the conversation she asked several times, "Is this new?" After showing her the *For Kids* link as well as what's available for adults, she exclaimed, "I've been bringing my son to the library since he was in kindergarten, and I never knew about any of this."

Twelve children participated in the school-aged program **V is for Valentine's Day** to celebrate Valentine's Day. Fifteen younger children attended the **Happy Valentine's Day!** program where they celebrated Valentine's Day by hearing stories and singing songs. **Kinder Games** which had games for children ages 4-7, drew a group of 16 children. Below are photos from the programs.



YS Librarian I Maggie Hargrave hosted several programs for Seventy-First High School, John Griffin Middle School and Jack Britt High School. These programs included everything from teaching databases and research tips to showing classes how to make a book trailer.

LIBRARY PROGRAM STATISTICS FOR *FEBRUARY 2011*

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	518
TEEN PROGRAM ATTENDANCE:	1,345
CHILDREN'S PROGRAM ATTENDANCE:	4,123
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	12
TEEN PROGRAM ATTENDANCE:	193
CHILDREN'S PROGRAM ATTENDANCE:	916
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	36

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