

# CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

## Director's Report for November 2011

### Marketing & Communications



#### **Library's New Teen Web Page:**

The Library's teen web page has a new and improved look with easier access to free downloadables and subjects of interest, specifically for teens.

#### **Library eBooks Now Available for Kindle:**

Library eBooks through North Carolina Digital Library are now compatible with the Amazon Kindle. Most eBooks, already in the library's catalog, are compatible with the Kindle. Users can simply browse or search for "Kindle Books" and check them out with a valid library card; then click "Get for Kindle." The library also offers eBooks and audio books for use on PC and Mac computers, devices such as Smartphones, MP3 players, and eBook readers like the Barnes & Noble Nook and Sony Reader.

### **Heroes Homecoming:**



In conjunction with Fayetteville's "Heroes Homecoming," U.S. Army (retired) Lt. Col. James Johnson Ph.D. spoke about his experiences as a combat chaplain and his books: *Combat Trauma: A Personal Look at Long Term Consequences*, and *Combat Chaplain: A Thirty Year Vietnam Battle*, that latter of which describes his Vietnam War experience and the aftermath



of dealing with Post Traumatic Stress Disorder.

Johnson's military awards include Bronze Stars for Valor and Service, the Air Medal for combat, Meritorious Service Medals, and Army Commendation Medals. This program was sponsored by the Friends of the Library. (Photo above on the right: Lt. Col. Johnson speaks with participants following his presentation. Photo left: A few of the Vietnam Veterans in attendance engage in conversation after the program.)

### **Friends of the Library:**

The Friends held their final book sales for 2011 on November 15<sup>th</sup> and 19<sup>th</sup>, bringing in \$7,469. The total for the year is \$35,140; all of which is put directly toward programs and services that benefit library customers.

### **Success Story:**

Perhaps you are familiar with the work of local artist A. J. Rodgers (photo right), or you've noticed him around town painting scenes of contemporary Fayetteville. Recently, while painting an image near the front of the Headquarters Library, Public Information Coordinator Susan Parrish asked him about his training. He replied, "Oh, I love the library! It's where I learned almost everything about art. I used it as a resource to study art, and I also read a number of biographies about artists. I went to the library two or three times a week when I was in high school at E. E. Smith, and I've been doing art ever since. I had to work at other jobs, too, but I've always worked at my art; it's just like a full time job for me. Now I'm retired and I do earn enough to pay for my gas and art supplies."



## Youth Services Highlights

### **Literacy Day at Cape Fear Valley Health System:**

Youth Services Coordinator Sheila Rider and Hope Mills Circulation temporary employee Clara Reves promoted the library to 312 families of Cape Fear Valley Health System at their first annual employee Literacy Day. Forty-four parents and kids signed up for library cards and C.C. Leopard was there to greet them.



### **NaNoWriMo: National Novel Writing Month:**



Assistant Youth Services Coordinator Missy Lang hosted a series of 13 programs (youth writer's group) where teens eagerly experimented with writing science fiction, contemporary drama, screen plays, poetry, verse novels, and fantasy novels.

Lang also presented electronic database instruction to elementary education student teachers at Methodist University and Fayetteville State University. Several students were astonished by the amount of materials available, including study questions for the Praxis exams, and promptly said "I'll be in for my library card tomorrow!"

### **Raising A Reader:**

Smart Start Coordinator Vicki Sellars assisted child care teachers with the completion of the Peabody Picture Vocabulary Tests this month. Participating children will be tested again in the spring to gauge the impact of the Raising A Reader program in their classrooms.

### **Success Story:**

A parent with a child at Faith Care Children's Center expressed her delight with the books her child has been bringing home in her red bag. Since they are new to the community and her husband is stationed in Korea, she finds reading the books to her child every night a comforting activity.

Using *Skype*, the children are able to enjoy reading sessions with their father. The mother said that the Raising A Reader books have enhanced her own love of reading, and has initiated this same love of books with her children.



## Headquarters Library

### **Success Stories:**

- ★ YS Library Associate II Ines Page assisted a young girl and her grandmother, who came straight from church with a last minute school assignment about cities in North Carolina. Page found books and information from the library's website and on NCpedia. The young girl and her grandmother left the library with all of the information the girl needed to complete her assignment, and were very grateful for the assistance.
- ★ Local & State History Library Associate II Rhonda Williams assisted an out-of-state customer with an obituary. The customer sent a generous donation to the Friends of the Library, saying that the donation was much less than what it would have cost to travel to Fayetteville to obtain the obituary.
- ★ IS Librarian I Jennifer Taft helped a customer who wanted to learn French. Taft requested some French language instruction CDs, and demonstrated Mango (the language learning database). Taft also wrote down instructions on how to use the database for the customer to take home. The customer thanked Taft, and commented that she loves coming to the library because everyone is nice and helpful.

- ★ Local & State History Library Associate II Arletha Campbell received a phone request from the Manager of Office Services for Golden Corral Corporation Headquarters, who requested a photograph of the Golden Corral build in Fayetteville in 1973. Campbell located the photograph and emailed it to the manager who said, "Many thanks to the best researcher, ever!" The manager then mentioned that she would not have been able to locate the photograph without Campbell's assistance.

### ***Highlights:***

IS Librarian I Jennifer Taft and Cliffdale's IS Library Associate II Sana Moulder finished the **Let's Talk About It** series on Civil War novels on November 3<sup>rd</sup> with 13 people attending. The attendees asked for more such programs and Taft and Moulder are planning another book-centered discussion series for the near future.

IS Manager Nora Armstrong represented the library at the United Way's 2<sup>nd</sup> Annual Stand Down for the Homeless and Hunger where she spoke to over 300 participants about library services. In addition, Armstrong obtained an up-to-date list of local resources from the Homeless Resource Officer with the Fayetteville Police Department. This list will be incorporated into a brochure listing emergency services that library staff is completing.

Headquarters Manager Jane Casto hosted the **Veteran's Benefits Town Hall Meeting** on November 5<sup>th</sup>, which was attended by over 100 veterans and their families. This program was part of the ten day, city-wide Heroes Homecoming celebration for Vietnam era Veterans.

YS Library Associate II Sharon Brown hosted the successful **Snakes Alive** program. Brown, emulating Vanna White, assisted the Clark Park and Recreation Center staff to show snakes to 67 fascinated children. *(Photo right)*



Local & State History Manager Jennifer Daugherty taped a segment about the Local & State History Room for the cable television program, *Cumberland Matters*. Library Associate II Arletha Campbell emailed Cumberland County School Principals to offer them tours of the Local & State History Room. Campbell also offered to have library staff come out to schools to talk about library resources.

### **Bordeaux Branch Library**

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

- ★ An older customer brought in his new iPad 2, a birthday gift from his children. IS Librarian I Amanda Long showed him how to download books from the NC Digital Library, and even showed him how to adjust the font to make the books easier to read. The gentleman was most appreciative that he could find this expert help at the library.
- ★ YS Library Associate II Kohnee Harmon reports that an older customer had observed the Teen and Tween Wii and PlayStation II gaming programs on a few occasions and particularly liked watching *Dance Dance Revolution* on the PlayStation II and Wii Sports. The customer came in a few weeks ago and told Harmon that she had bought a PlayStation II but could not get it to work. Harmon assisted the customer in setting up the equipment. The customer was very grateful for the assistance.

## Cliffdale Regional Branch Library

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

- ★ YS Library Associate II Dorothy Johnson received thanks from a patron for the help she had given him with a school project. The patron said that he had not only done well on the project but that he (an 11<sup>th</sup> grader) was already accepted to the United States Military Academy at West Point because of the help given to him by Johnson and the library.
- ★ One of the branch's regular young patrons started first grade this fall and has been attending the Therapy Dog program to improve his reading. His grandmother told YS Librarian I Rebecca Antill that he tested 100% in both spelling and reading comprehension this month.
- ★ Another regular customer came in to return books from her husband who was in the hospital, unexpectedly. After being released a few days later, he asked his wife to please drive him to the library. "This is the one place I really missed while I was laid up," he said. "It's my favorite place in town."

### ***Highlights:***

Youth Services had a busy but fun month with programming and outreach activities. The preschool age program **Hey, It's Turkey Day!** had 53 participants. There were two activities relating to the release of *Breaking Dawn*, the latest movie in the *Twilight* saga: a **Twilight Saga Party** which drew 39 eager teens. Then there was the **Twilight Midnight Premiere at Millstone Theater** outreach event where staff promoted the library to a crowd of 2,300 people.

IS Manager Janet Beaudry organized and hosted a **Digital Photography Show** with an audience of 105 dropping in. Beaudry was told that some of the artists who had their work on display were hired for jobs, making it a great success for the artists too.

## East Regional Branch Library

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

- ★ IS Librarian I Natasha Dass-Ford commented that the **Your Pipeline to Employment** program on November 14<sup>th</sup> was very helpful to the four people who attended. One person, who said he is a regular at Headquarters library, wanted to become familiar with Pipeline. Another customer was at Cliffdale library when she heard about the program and dashed to East Regional library because she said she needed a lot of help finding employment. At the conclusion, everyone said they learned how to manipulate the program, and felt it would enhance their success in their job searches.

### ***Highlights:***

The H.O.M.E. Drama group used the Activity Room on November 3<sup>rd</sup> to present another very successful production, **A Very Grammatical Family**, for 60 people including parents, friends of the teen performers, school-age customers and Cape Fear High School teens. There were a lot of laughs from all ages which made learning about the parts of speech fun!

YS Library Associate II Julianne Dunn hosted the monthly **Anime Club** on November 7<sup>th</sup> for 28 attendees, the largest group yet! For two hours the teens had fun talking about Anime, Librariancon, Animazement in Raleigh, drawing, discussing different types of color pencils, watching Anime, and even playing games like *Zombie Flux*, *Uno* and *Bananagrams*.

## **Hope Mills Branch Library**

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

- ★ IS Librarian I MaryAnne Sommer and Library Technician Dena Fulton assisted a gentleman with applying for employment. He stated that he could not receive enough work hours through his current employer. The customer indicated that he needed to help his father financially because his father was ill, and his mother had recently passed away. Fulton showed the gentleman how to log into the branch's Job and Career Center and Sommer assisted him with finding the resources he needed to complete the steps of the online application process. The customer was very grateful for the assistance.
- ★ IS Library Associate II Wendy Olsen helped a lady find an American citizenship application. When the woman required a printed copy of the application, Olsen walked her through the process, and the patron successfully printed the application. The customer stated that she would return to the branch for assistance in the future, and that she would have been unable to apply for American citizenship without assistance from library staff.
- ★ After the branch's **Rhythm & Rhyme** story time, a program geared for children with autism, a mother expressed her appreciation to YS Librarian I Vicki Sheeler, stating that it meant so much to her family that her daughter now has a place where she can be comfortable and is encouraged to fully express herself.

### ***Highlights:***

YS Librarian I Vicki Sheeler and YS Library Associate II Sarah Edwards led 35 children's programs inside and outside the branch for over 800 eager attendees in November.

Branch Manager Megan Smith reports that the branch's new Copy and Fax Center is an improved addition for customers needing to use these resources. The alcove near the adult nonfiction materials now houses two copiers, the fax machine, as well as the print card and change machines. Customers may also now find adult DVDs, music, and books on CD available in a prominent new location, thanks to the purchase of additional shelving to display these popular items.

## **North Regional Branch Library**

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

- ★ IS Librarian I Meghan Carter found a wealth of information for a woman planning to start a non-profit shelter for drug addicts and women. In addition to books and the library's databases, Carter found a whole page of information on the Cumberland County Department of Social Services' website with recommended forms and agencies to contact. The woman was very grateful for the assistance.
- ★ IS Library Associate II Kathryn Beach recommended to a grandmother that she try the checkout laptops available in the children's area, or the branch's resource terminals, so she could complete her research on NC LIVE while her grandson played games on the children's computers. Upon hearing this, the customer literally beamed and said she could not believe that she could accomplish all of her research while her grandson was entertained.
- ★ Library Page Lisa Gregory helped a customer find one of her all time favorite books, *Maniac McGee*. Initially, the customer was a little embarrassed to be asking for a book aimed at a younger audience, but in the end she told Gregory that her helpfulness had put her at ease and made her want to come back to the library.

### ***Highlights:***

YS Manager Susan Weigel read books about superheroes to 137 kindergarteners, first graders, and their parents while at Raleigh Road's "Pizza Read In." Weigel also visited Long Hill Elementary School's afterschool program "Prime Time" where she read to a group of 60 enthusiastic 5<sup>th</sup> graders.

### **Spring Lake Branch Library**

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

- ★ After two months of assisting a full-time working mother who was concerned with her son's below average reading level, IS Library Associate II Stefanie Edwards compiled appropriate AR books on a regular basis. The mother was happy to return for her last 2.1-3.2 reading level pickups, and she informed Edwards that her son had progressed to 3.5-4.0, and that his grades had improved. The mother thanked Edwards for the assistance she gave in helping her son!
- ★ A woman came in asking for books on the Native Americans that were at the first Thanksgiving. All the branch's books about the first Thanksgiving were checked out. The woman gave IS Librarian I Heather Heady the name of the Native American tribe she was looking for (Wampanoag), and Heady showed the woman a reference book of Native American tribes which had information about them in it. Heady then searched for a book specifically on the Wampanoag tribe, and the book she found even had a few pages about the first Thanksgiving in it. The woman expressed her gratitude to Heady for her assistance.

### **West Regional Branch Library**

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

- ★ The new supervisor for the New Century Prime Time invited YS Library Associate II Rita Grimes to do an outreach event for their group. After the program, the supervisor said that the children were so happy when they came back from the program that she also got excited. The children also said that the story time was a lot of fun and they had a very good time.
- ★ IS Librarian II Nathan Whitt was able to use new technologies to help a customer gain quick access to a book that was needed for school. The customer, a teen who was looking for the audio book, *Drums, Girls, and Dangerous Pie*, was able to use his iPhone to download the audio book from the North Carolina Digital Library. Whitt showed the customer how to download the *Overdrive* application for their iPhone and how to use it to download the needed audio book. After going through the steps, the customer was able to hear the audio book being read aloud on the iPhone speaker within a few minutes of coming into the library. About a week later, the customer's mom called back to see if the library had another audio book. Whitt asked her if the audio book that was downloaded worked correctly for them, and she said that it was "Awesome!" because her family travels all the time and that audio books are convenient for them.

### ***Highlights:***

The **Daycare Story Time** which is held every Tuesday has been a tremendous success. So far this month 243 children have participated. At the **Turkey Time** school-age program, 15 parents and children had a gobbling good time with stories and activities all about turkeys. The turkey themed preschool story time with flannel stories, songs and books drew a crowd of 34.

The **Meet the Masters** series concluded in November, and all of the artists' entries were judged (*winner pictured on the right*). The judges consisted of city council members, members from the Arts Council, and an art professor from Fayetteville State University.



In the spirit of creating a successful joint public/elementary school library with the New Century International Elementary School and the Public Library have instituted a "Classroom Card" that will be distributed to each teacher at the school to use during classroom visits to the library. Upon every visit, each child in the visiting class will be able to check out a book that supports the Cumberland County School's curriculum. Librarians also regularly visit the students in the classroom and teachers schedule special story times with the Youth Services department at the library.

During the judging for the **Teen Read Art Show**, many of the judges commented to YS Librarian I Maggie Hargrave, how talented the teens were and how nice the library was. Hargrave was able to take Calvin Mims, Development and Membership Director for the Fayetteville/Cumberland County Arts Council and Dwight Smith, lecturer for the Performing and Fine Arts Department at Fayetteville State University, on a tour of the library and the media center. Both were very impressed with the building, the collection and the available resources.

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## **LIBRARY PROGRAM STATISTICS FOR** *November 2011*

<b>IN LIBRARY PROGRAMS</b>	
<b>ADULT PROGRAM ATTENDANCE:</b>	<b>345</b>
<b>TEEN PROGRAM ATTENDANCE:</b>	<b>1,009</b>
<b>CHILDREN'S PROGRAM ATTENDANCE:</b>	<b>3,596</b>
<b>PROGRAMS IN THE COMMUNITY</b>	
<b>ADULT PROGRAM ATTENDANCE:</b>	<b>34</b>
<b>TEEN PROGRAM ATTENDANCE:</b>	<b>13</b>
<b>CHILDREN'S PROGRAM ATTENDANCE:</b>	<b>1,633</b>
<b>COMMUNITY EVENTS</b>	
<b>ALL AGES ATTENDANCE:</b>	<b>3,069</b>

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