

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

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

Director's Report for October 2011

Marketing & Communications

New York Times Columnist Visits the Library:



New York Times and International Herald Tribune columnist Anand Giridharadas (*photo left*) spoke about *The Age of the Fusionista: Understanding the New Class That Is Stitching Our World Together* at the author event on October 4th, followed by a question & answer session and a book signing.

Giridharadas, who was born in the United States to parents from colonized India, shared his firsthand experience of what it is like and what it means to live between two different cultures. His first book published in 2011, *India Calling: An Intimate Portrait of a Nation's Remaking* is a work of nonfiction about his return to the India that his parents left. This program was sponsored by the Southeastern North Carolinian Asian India Association (SENCAIA), the Arts Council of Fayetteville/Cumberland County, and the Friends of the Library.

Library Receives \$61K Grant for Community Job Preparedness:

Cumberland County Public Library & Information Center has been awarded a \$61,640 grant by the Golden LEAF Foundation to provide expanded public access to computers and electronic resources related to job seeking, employment, and careers for the residents of Cumberland County. The grant will equip library information specialists with the tools necessary to offer workshops and one-on-one assistance to those needing to improve their computer literacy, which has proven to be essential in today's job market. This much needed access to the internet's rich resources will allow more customers to explore their job and career compatibility and become empowered to write effective cover letters, resumes, and to apply for jobs online.



Foundation donates 100 books to Children's Library Collection:

The library received 100 children's books from the Brownstone Book Fund, a private non-profit foundation that fosters early reading, instills a love for books, and encourages parents and children to read together. The books are for pre-kindergarteners though early readers and are available for checkout. The foundation selected Cumberland County Public Library & Information Center through the auspices of the State Library of North Carolina.

Children's Digital Video Players for On-the-Go Viewing:



The library now has Playaway Views available for checkout at all locations. These portable all-in-one video players are pre-loaded with award-winning programs from top children's content providers such as *PBS KIDS*, *National Geographic*, *Sesame Street* and *TumbleBooks*. There are also a variety of popular television episodes, animated picture books, and curriculum-based learning for pre-kindergarten through high school. Weighing only 5.4 ounces, the Playaway View has a 3.5" full-color LCD screen with a shatter-resistant

acrylic screen cover. Built-in speakers make sharing easy, while the headphone jack outlet offers a library/parent-friendly quiet option.

3rd Annual Cumberland County Storytelling Festival:

People of all ages enjoyed a culturally diverse weekend at the 3rd Annual Cumberland County Storytelling Festival. Activities kicked off during 4th Friday on October 28th and included down-home stories and music by The Parsons. Festivities continued on Saturday with storytelling and art workshops, all-day craft activities and an afternoon of storytelling by The Parsons, The Healing Force and Criss Cross Mangosauce. (*see photos below*) In all, 822 people enjoyed the festival which was sponsored by the Arts Council of Fayetteville/Cumberland County.



The Healing Force



Criss Cross Mangosauce



Children's Arts & Crafts

Put Your Face Back On: Zombie Make-Up 101:

Teens and their families showed up in droves to learn how to use inexpensive make-up techniques to produce realistic looking zombie effects. It was not uncommon to hear "Ew! That's sooo gross! How'd you do that?" and "We need more blood!" as everyone experimented and enjoyed being "zombie-fied" as practice for the upcoming Zombie Walk.



Zombie Make-Up Station:

Assistant Youth Services Coordinator Missy Lang provided make-up and instruction for 95 teens, adults, and children who assemble at the library before the Zombie Walk on 4th Friday.

Raising A Reader:

Smart Start Coordinator Vicki Sellars (*pictured below, right*) conducted kick-off events at the six child care centers participating in this year's Raising A Reader program. All centers will launch the red book bag rotation in November.



A parent of a child at FSU Early Childhood Learning Center became very motivated to get started with the red bag rotation after speaking to Sellars at the kick-off event. She also attended Storytelling Festival, remarking that it really enhanced her daughters' education. She says she hopes to start a storytelling tradition with her daughters and the elderly members of her family.



Headquarters Library

Success Stories:

- ★ IS Librarian I Robin Deffendall reported that a customer was excited to see her at the information desk. This customer had looked for Deffendall for several days in order to thank her for the help she gave on a research paper the customer wrote for her Culinary Arts degree. The customer's professor told her the paper was the most complete and well-crafted he had ever received for that assignment. The customer credited Deffendall for the help in locating research materials.

- ★ IS Librarian I Jennifer Taft was thanked by a customer for the assistance she gave him on locating electrician exam study books. The customer told Taft he easily passed the test and was offered a job based on his high test scores.

- ★ Mobile Outreach staff received a *Cheers* in the *Fayetteville Observer* in October from a customer. The *Cheers* read, "Cheers to Fayetteville Cumberland County Public Library Bookmobile service. I am unable to get to the library and am a senior citizen who loves to read. The sweet girls who bring the books know exactly what I love to read and what I have read. They are very kind, and I love to see them carry in their books to me in a box on their special Thursday."
- ★ Local & State History Library Associate II Arletha Campbell hosted multiple sessions of the popular North Carolina Weather program, featuring local celebrity meteorologists. One teacher commented, "We really enjoyed the presentation....Thank you so much for the opportunity...Mr. Stephenson did a wonderful job today at the library....I really believe the students are better students of weather after seeing him. Thanks for setting it up."

Highlights:

Mobile Outreach Service (MOS) Library Associate I Kelly Dukes promoted MOS and other library services on October 1st to 41 people at the Senior Citizen Open House at the Fayetteville Senior Citizen Center. Six more customers were added to their route in October.

IS staff assisted a deaf customer with the Skype enable machine and requested that Computer Services permanently load a popular web communication site used by many deaf customers.

Bordeaux Branch Library

Success Stories:

- ★ A customer told Library Technician Nicole Sinclair that she was frustrated because she loves to read but she always reads books out of order which she does not realize until it is too late. Sinclair showed the customer the *Reader's Corner* on the library's website and showed her how she could find the order of the series she likes to read. The customer returned two weeks later with her print out of series titles from the *Reader's Corner* and thanked Sinclair again for telling her about this service.
- ★ Library Technician Dawn Walcott showed a customer how to set up and navigate an email account he needed for a job. Walcott also gave him a November calendar and suggested that he sign up for the basic computer classes being given that month. The customer stated that he was glad that he came to the library and was very appreciative that Walcott took the time to assist him and said he would sign up for the computer classes.

Cliffdale Regional Branch Library

Success Stories:

- ★ A woman came in with her 4 year old daughter to return one Playaway View and to check out another. Her daughter was so excited to get the new Playaway that she was practically dancing at the checkout desk. Her mother told us she lets her daughter watch the Playaway in the car and that it also helps to keep her daughter calm when they go to restaurants. This new format is a hit with the little ones (and parents)!
- ★ IS Librarian II Janet Beaudry taught a customer *MSPowerPoint* at a Book a Librarian session. The customer was thrilled to receive the training, and said that she has confidence in her ability to produce her own PowerPoint presentation for a class she is taking. Two weeks later the customer came back to report to Beaudry that she had earned an A for her presentation.
- ★ IS Library Associate II Barbara Jones reported that a customer she'd helped numerous times with school assignments came in to tell her she'd finished her graduate degree and wanted to thank Jones for the many times she had helped her with assignments.

- ★ Many patrons have given positive feedback with the self-checkouts technology. They are amazed at how the black pad reads all the barcodes on all of the books at once. Even senior citizens who feel they are computer illiterate have raved about how easy the self-checkout is.

Highlights:

YS Library Assistant II Kim Lord had 50 people attend the Happy Howl'oween special. Lord had children help make a "monster" with a monster brew and special effects. Afterwards, the children enjoyed parading around the library wishing everyone a Happy Halloween wearing their costumes.

Cumberland County's *Cumberland Matters* show taped a segment at the branch featuring IS Library Associate II Sana Moulder along with Michele Movius who promoted the 6th Annual Gingerbread House contest that is scheduled for December 3rd.

East Regional Branch Library

Success Story:

- ★ YS Library Associate II Mya Watson assisted a Chinese family, an adult son and his parents. The son said his parents wanted to learn English and had attended classes at Fayetteville Technical Community College but the classes were too difficult so he brought them to the library. Watson pulled several easy word picture books for them to begin with. Watson also told them about the *Little Pim* database and helped set it up for his parents on the library's computer. The parents loved the database and spent over three hours going over the episodes and practicing the words. The family was so happy with their experience that they offered to bring Watson lunch to thank her for her help, which Watson declined, but told them they were welcome to come to the library again.

Hope Mills Branch Library

Success Stories:

- ★ YS Library Associate II Sarah Edwards coordinated a highly successful series of interactive programs during her preschool story times featuring a popular monkey puppet, Bobette. A mother enthusiastically shared with Edwards that her four year-old daughter models this programming at home by practicing puppet shows for her stuffed animals and dolls and that she has talked about her positive library experience with her friends. The mother exclaimed that, "this program was the greatest thing in which our family has ever participated at any library anywhere!"
- ★ Library Technician Dena Fulton assisted a customer who needed a specific DVD but did not remember the title. After their conversation, Fulton was able to reserve the DVD the patron requested. The patron was so overjoyed that she exclaimed that she would continue to return to the Hope Mills library to see Fulton for help, and shared, "If I could jump behind that desk and give you a kiss, I would!"
- ★ IS Librarian I MaryAnne Sommer assisted a mother interested in a particular book series for her daughter who has autism. While the daughter could recall the book's cover, she did not know the title or author. This was their first trip to the library, and the mom shared that she really wanted to locate this series because her daughter didn't get excited very often but loved these fantasy books. Through research, Sommer was able to locate the *Last Dragon Chronicles* series by Chris D'Lacey and successfully placed the rest of the titles on hold. The mom was so surprised that Sommer was able to find this book based on so little information available that she exclaimed that Sommer "was obviously in the right field!"
- ★ Resources available through the *Imagination Library* proved a smash hit with customers this month! IS Library Associate II Wendy Olsen shared that a patron was thrilled to learn that she can register online for this program providing free books for young children. The patron "was going to tell everyone she knew and email family and friends to help get the word out that folks in Cumberland County could sign up at the click of a button!"

Highlights:

The Youth Services Department presented a total of 36 children's programs inside and outside the library for 920 participants this month! Parents attending Ms. Sarah's two-year-old toddler story time shared that their children are excited to take part in this special preschool programming featuring *Bobette the monkey* when they turn three years old next year. (*Please see success story above.*) This program was featured on the national Association for Library Service to Children (ALSC) blog at <http://www.alsc.ala.org/blog/>.

Two teen programs served 14 attendees, and one father commented after YS Librarian I Vicki Sheeler's program, "It is so great that you offer things like this!" The branch also staffed a Family Literacy Night at Sherwood Park Elementary School and served 119 participants. The YS department's second story time for children with autism also proved extremely popular with 23 patrons in attendance!

North Regional Branch Library

Success Stories:

- ★ IS Library Associate II Francesca Francis helped a man complete his first online job application. In addition to the application, the man set up his first email account and was pleased to hear that he could schedule a Book a Librarian session and attend classes to continue improving his new computer skills.
- ★ After doing a story time program for the third grade students at College Lakes Elementary School, one of the students approached YS Librarian I Rachael Bouffard and said, "I remember you! I came to your Flat Stanley program this summer. It was fun. I still have the Flat Stanley I made at home!"
- ★ When YS Library Associate II Sharon Goforth was counting the books in the deposit collection bag from one of the day cares, she found three notes from children telling about the books they had read from the collection.

Highlights:

On October 27th, Cumberland County Landscaping Department, under the direction of landscape designer and Master Gardener Cathy McCamish, planted 37 shrubs and a tree along the front of the North Regional Branch (*photos below*). The front of the building was previously bare. Much thanks to North Regional Friends of the Library Representative Jack Kelley, who led the fundraising efforts for this beautification project.



Youth Services had several popular programs this month. Evening story times were a hit with **Monster Mash** and **Harvest Kids Costume Party** drawing a total of 102 participants. Eighty-eight children and their caregivers had a hot time at **Fire Truck Friends** with firefighters from the Stacy Weaver Fire Station. The 22 attendees of **Bookopoly: Charlie and the Chocolate Factory** had a deliciously good time answering trivia questions, designing their own candy, and playing games such as *Feed the Buckets!*

Spring Lake Branch Library

Success Stories:

- ★ Librarian I/FTCC Liaison Bryson Kopf helped an FTCC student figure out the correct site for registering for continuing education classes who had trouble locating it on the FTCC website. Kopf also helped a customer find North Carolina's online page for adoption information and requirements; the customer was very happy to get the information.
- ★ Not knowing where to start, an overwhelmed parent needed help finding 20 references for his child's project on diversity. He wanted material on family structure, disabilities, culture, and customs. IS Library Associate II Stefanie Edwards found an array of items and the parent was surprised at how quickly she found the material.
- ★ A woman came in and asked IS Librarian I Heather Heady for a book titled *Saving Alice* for her book club but did not remember the author's name. The customer told Heady that it was about a woman dealing with Alzheimer's Disease. Heady didn't find the book by the title in the library's catalog, so she searched for it on Amazon.com, but none of the books titled *Saving Alice* were about Alzheimer's Disease. After searching further searching, she found out the book was *Still Alice* by Lisa Genova, which is in the library system and she was able to request it for the happy customer.

West Regional Branch Library

Success Stories:

- ★ A mother came into the media center looking for books that might interest her son who is in the 4th grade. She told YS Library Associate II Roberta Pylate that her son does not like to read at all because he found it difficult. Pylate asked what her son was interested in and the mother told her *Xbox* games and *Star Wars*. Pylate lead the mother to the collection of *Star Wars* graphic novels. The woman was very excited and selected several items to take home. Several days later, she returned with her son. He wanted to pick out more of the graphic novels. The mom was beaming because she said this was the first time he had shown ANY interest in reading!
- ★ When a Spanish speaking customer came into the library to find books on learning English, IS Library Associate II Jessica Lee helped her find books and more. Lee directed the customer to books for learning English as a second language, including some written specifically for Spanish speakers. Lee also showed the customer where to find the *Mango Languages* database on the library's website. The customer said that she was very satisfied with the multitude of resources and that she would be back to check out some of the others later.
- ★ Branch Manager Laurence Gavin and IS Librarian I Billie Norman represented the library at the Center for Economic Empowerment & Development (CEED) small business expo that was held at the Cross Creek Mall and the Methodist University Job Fair. Together they spoke with approximately 300 potential entrepreneurs and job seekers about the resources and programs available at the library. Many of the people Gavin and Norman spoke to stated they had taken advantage of the library databases or attended the job fair at the library and offered their thanks for the Library taking such a proactive role in the community during these economic hard times.
- ★ An adult college student who comes to the library regularly to do research complained to IS Librarian I Billie Norman of having difficulty in locating reliable websites. Norman showed the customer *NC Live* on the library's website where she could find full text, peer reviewed articles, and how to limit internet searches to certain kinds of sites in Google or Yahoo by using built-in features. The customer excitedly said, "You've just opened a whole new way of searching for me!"

Highlights:



In celebration of Fire Safety Week, West Regional hosted a “**Be Safe**” Story Time and Fire Truck Visit program (pictured right) where 252 participants heard stories about fire safety and were visited by local firefighters. During the program several daycare teachers told Library Associate II Debbie Jordan they loved the fact that the program helped reinforce their fire prevention programs at the daycare centers. They also commented that the children loved getting on a real fire truck and meeting the local firemen.

Pictured to the right are teens at an art lesson during the **Picture It: Meet the Masters** series of three programs. The three events drew a total of 29 eager participants. After the first program a parent asked YS Librarian I Maggie Hargrave if the program would be a regular event. Hargrave explained that the program would happen twice more as a part of “Teen Read Week”. The parent was happy that his teens would be able to continue their lessons and thanked Hargrave for having the art lessons at the library.



**LIBRARY PROGRAM STATISTICS FOR
 OCTOBER 2011**

IN LIBRARY PROGRAMS	
ADULT PROGRAM ATTENDANCE:	402
TEEN PROGRAM ATTENDANCE:	950
CHILDREN'S PROGRAM ATTENDANCE:	6,696
PROGRAMS IN THE COMMUNITY	
ADULT PROGRAM ATTENDANCE:	12
TEEN PROGRAM ATTENDANCE:	20
CHILDREN'S PROGRAM ATTENDANCE:	1,845
COMMUNITY EVENTS	
ALL AGES ATTENDANCE:	2,575

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