This year we increased our public service hours by 33 hours a week, thanks to Radio Frequency Identification (RFID) technology and a staff and public who willingly embraced it. By adopting RFID technology, we added hours at the Spring Lake Branch, Bordeaux Branch, and East Regional Library, and for the first time in over a decade, East Regional is now open on Sundays.

Bringing self-service checkout through RFID technology was by far our biggest undertaking. Now, it is easier than ever to check out your materials and even pay fines and fees with a credit card at the self-service stations, which are designed to save you time. The project was funded through a Library Services Technology Act grant, administered by the North Carolina State Library, and by Cumberland County through supplemental budget funding.

We also spent a great deal of our resources helping put people back to work. Through a generous Golden LEAF Foundation grant, we purchased laptop computers earmarked to meet demand for job searching and job skills training. In the same theme of economic development, we organized two job fairs, providing connections for more than 1,100 job seekers. We know some businesses hired people right on the spot.

Our new electronic newsletter “Libraries Mean Business” informs our elected representatives, government officials, and other business and industry leaders about our essential role in keeping the local economy moving forward.

Continuing our support for increased access to arts, culture and education, we offered hundreds of delightful programs. Performers in classical music, blues, big band and jazz enriched our lives throughout the year. Our participation in the North Carolina Science Festival garnered state-wide recognition for our creative and innovative approach to linking literacy with science, technology, engineering and math. Budding engineers, scientists and mathematicians engaged in library activities that both entertained and educated.

While national and local economic recovery has been slow, your library has found ways to help prepare and strengthen our workforce and to provide for our overall wellbeing through arts and education. Although annual reports like this tend to focus on the past successes and efforts, we promise to continuously set our sights on the future in anticipation of meeting community needs. You can count on us for quality customer service, additional job and career activities, and much more in the coming year.
What’s Inside!

4 NEW HOURS
It’s now more convenient than ever to visit your library.

5 MAKE ROOM
Computer lab is expanding.

8 GRANT MONEY
Expansion is possible thanks to funding from outside sources.

9 LEARNING TIME
Fun and learning combine.

12 RAVE REVIEWS
Your library is award winning.

14 BY THE NUMBERS
A look at the yearly budget.

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www.cumberland.lib.nc.us
LIBRARY HOURS INCREASE

County Residents Gain 33 Library Hours

Thanks to the implementation of new technology and staff realignment, public service hours were extended at East Regional Library, Bordeaux Branch and Spring Lake Branch in April. Nearly 12 years ago, the library faced significant staff reductions due to budget cuts. Today, customers have fully-restored hours, providing greater access to services and programs.

“The complete restoration of library hours is certainly a success story for our county.”

– Willie Wright, Chair of Library Board of Trustees

Self-service check out means faster service.

No more late fees!

Sign up for Library Elf, a FREE e-mail reminder service

libraryelf.org

Book a Librarian

Computer and Laptop Basics
Internet Basics
E-mail Accounts
Microsoft Word, PowerPoint, Excel
Online Job Searching
Resume Basics
Online Research Help
Downloading Audiobooks
…and more

One-on-one instruction and assistance

Call any library location for more information.

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Public computer use at the library is at an all-time high. To keep up with the growing demand, Cliffdale Regional Library will expand its adult computer lab in the coming months. The project is made possible through a $25,000 Library Services Technology grant from the North Carolina State Library. Last year, Bordeaux Branch’s computer lab was upgraded much to the satisfaction of library customers.

**Never stop learning**

Weeks before she came to the library to ask for help, Margaret had been diagnosed with Alzheimer’s disease. A family member told her “not to worry about it yet,” she said to a library staff member at Cliffdale Regional, “I think I do need to know what I’m facing down the road, what choices I have, and what decisions I need to make, and when.” She added, “There may be other organizations in town that can help people, but the library is one of the few that can give people the knowledge and power to help themselves.”
The library is a safety net to a community distressed by economic downturn. Supporting job seekers, the library offers job skills training, one-on-one assistance, bi-annual job fairs, classes for entrepreneurs and an online job and career center. “We Mean Business,” is a newsletter that keeps business and community leaders, elected representatives and government officials up to date about the library’s role in helping people get back to work.

**Job Search Boost**

Together, the library and the College and Career Readiness Office at Fayetteville Technical Community College made it easier for individuals to earn the nationally recognized Career Readiness Certificate.

**Job Preparedness**

The Golden LEAF Foundation awarded a $61,640 grant to the library. The grant expands access to computers and electronic resources for job seekers and to improve computer literacy for Cumberland County residents.

“**The library is the heart of workforce development.**”

— Eldon Meacham, Business Services Representative, Workforce Development Center, FTCC

Ron’s Success Story

Very happy with his new full-time job, Ron came to thank Librarian Mary D. for helping him with his online job application. He enthusiastically exclaimed, “I couldn’t have gotten it without the library’s help!”
Initiative Links Jobs and Health

Leading a collaborative of county organizations, the library received a $20,000 grant from Cumberland Community Foundation, Inc., “Promoting Health & Jobs Among Cumberland County Residents.” The library worked with researchers from Gillings School of Global Public Health at the University of North Carolina at Chapel Hill to provide health assessments.

Gail, a budding entrepreneur, took a series of free library classes on starting a business, using social media, and marketing on a budget. She also worked one-on-one with librarians to learn Microsoft Word and other software. When time came to apply for a grant, Gail felt prepared.

“We have taken advantage of the wonderful service the Library system offers to small business owners with great ideas but not a great deal of money.”

“We often send job candidates, who test below our requirements, to the library to practice. It never fails – upon their return, their skills are phenomenally higher! We appreciate the staff taking time to help these candidates, so that we can help them find employment.”

— Teri G. Schultz, Cape Fear Staffing
Throughout the year, the library collaborates with many community organizations. Together and with combined resources, Cumberland County residents reap the rewards with quality job and career resources, academic support, improved literacy, and culturally enriching programs.

<table>
<thead>
<tr>
<th>2011-2012 GRANTS AWARDED</th>
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<tbody>
<tr>
<td>Library Services and Technology Act Grant</td>
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<tr>
<td>System wide RFID technology</td>
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<td>Golden LEAF Foundation</td>
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<td>Workforce Development at Your Library</td>
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<td>Library Services and Technology Grant</td>
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<td>Cliffdale Regional Library Public Computer Lab</td>
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<td>Cumberland Community Foundation, Inc.</td>
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<td>Job and Health Awareness Initiative</td>
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<td>Arts Council of Fayetteville/Cumberland County</td>
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<tr>
<td>3rd Annual Cumberland County Storytelling Festival</td>
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<tr>
<td>Total Grant Support</td>
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Building a Reading Habit

Raising A Reader is a national literacy program for families with children in Pre-K. Offered through library staff, Raising A Reader trains parents on how to share books with their children, effectively improving language and literacy skills and a love of learning. Funding is provided through Smart Start, North Carolina's early childhood initiative, and the NC Pre-Kindergarten Program administered by Partnership for Children of Cumberland County.

The Library & FTCC

The library provides support to students and faculty in conjunction with Fayetteville Technical Community College campus in Spring Lake. The library also works closely with FTCC’s Office of Career Readiness and the Workforce Development Center to improve employability for those seeking work.
Science, Technology, Engineering and Math (STEM)

As part of the statewide North Carolina Science Festival, more than 1,000 children and teens in Cumberland County experienced programs in robotics, genetics, science experiments and more.

“Cumberland Co. Public Libraries are putting on a fantastic series of STEM programs!”

— Tweeted by Jonathan Frederick, NC Science Festival Director, Morehead Planetarium and Science Center

Reading is Fun!

From Summer Reading Club to the annual Storytelling Festival, more than 75,000 children attended library programs this year. The library also developed Rhythm & Rhyme: A Sensory Story Time, designed for children with autism, Down syndrome, sensory-processing disorder/language-delays and for children with disabilities.

“… It was so nice to take the boys to something like this and not feel judged or nervous because they have autism. It was really great how you just let them participate at their own paces, not pushing too hard and allowing them to be themselves. Really, really great. Thank you!”

— Parent following Sensory Story Time

Touching lives

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Teen Programs

More than 10,000 teens participated in 490 programs throughout the county. Cliffdale Regional Library began “Teen Time” to provide a stimulating and welcoming after-school place where teens meet friends, attend programs, or use computers for homework. The program was funded with a $10,000 grant from the Youth Growth Stock Trust administered by the United Way of Cumberland County.

Free Homework Help

The library’s web site offers many options for homework, including tutor.com.
Tutor.com gives students in grades K-12 free one-on-one help in math, science, English, social studies and writing.
Online professional tutors are available from 2 p.m. until midnight.
Tutor.com is also offered in Spanish.

www.cumberland.lib.nc.us  tutor.com

“The library has made me so happy! I don’t think I’ve had this much fun the entire 9 months I have been in Fayetteville. I made so many new friends.”

– Librari-Con Attendee

More than 650 teens and their families enjoyed Librari-Con 2012, an event filled with Japanese anime, manga, artwork, and discussion panels. Here participants show off their creative costumes, which are a big part of the day for everyone.
Your library offers free, award-winning programs for all ages. This year 8,240 adults participated in more than 600 programs. Topics ranged from coping with the long-term effects of the Vietnam War to music from the Big Band Era and visits from local and international authors.

Local musicians perform in front of a standing-room-only crowd during a 4th Friday program at Headquarters Library.

**Programs Enhance Our Community**

**“Let’s Talk About It” Book Discussion Series**

Two five-part speaker series were made possible with a grant from the North Carolina Humanities Council and Friends of the Library. The book discussions were facilitated by different humanities scholars with expertise in the topics presented. “America’s Greatest Conflict: Novels of the Civil War” addressed the idea that sometimes historical facts alone are not enough to evoke the truth of the past. “Mad Women in the Attic” created lively discussion about what happens to a woman whose behavior defies social and domestic expectations.
Bordeaux Branch Receives State Award

The North Carolina Association of County Commissioners bestowed Bordeaux Branch with the Distinguished 2011 Local Government Federal Credit Union Employee Productivity Award in recognition of renovations that expanded access to public computers, and improved overall customer service.

Library Recognized for Outstanding Work

Cumberland County Public Library was recognized by the North Carolina Public Library Directors Association for outstanding teen program, new facility and staff development. The awards are determined after comparing libraries with similar sizes and operating budgets.

The “Outstanding Staff Development” award recognizes the campaign “WOW! Word of Mouth Works Wonders!” to encourage staff to promote library programs and services.

West Regional Library opened in October 2010, and was named “Outstanding New Facility,” based on its functionality, incorporation of new technologies, interior design, furnishings, and design creativity.

“Parents & Teens: Let’s Talk About It,” is a health and safety speaker series to improve knowledge and awareness and to foster a sense of wellbeing.
Friends of the Library Are Friends Indeed

Friends of the Library volunteer and fundraise throughout the year. Nearly $38,000 was earned through Friends of the Library book sales and more than $20,000 in grants to the Friends made the following programs possible:

- New laptop computers to provide homework help and online access for youth
- Teen Time at Cliffdale Regional Library
- Author visit by *New York Times* columnist Ananad Giridharadas
- Summer Reading Clubs
- Let’s Talk About It: Mad Women in the Attic book discussion series
- Teen Read Week activities
- Children’s book collection development

**Book Club Kits**

Friends also enrich our cultural experiences and broaden library services such as the addition of “Book Club Survival Kits.” With 29 titles to choose from, “book clubs in a bag” are ready to check out with 10 copies of the book and include questions and reviews to spark discussion. Call 483-7727 to find out more.

*Children share their creativity during a North Carolina Science Festival program at Headquarters Library. LEGO bricks were provided through funding from Friends of the Library.*
The library is a department of the Cumberland County government and operates under service policies approved by the 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 2011-2012

- **Personnel** .............................................................. $7,533,557
- **Operations** ............................................................. $1,019,490
- **Resources** .............................................................. $1,005,069
- **Smart Start – Raising A Reader** ................................. $101,593
- **Law Library** ............................................................ $86,524
- **Grants** .................................................................. $210,815

**Total Expenditures** .................. $9,957,048

*Grant expenditures from outside funding sources: Library Services and Technology Act; Golden LEAF Foundation; Cumberland Community Foundation, Inc.; Arts Council of Fayetteville/Cumberland County.

SYSTEL – Printing services and support are offered in cooperation with SYSTEL. SYSTEL also proudly supports 4th Friday programming and other marketing efforts.
## Fiscal Year 2011-2012

### Total Items Loaned

**2,644,472**

### ATTENDANCE

- Children’s Programs: 76,390
- Teen Programs: 10,236
- Adult Programs: 8,240
- Meeting Room Usage: 51,859
- Smart Start Program Raising A Reader: 1,575
- Community Outreach: 31,353

### Total Audience

**179,653**

### OTHER SERVICES

- Library Visits: 1,431,217
- Library Card Registrations: 25,385
- Questions Answered: 349,100
- Photocopier Uses: 223,877
- Adult & Children Computer Use: 569,262
- Database/Electronic Resource Use: 2,327,027
- Computer Printing: 262,243
- Other Services: 4,381

### Total Other Services

**5,192,492**

### Total Units of Service

**8,016,617**

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### Teaching technology

Cheryl learned how to use Microsoft Power Point from Librarian Janet B. Thrilled with her new-found training and confidence, Cheryl returned to the library proudly boasting of the “A” she earned for her class presentation.
Find a Library Near You

Headquarters Library
300 Maiden Lane
Fayetteville, NC 28301-5032
483-7727
Mon–Thurs ..................................... 9 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 28304-1530
424-4008
Mon–Wed ....................................... 9 a.m. – 9 p.m.
Thurs–Sat ...................................... 9 a.m. – 6 p.m.
Sun ................................................... Closed

Cliffdale Regional Branch
6882 Cliffdale Road
Fayetteville, NC 28319-1936
864-3800
Mon–Thurs ..................................... 9 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–Thurs ..................................... 9 a.m. – 9 p.m.
Fri–Sat ........................................... 9 a.m. – 6 p.m.
Sun ................................................... 2 p.m. – 6 p.m.

North Regional Branch
855 McArthur Road
Fayetteville, NC 28311-2053
822-1998
Mon–Thurs ..................................... 9 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–Wed ....................................... 9 a.m. – 9 p.m.
Thurs–Sat ...................................... 9 a.m. – 6 p.m.
Sun ................................................... Closed

West Regional Branch
7469 Century Circle
Fayetteville, NC 28306-3141
487-0440
Mon–Thurs ..................................... 9 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 28301-5763
321-6600
Mon–Fri ........................................... 8 a.m. – 1 p.m.
Mon–Fri ........................................... 2 p.m. – 5 p.m.

Hope Mills Branch
3411 Golfview Road
Hope Mills, NC 28348-2266
425-8455
Mon–Wed ....................................... 9 a.m. – 9 p.m.
Thurs–Sat ...................................... 9 a.m. – 6 p.m.
Sun ................................................... Closed

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We have free

Need information or a place to meet?
Your library can help!

Call any location to ask reference questions or to request an appointment for a one-on-one session with a librarian.

Text "ccplinfo" to 66746 or email ris@cumberland.lib.nc.us

Ask questions via online chat from our web site under “Ask A Librarian.”

Reserve free meeting or activity rooms at www.cumberland.lib.nc.us

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