



Director's Report to the Board of Trustees

April 2013

We are making strides on the Strategic Plan. All of our activities are checked against it now, and the following report will illustrate how we are incorporating its recommendations.

Building: A Request for Proposals was mailed to a list of seven architects experienced with historic library buildings. The upholstered chairs and tables are still at the department of corrections; they should be finished next month. Katy Dillman is working on the signage in the fiction stacks. John Casso received recommendations from Con-Serv for alternative exterior light fixtures. Rick Mahoney requested a proposal from Controlled Air for upgrading the HVAC controls, and I received a proposal from Tyco (formerly ADT) for upgrading the alarm system.

LION: I attended a meeting on April 5 at Wallingford Library for a demonstration of Baker & Taylor's Axis 360 e-book subscription. The titles in this collection can be ordered alongside hard copies of the same books (great when you are doing collection development) and they are fully ADA compliant. There appear to be a larger selection of teen and children's titles vs. Overdrive. The cost to participate as an independent library is reasonable and we could do this even if LION decides not to. The next LION board meeting is Tuesday, May 7.

Customer Service: We held our monthly staff meeting again at two separate times this month. Deirdre held a circulation staff meeting and staff were asked to submit ideas to create

Magnolia 'Vulcan' is one of the first trees to bloom on Library grounds in the spring.

a "customer service the JBML way" document that we will all use. Six staff and one board member attended the workshop on surviving an active shooter event on April 22.

Marketing-Katy Dillman completed the new "welcome brochure" and we are mailing it with a letter to new residents. It is also placed at all service desks.

Development: Spring Appeal letters were mailed out. \$3240 donated to date.

Outreach and Partnerships: I attended the Chamber Nonprofits Council meeting and Town Merchants meeting. I attended a Rotary meeting, a Chamber of Commerce event, Toastmasters meeting, for which I presented my first speech. Carly, Deirdre and I met with the BHS Librarian and discussed various ideas for collaborating. They are very interested in holding a library card drive so that students can access the Overdrive e-books. She will also loan us whatever copies of the summer reading titles that she has in her collection. Carly, Stephanie Johnson (WWML children's librarian) and I attended the demonstration of MyON online reading program that the Branford K-12 Schools are piloting for summer reading this summer. The program holds about 3100 fiction and nonfiction books, can be accessed anywhere with an internet connection and login password, and will take the place of the summer reading list for the k-6 grades. As Carly commented, she just gained an entire bookshelf that she previously used to house all the copies of the summer reading books. Dr. Peraro estimates that 90% of Branford households have internet access. The other 10% will

be encouraged to use the library. This is another case for having tablets in the children's room to access the summer reading.

The ELL night was a huge success with over 100 in attendance. We registered 16 people for library cards and gave tours of the library. We plan for it to become an annual event.

I met with Jodi Kelly of BECC and attended one of their board meetings. Carly is already on a committee, and she worked with Stephanie at WWML to plan "Box Wars" which was a huge success.

I attended CLA community partnerships workshop.

Programs and events: We are getting closer to a solution.

Friends of the Library: The History of Jazz programs I & II were very well attended with over 60 for each program.

Professional & Staff Development: I applied to attend the New England Library Leadership Symposium which takes place in North Andover, MA in July. The deadline was extended to April 29 and I should hear by mid-May. Katy Dillman, Gennett Grinnell and I are attending the CLA conference on April 29 & 30.

Finance: The RTM Education Committee meets on May 6 at which time we hope they will approve our budget request.

Technology: Debi Caron, the new IT director for the Town of Branford, and her staff met

with Barbara Cangiano and I on 4/23. They are very willing to help us with technical questions, ideas, etc. anytime we need it.

Other: I met the new WWML director, Alice Pentz and I am excited to begin working together.

Meetings Planned for May:

Board of Trustees & Development Comm. 5/1
Friends of the Library Meeting 5/7
Chamber Nonprofits Council 5/9
Branford Rotary 5/8, 15, 22, 29
Town Merchants 5/14
Toastmasters 5/8 & 29

May Program Highlights:

5/4 Legacy Theater's Mime Snow Days, Bees & Bubblegum

5/5: Sylvia Mims' Jazz Celebration of Springtime

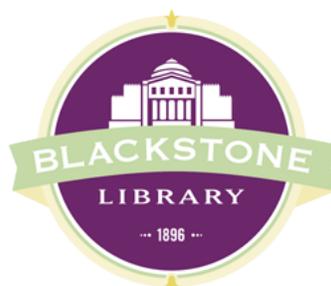
5/8: Audubon-The North American Porcupine (with live demonstration)

5/10: Rave On!

5/18: 100 years of Earl Colter's Branford

5/28 & 29: BHS Concerts

*Karen Jensen
Library Director*



Statistics for March 2013

Circulation Statistics

Circulation March 2013	16,331
Circulation March 2012	18,172
CT Car March 2013	3,461
CT Car March 2012	3,514
Books added	426
Audio Visual added	75
Deleted items	350
Overdrive Circulation	596
E-Reader Circulation	2
Average Daily Visitors	624

Youth Services Statistics

Miss Mary's class for Babies - 4 classes, 254 attendants
Miss Mary's class for 2's - 4 classes, 184 attendants
Miss Mary's class for Pre-K - 4 classes, 124 attendants
Miss Mary's outreach classes - 6 classes, 231 attendants
Miss Mary's Stay & Play—4 classes, 42 attendants
Miss Carly's PJ stories - 4 classes, 29 attendants
Miss Carly's School Aged classes - 7 classes, 64 attendants
Saturday Craft - 5 classes, 198 attendants
Easter Egg Decorating—50
Dr. Seuss' Birthday—65

Grand Total: 1241 attendants

March reports from Circulation and Technical Services

—Deirdre Santora and Gennett Grinnell

Stats for March:

- Facebook— 685 “Likes”
- Constant Contact—2512 active contacts,
- Downloadable Audio books— March - 113
- Downloadable E-books— March— 483

Circulation staff:

- Checked out/Checked in, renewals and holds = 38,737 items in February.

Technical Services staff:

- Cataloging—619 total
- Processing—535 total

- Orders received—259 total
- Mending—92 total

Other:

Highlights from Reference —Barbara Cangiano

The reference department hosted a Personal Digital Archiving program on March 3rd which was very well attended. Jon Eriksen, from New Canaan Public Library, discussed the challenges of personal digital archiving and gave attendees some ideas for preserving personal collections of digital photos, documents and videos.

On March 19th, Katy held a workshop in the Lucy Hammer Room to help owners of devices that use apps to download free e-books from the library. Attendees received helpful tips and most important, personal assistance to help them use this great service.

Deb assisted Matt from LION in the installation and set

up of four new computers and updating of others throughout the library.

Reference staff proctored exams for several area residents who are taking online classes from local and remote locations.

On March 13th, the reference department hosted our first Ask a Tax Pro workshop which was incredibly popular. Representatives from H&R Block came to the library and met one on one with town residents who had pressing tax questions. The feedback and responses from both presenters and library patrons was very positive. We hope to do it again next year.

Our weekly homebound delivery service continues to expand – we added two new patrons this month who are delighted with the personal attention they receive.

CTWorks (Connecticut Department of Labor) continues to host a monthly networking group that meets in the Lucy Hammer Room. Barb is working with them and we may offer some additional services or programs later this year.

In March, the non-fiction book display “Keep Calm and Craft On” highlighting how-to and craft books was setup

in the lower rotunda area.

A sampling of reference questions from March: Can you tell me what the snowfall totals by day for October, November and December 2012 were, how can I create a text-only version of my fancy resume, what is the name of the new sandwich restaurant in Branford center, can I get a copy of a Nora Roberts novel in Italian, can you help me find a copy of the controversial 1992 NIA (National Intelligence Estimate) report on the Iraq War. We love these questions!

News from Youth Services—Carly Rencsko

We have been working hard to update our collection and want to make our new titles more accessible for our families and young readers. This month we made a couple of simple changes to the youth services department in hope of better serving our patrons. The first was to flip flop the collections in our media space and playroom. Originally our Easy Books/picture books were divided between both rooms making it difficult for families to find certain titles. We decided to bridge this gap by taking our Readers/or learning to read books out of the playroom and into our media space – making it possible for all of our picture books to be found in the playroom. We thought this switch would make it a lot easier for parents to look for particular titles while watching their children play.

Through this room switch the youth services department has also taken it upon themselves to continue the Easy Book category process. Not too long ago we decided to pull books based on popular subjects out of our Easy Book collection in hope of making it easier for parents and small children to find books that they are most interested in. This trend is not anything new, and can be seen more as a book store rather than Dewey Decimal model. Many libraries find it

easier to group their Easy Books by categories such as: alphabet, counting, dinosaurs or transportation so that parents do not have to scan through the entire collection in order to find the only book checked in about a tractor! Grouping books by subjects also makes it easier for children who cannot read to self select since they are more likely to associate with the picture of a dinosaur on a spine label rather than an author’s last name. Patricia B. in the cataloging department has been so helpful throughout this process and has worked with us to create our newest category, FANTASY. On the fantasy shelf children will find stories about princesses, castles, dragons and giants! We are also in the process of creating a WORDLESS category that features books that are purely filled with illustrations. Language Arts and Art teachers consistently ask for these titles so that children cannot only tell their own stories but also see how illustrations play a huge role in telling the “whole” story.

At the beginning of the month Miss Mary and I celebrated Dr. Seuss’ birthday. During the hour long event Miss Mary and I dressed up as “The Cat in the Hat,” sang Happy Birthday to Dr. Seuss, read a couple of his best loved stories and made sure to include plenty of music and move-

ment. Children were able to create their own “Cat in the Hat” hats, as well as “Quiet I am Reading” door hangers. We ended the event with animal crackers, juice and a viewing of “The Cat in the Hat – Knows a lot about that” a mini-series from PBS kids. We had well over 60 families participate and had the best time acting goofy. Pictures of Miss Mary and me in our “Cat in the Hat” garb can be found on our Facebook page.

Every other Thursday the Sliney Pre-K program is visited by the youth services department to share some rhymes and stories. This month the Pre-K program took a trip over to Sliney School so that they could meet the kindergarten teachers and preschool classrooms. Since we are located directly across the street the class decided to end their day at the library with a tour and stories provided by Miss Mary! The kids had the best time seeing her outside of the classroom and enjoyed touring the entire building. They talked a lot about whether they had been to the library before and took library card forms home in hope of coming back at a later date.

We closed out the month with an Easter Egg Decorating Party on Good Friday! Photos of the event can be found on our Facebook page .
