Report to the Board of Trustees

December 3, 2014

From the Director

Our November 9th donor reception following RaveOn! was a successful event—we met some of our loyal supporters and potential new donors. We hope to hold another event soon.

The Friends have been busily planning for their first Downton Abbey Tea Party fundraiser which will be held in the library on January 18.

Mary Fontana and Ariel Wander, circulation assistants, resigned this month. Deirdre posted an ad on Conntech, and we interviewed several very qualified candidates. We hope to have two new assistants on board by early December.

The November appeal was mailed in time for the Thanksgiving weekend.

Supervisors met to begin planning for our annual in-service training, scheduled for Friday, February 27, 2015 from 8:30am-1:30am. The library will open late that day.

The library will hold a MakerLab Open House on Friday, January 9 from 5-7pm. We’ll demonstrate the 3D printer and other components of the Lab.

Co-communications delivered their report of the Bookmark Branford campaign, and will attend the December board meeting. The first draft of the video was delivered on 11/21. Drawing for the iPad mini will be held in early December.

It was a pleasure to welcome Keira Cervoni to the board; we met on 11/17 for an orientation and tour of the library.

I submitted the library’s annual report to the town, and annual statistics to the State library.

This month we published the Friends winter newsletter, and the Library’s winter calendar—thank you to the Friends for sponsoring the cost. The program committee met to plan programs for winter & spring.

John Loeb, who was a library friend and Trustee from 2003-2009, passed away on October 28; donations are being accepted for his lecture fund.

We received several positive comments about the smoke free policy which went into effect November 1.

I attended various meetings including Rotary, Rotary Interact at the high school, town department heads, Friends meeting, CLA meeting, Chamber nonprofit council, Women in Business and the Senior Center forum on 11/6.

Sadly, the library was vandalized with graffiti on November 7. Frank has been able to remove most of the damage.

Karen Jensen
Library Director
This Month in the Youth Services Department - October

Miss Mary and I love the month of October because we get to host our annual Halloween Parade! Every year staff members get a huge kick out of the event as 70+ children come dressed in their Halloween best to take part in Halloween songs, rhymes and books. This year, Miss Mary and I decided to be witches (friendly ones!) and our staff members participated in a BIG way by handing out goodies and dressing up for the event. This year, Miss Mary and I wanted to throw some “tech” into our parade by including a Halloween app. The app features a haunted house filled with all kinds of Halloween characters like: witches, robots, werewolves and bats! Each time children knock on the house’s door new characters appear announcing what they are. Younger children delight in not only the unpredictability but also the anticipation of who or what is going to pop out next. The apps graphics are created by popular children’s author Lois Ehlert so they are filled with vibrant colors and recognizable shapes that are attractive to the eye. The app closes with everyone taking part in a Halloween party, which lead straight into a dance party of our own! We truly had a blast this year and could not be happier with our turnout of 130 participants - caregivers included!

Miss Mary and I decided to stay on the Halloween train by inviting Animal Embassy to do a Creepy, Crawly Animal Presentation on the school district’s half day. I am sure I have mentioned this before, but Animal Embassy presentations are the best because they not only focus on each animal’s traits, natural habitats and why they have been rehabilitated but also because the organization concentrates on embracing differences and uses animals in order to facilitate the idea of mutual respect. Whenever an insect, amphibian, or animal is presented that may cause some initial worry the organization asks the audience not to say things like ewwww, gross, or that looks ugly. They ask them how they would feel if someone met them for the first time and said the same exact things? They then go into explaining how the very things they fear are actually pretty cool or unique attributes that makes each animal valuable to the environment and overall community. This particular presentation was packed with 80+ people and was nice because SACC, Branford’s School Aged Child Care program was able to walk over and partake in all the fun!

This month Miss Mary and I also hosted a kindergarten tour for Mary T. Murphy School. We had 75 little ones throughout the building, so Miss Mary and I decided to divide and conquer by splitting up the building and the grade in order to answer questions in a timely fashion. At the end of the tour we met in the auditorium to reconvene and share a picture book about libraries and how to treat our materials once they leave the building. One of the best parts about this tour was that the school got in contact with us early enough so that we could send over library card forms ahead of time to create. We actually ended up making and presenting 25+ cards the day of the tour, which we were really surprised and happy about.

Katy and I also held our first 3D Printing/MakerLab Session this month. The idea was to take this summer’s successful Learning Labs program and transform them into a MakerLab session so that those who enjoyed this summer’s event could return throughout the fall to tryout new activities as well as our brand new technologies. We decided to focus our first session on the 3D printer because it is tangible and allows participants to leave with something physical in hand. We had a total of 8 teens attend and we walked through the printer’s components so that they could understand the process first-hand. We then introduced them to Thingiverse, which allows you to download pre-made 3D printing plans as well as TinkerCad, which is an easy to use open source 3D printing software that allows you to manipulate objects and create your own content. The group had a blast experimenting and we encouraged them to continue creating at the library and from home.

Carly Lemire
October Highlights from the Reference Department

**Technology**

*Deb & Whitney*: updated the website, Pinterest and events calendar

*Deb*: worked with Rick on improving Internet speed by adding a router, switching wireless traffic to its own line, adding static IP addresses; worked with the database vendors on making sure new IP addresses work for authenticating from the library

*Kirsty*: learned how to use ZINIO on iPads; practiced downloading e-books to various e-readers

*Barb*: worked one-on-one with a patron who needed assistance using his new iPad and reviewed and made updates to library handouts to reflect changes to Overdrive instructions

**Outreach and helping out!**

*Deb and Whitney*: helped out with Hogwarts

*Barbara*: Met with Sandra Vlock to discuss library’s connection to senior center needs assessment

*Whitney*: Taught several patrons how to use ZINIO

*Deb*: took care of interlibrary loan while Gennett was away; helped Carly set up a Halloween app on the iPads

*Deb, Whitney, Barb*: Ordered and organized homebound and local book group materials

*Barb*: Encouraged Jenna and Christina (circ department) to help out with library book displays resulting in a Halloween ghost stories display and one near and dear to librarian’s hearts: “I don’t know the title, but it has a blue cover!”

**Reference assistance, books and more!**

*Whitney*: Created Fall into a Good Book display, promoted and helped a patron navigate Job Now to improve her resume provided reader’s advisory to patrons through book recommendations and book displays and added Your Next Great Read, a form-based RA, to our website to provide patrons with personalized book recommendations.

*Kirsty (with a bit of help from colleagues)*: researched a reference question about the speak-easies, taverns, saloons in Branford during the early part of the century. We used articles from our digital collection, Branford Town Directories and dug into archive articles from Jane Bouley.

*Barb*: Assisted patron researching personal stories of Branford’s connection to World War I with materials from history room and articles from digital scrapbooks; used new ATOZ database to track down some elusive business information.

**Housekeeping**

*Deb*: Updated the computer and printer inventories;

*Barb and Deb*: cleaned out Reference Office drawers and organized electronic devices and cords.

**Programming**


*Barb*: worked with CTWorks Business Services consultant, Terri Sells, in renaming/rebranding networking group to Job Search Boot Camp and attendance grew. Helped set up the auditorium and provide assistance with sound system requests for various programs including Opera Appreciation, Community Discussions, Job Search Boot Camp and Dementia Care.

*Shauna*: Removed outdated biographies

*Kirsty*: organized and weeded back issues of magazines and newspapers and NADA automotive guides; is working on reviewing inventory of Reference collection and reviewed donated materials for possible addition to our nonfiction collection.

**Programming**

*Whitney*: Changed over new nonfiction and biographies; weeded biographies

*Shauna*: Removed outdated biographies and selected reference books from collection to keep database up-to-date

*Kirsty*: organized and weeded back issues of magazines and newspapers and NADA automotive guides; is working on reviewing inventory of Reference collection and reviewed donated materials for possible addition to our nonfiction collection.

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December 2014 Program Highlights

CT Accordion Association: Holiday Music
Saturday, 12/6 @ 2-4 PM
Concert of Christmas music and traditional songs.

Christmas at Our House
Saturday, 12/6 @ 7—9:30 PM
The Roundtable Players, a community theater group based in Branford, brings this special staged reading with music.

Tilde Café:
Saturday, 12/13 @ 3-4 PM
Topic: Drug Repurposing
A face-to-face conversation with a scientist about current science topics. For more information about future topics, visit www.tild cafe.org and join the mailing list.

Menunkatuck Audubon Society Presents:
Climate Change
Wednesday, 12/10 @ 7 PM
With Heather Crawford. Program is free and open to the public. Refreshments served. Information: 203-457-1699 program@menunkatuck.org

3D Printing: Creating Your Own 3D Files
Saturday, 12/13 @ 10 AM—2 PM
Create your own 3D files for printing with volunteer Jim Davis. Jim will walk you through the 3D modeling software 123Design, from the makers of AutoCAD. Space is limited – register today!

Music Makers
Holiday Concert
Sunday, 12/14 @ 2-3 PM
Holiday classics, traditional carols, music from the European Renaissance, Spain and modern selections. Sponsored by the Friends of the Library.

Coffee, Donuts, & a Movie
Saturday, 12/27 @ 2:30 PM
Looking for something warm and relaxing to do this Saturday? Join us for a showing of a new release and free coffee and donuts. Movie TBA.

Ask A Lawyer
Thursday, 12/18 @ 6 PM
Free fifteen-minute consultation with an attorney from the New Haven County Bar Association. Sign up in Reference 30 minutes before the scheduled time.

The Magic of Christmas with Martha Link Walsh
Wednesday, 12/17 @ 7 PM
Martha will share some of these stories of “Santa Claus” from different cultures and show the images she created to represent them.

October 2014 Statistics—Deirdre Santora & Gennett Grinnell

Total Circulation: 13,798
October 2013: 13,985

ConnectiCard: 2,706
October 2013: 2,770

Renewals: 3,618

Downloadable Circulation:
Overdrive ebooks: 533
Overdrive audiobooks: 149
Axis360: 7
Zinio: 149
IndieFlix: 10

Interlibrary Loan
Borrowed 42  Loaned 94

Children’s Programs:
Babies (0-2)
15 programs/382 attendance
Preschool (3-5)
9 programs/185 attendance
School-age (6-11)
13 programs/199 attendance
Total Children’s Programs: 37
Total Attendance: 766
Teen Programs (12+)
1 program/8 attendance

Adult programs
17 programs/441 attendance

Lucy Hammer Room
61 meetings/125 attendance

Computer Sessions: 2372

Facebook: 1061 Likes

Constant Contact: 4083

Average Daily Visitors: 561
Days Open: 31 (includes Hogwarts)