



# Report to the Board of Trustees

October 1, 2014

## From the Director

We are deep into planning for Hogwarts—contacting sponsors, making wands, planning activities. We even had a drone fly over the library—it's a secret to be revealed on October 11th! Thanks to our board member, Heather Brooke, and her team, for a tremendous job organizing this major fundraiser.

Friends booksale was a smashing success—best earnings ever. Thanks to all who make it happen, from the sorters, to those who pick up the books from the library on a regular basis, to Matt and Mary Hally who organize the sale and all the volunteers, and of course their son Mark!

Katy Dillman transitioned to her new position as Development and Outreach Coordinator on September 2. She has already finalized our new donor recognition board, purchased and trained on DonorSnap software, and transferred our donor database to the new software. We are working together to plan a special donor recognition event for November 9, and she is working on the first draft of our November appeal letter.

Kirsten Smith transitioned into her new, part-time reference position on September 22.



*Our new Mobile MakerLab is ready. We are recruiting Mentors to train on the equipment and help us host future programs.*

The climate survey was sent to all staff; results should be available next month.

Bookmark Branford is gaining some steam. We have collected submissions from over 20 patrons and scheduled upcoming social media posts to generate interest. We brought the display to the green for the book sale weekend. I am working on scheduling interview subjects for the video.

We have a final tally for our Spring appeal. After sending a follow-up mailing in June, and meeting challenges from Board Members Tom Perrone and Robin Sandler, we reached a total of \$16,478 with 100% of our board members joining the leadership circle. We currently have 108 members of the leadership circle, who received invitations to Hogwarts, and who will be invited to the November 9 event.

On September 23, I attended the Exchange dinner for Shoreline heroes and received a donation of a defibrillator for the library. The equipment is very easy to use, even without training; however, staff will be trained by a member of Branford EMS on Wednesday, October 15.

Staff attended the first of a two-part workshop on Mental Health First aid, designed to provide the skills to help when someone is developing a mental health problem or experiencing a mental health crisis.

Finally, a review written by our own Whitney Gayle, reference librarian, was chosen to be featured on the national blog, *Library Reads*, which was a proud moment for all of us.

*Karen Jensen  
Library Director*

### *A reminder...*

All Trustees are invited to attend the 2014 ACLB Leadership Conference: Connecting People taking place on Friday, October 24 at the University of Hartford Gray Conference Center in West Hartford.

John Chrastka, executive director of EveryLibrary and a long-time library trustee and supporter, will give the keynote address: Advocacy, Activism and Political Action for Libraries.

Registration ends October 17.

## This Month in the Youth Services Department - August

Summer reading has come to a close and the results were impressive. Collaborating with the public schools has been a joy and seeing our patrons get excited the program and the Marble Maze has been amazing.



One of our GRAND PRIZE summer reading winners - Abby Regan.

By the end of August we totaled at 4,254 books read, which is quite a feat. Some of the columns in the Marble Maze were spilling over since multiple tubes had hit full capacity! We found that the addition of the maze brought a new drive to the program; allowing participants to physically see how many books they had read. A couple of families actually held their marbles till the very end so that they could see their pile grow all at once. Siblings got kick out of competing to see who had read more every week. A HUGE thank you to the Branford Public Schools system for creating such an incentive. We are hoping to use the maze for years to come.

I also want to thank the Youth Services staff for taking on an entirely new program. This year, our reading program went 100% digital and we were not sure if patrons were going to like it. With the help of Katy Dillman we were able to create a 100% online summer reading program that was easy to navigate and required minimal effort. Besides fixing a couple of bugs here and there and learning how prizes were calculated we did not receive a single

complaint! Patrons found the registration and book tracking process simple and we witnessed children in 2nd grade and up logging into their accounts and documenting their own titles! Parents also liked the fact that there was no longer a reading log to keep track of - one less thing to lose! As long as they had a Wi-Fi connection, families could log on to their accounts from home or vacation, at their convenience. Staff members were also able to pick weekly and grand prize winners with a click of a button. We no longer had to face long lines, raffle tickets or messy handwriting. Everything truly ran like a dream! One of the most surprising aspects of the digital program was the number of reviews posted by parents and independent readers. When participants add books to their log they have the option to rate and write a personal review. This was not required but gave readers a chance to reflect and speak their minds. It was clear that others were taking notice and the reviews started to pile up - almost creating a message board where kids could see other readers' thoughts and then select books based on whether or not a child in their grade enjoyed the book. The process was 100% organic and got us thinking a lot about the power of connection and how patrons can create shared experiences without having to physically meet.

Finally, I want to thank Gennett and Patricia in the Technical Services Department for not only preparing our middle school summer reading books but also helping us access additional titles once we hit the middle of July! Every year Walsh Intermediate School students are required to read certain titles. The school district gives us the list ahead of time so that we can plan accordingly. Patricia then receives multiple copies of purchased and borrowed books from CT service centers that have to be coded into our system so that they can be checked out to our patrons. Each year certain titles are more popular than others but we do not know what these titles will be until middle school students start asking for them specifically. About the middle of the summer we are able to narrow down those popular titles and as a result place them on interlibrary loan. Interlibrary loan makes it possible for us to gather multiple copies of titles outside of our LION system so that we can fulfill holds faster and ensure that students will receive one of their top titles before school starts. Without their help we would not have been able to satisfy everyone's needs so a big thank you for not only finding what we needed but also entering them so quickly. You made a lot of patrons happy!

*Carly Lemire*

## August Highlights from the Reference Department

### The ABC's of Reference Service

Assembled Laptop Cart for MakerLab; worked with LION IT to set up new laptops and Mac computer.

Began a relationship with Midwest Tape to have our DVDs and books on CD processed and nearly shelf-ready when ordered.

Created flyers and press release for library activities and events.

Delivered books to homebound patrons.

Explained how to download an e-book to an iPhone.

Featured books from our library collection in several displays "Beach Reads" and "Good Books You May have Missed."

Gameboard for Adult Summer Reading program was hugely popular—20 people submitted gameboards for end of the summer drawing.

Helped students find Branford High School summer reading books.

Interlibrary loan ordering and processing continues to meet patron's demands for hard to find materials.

Jam-packed adult programming this month included Yoga, Second Tuesday book group meeting, Sci-Fi Friday

film, Pursuit of Great Coffee lecture, Ask-A-Lawyer session, Knitting Group, Tech Tuesdays and CTWorks.

Kept track of and ordered new bestselling books and DVDs.

Learned to use the button maker.

More money allocated by LION for our Overdrive e-book catalog.

Negotiated with CLC (Connecticut Library Consortium) for a discount on a new business database, *A to Z databases*.

Ordered and selected books for homebound patrons.

Posted regularly to Facebook and Twitter.

Quickly responded to patron requests for technology assistance.

Recommended "What to read next" books to adult readers and teens.

Setup 3D printer and began to learn its functions.

Tested items for MakerLab, began learning to use cameras, computers, other equipment.

Updated Pinterest (77 followers) and other events and links on website to stay current.

Vertical file weeding and inventory completed (pamphlet and clipping collection.)

Weeded books from the non-fiction and biography sections and deleted approved items.

X-cellent reference staff worked hard to please all of our library patrons.

*Youtube* has a downloading option for a Kindle Fire HD - *who knew?*

ZINIO (digital magazine) subscription is being renewed by LION ; proctored two exams.

*Barbara Cangiano*



AtoZ replaces ReferenceUSA as our business resource database.

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James Blackstone Memorial Library  
758 Main Street  
Branford, CT 06405

203.488.1441  
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## October 2014 Program Highlights

### Guide to Researching Your Family History

*Tuesday, October 28 @ 6PM*  
An overview of the process, resources and tools for discovering your family history.

### Menunkatuck Audubon Society Presents:

*Wednesday, October 8 @ 7PM*  
The exciting world of CT's reptiles with a live demo by Brian Kleinman. Contact Carl: [program@menunkatuck.org](mailto:program@menunkatuck.org).

### The Androgyny of John Singer Sargent

*Tuesday, October 14 @ 7PM*  
Fred Biamonte, educator at the New Britain Museum of American Art, presents an analysis of Sargent's art and life. *Sponsored by the Friends of the Library.*

### Connecticut Lore: Strange, Off-Kilter & Full of Surprises

*Saturday, October 18 @ 12PM*  
Norwich State Hospital,

Daniel's Village, stories of demonic possession, mysteries of Plum Island and more. Book talk with author Zachary Lamothe.

### Sherlock Holmes Radio Show

*Sunday, October 19 @ 2PM*  
The Adventure of the Speckled Band, a radio murder mystery with four actors portraying seven characters.

### The Basics of Truffle Making\*

*Wednesday, October 22 @ 7PM*  
Learn to make your own chocolate truffles with Maria Brandriff! Registration required.

### Dementia Care Education for Families

*Thursdays @ 10—11:30 AM*  
*October 23, 30*  
*November 13, 20*

For caregivers of people with any type of dementia. The series covers communication techniques, strategies for

behavioral challenges, safety, caregiver health, plus financial and legal issues. Sponsored by the Alzheimer's Association of CT. Please register by calling: 203-230-1777, ext. 14.

### VNA Flu Clinic

*Friday, October 24 @ 10:30 AM—12 noon*  
All vaccines administered by licensed and experienced nurses. Participating insurance or private pay (cash, check or MC/VISA). Please bring all insurance cards.

### The Civil War Soldiers of Branford, CT

*Saturday, October 25 @ 2PM*  
*Wednesday, October 29 @ 7PM*  
Town Historian Jane Bouley will be here on Saturday to sign her new book, then on Wednesday, she will present an interactive talk. *Sponsored by the Branford Historical Society.*

## August 2014 Statistics—Deirdre Santora & Gennett Grinnell

### Total Circulation: 17,391

*August 2013: 18,387*

### ConnectiCard: 3,081

*August 2013: 3,325*

### Downloadable Circulation:

Overdrive ebooks: 567  
Overdrive audiobooks: 176  
Axis360: 16  
Zinio: 182  
IndieFlix: 14

### Interlibrary Loan

Borrowed **68** Loaned **70**

### Children's Programs:

*Babies (0-2)*  
*7 programs/169 attendance*  
*Preschool (3-5)*  
*5 programs/113 attendance*  
*School-age (6-11)*  
*9 programs/197 attendance*

### Total Children's Programs: 21

**Total Attendance: 479**

### Teen Programs (12+)

*6 programs/91 attendance*

### Adult programs

*7 programs/83 attendance*

### Lucy Hammer Room

*59 meetings/171 attendance*

### Computer Sessions: 2586

### Facebook: 947 Likes

### Constant Contact: 3633

### Average Daily Visitors: 682

**Days Open: 26**