

January 2016 Library Services Report

Mission Statement:

The Burlington Public Library creates opportunities for people of all ages to connect with others, to learn about the world around them, and to imagine the futures before them.

Youth Education

The Youth Services department updated the Summer Reading fundraising brochure and doubled the amount of individuals and businesses on our mailing list. The Summer Reading program is funded by community donations to provide programming, reading incentives, and the supplies needed to create a great program for young people. We are putting together the summer events calendar, receiving contracts from performers, selecting prizes, and creating reading logs.

Also part of the summer planning, the members of the bookmobile project met in January and will continue to meet regularly through May to update driving routes, plan promotion, and update the checkout process. Reminder notices were given to the elementary schools for their February parent teacher conferences.



Registration began in January for the weekly winter programs which will start February 1st and continuing for 8 weeks. Some classes filled up and have waiting lists.

Library Assistants Donna Koett and Melissa Nystrom are assisting with the planning of the upcoming story walk using the book *Planting a Rainbow*. In March, the children's program *Painting a Rainbow* will kick off the story walk with paintings displayed in the library. In April the story walk will be put up including real flowers with the help of children and tweens. Last year's story walk was such a success that we are excited to do a new one. The Parks Department has the former story walk to use somewhere in the community.

Rhonda and Amy are collaborating with the Burlington Community School District and the Providers of Parent Support also known as YouthNet. Rhonda is currently on the steering committee and we are looking to collaborate with their vision of commitment to learning and constructive use of time. Information from the library was added to BCSD's community resource and referral informational link on the district's website. I look forward to participating as a group member in a subcommittee supporting the district.

The AWE learning computers donated by the Friends of the Library are located in the children's department. The early literacy stations offer a wide range of educational and recreational opportunities to promote lifelong learning. Amy was able to work with the company and pull statistics on use for these three machines. There were 11,874 sessions from September 15, 2014-January 21, 2016, or approximately 698 uses each month. We will be looking at trading in or purchasing new models of these well-loved tools.

Debbie continued her read aloud outreach program at the Burlington elementary schools in January. She is advocating reading aloud as a way to improve skills as well as teaching these young readers to read with expression and recognize the textual clues.

Tweens did book mashups in January. The program was so well-received that an expanded version is planned for the summer.

Adult Education

January's Specifically for Seniors program on Hmong Story Cloths was presented by local author Linda Gerdner. Over 50 people learned about this unique culture and the beautiful artistry and storytelling of their clothes. Linda has published a book that is part of the library's collection and has a large personal collection of story clothes.



Nine attendees enjoyed the first Pinterest Night of the year on January 13. This event was also the first one led by library aide Stephanie Jones. Her introductory event was a snowflake wreath class. She had participants affix recycled snowflake ornaments to batting in the shape of a wreath. Her future participants will enjoy lovely crafts as well as the added element of delightful recipes which can be found on the social media platform, Pinterest. These classes are great opportunity to bring in print resources from the library's collection to highlight. It is our hope to promote a wider array of the library's nonfiction collection with a meatball recipe event as well as a wine and cheese event in the spring.

January's How to Night featured information shared by State Farm representatives on Social Security changes and things people need to think about before retiring. Eight people participated.

Lois taught seven one-on-one sessions including assisting with an online job application and uploading a resume, setting up a new tablet and basic navigation, using Windows 10, and doing email.

The Adult Winter Reading Program concluded with 439 submissions (book reviews) to the ZEKI Tablet drawing. Both the Friends of the Library Sale and Friends of the Library Trivia Night were marketed under the banner of "Winter Reading" activities which helped to cross-promote reading incentive and fundraising efforts.

Several years ago, a woman working with the library through a senior job training program created an index to birth, marriage, and death records in the Hawk Eye dating from its inception in the 1830s through 1887. Another woman working as a work study student from the community college entered all the data into a database. A few years ago we were able to make the database searchable on our website. Until now, we didn't know how much it was used. Below are use figures that show the number of monthly searches. This library-created database is being well used and is a treasure of information for local history and genealogy researchers.

Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16
548	987	654	768	495	454	581	531	223	486	295	312	296

Registration for the 14th annual genealogy workshop in April is now open. It will again be a two day event with Saturday at the Capitol Theater.

Technology

Lois has been working with a vendor to upgrade server software and to move the virus protection service and domain controllers to virtual environments. We had a few glitches but things seem to be working smoothly now.

Lois is investigating public computing environments in preparation for SAN (Storage Area Network) server and thin client replacement.

Professional Development

The American Library Association (ALA) Emerging Leaders (EL) program is a leadership development program which enables newer library workers from across the country to participate in problem-solving work groups, network with peers, gain an inside look into ALA structure, and have an opportunity to serve the profession in a leadership capacity. It puts participants on the fast track to ALA committee volunteerism as well as other professional library-related organizations. The program is limited to no more than 50 participants each year. Samantha Helmick was selected from a pool of more than 1200 applicants. This year's cohort has ten groups of 4-6 members. Her group is working with the Young Adult Library Services Association (YALSA) to develop evergreen content and a social media calendar for the organization.



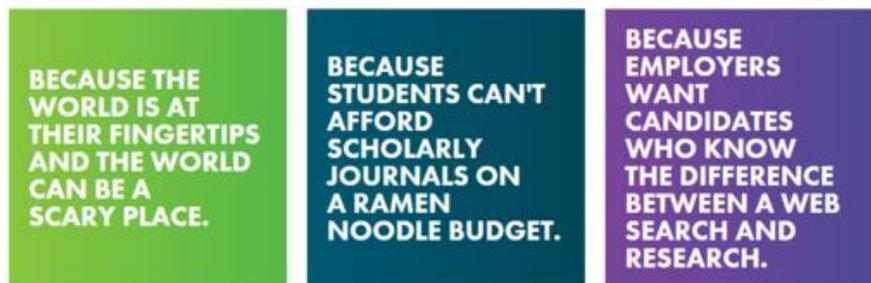
In addition to her work with Emerging Leaders at January's American Library Association Midwinter Conference, Samantha also continued her work with ALA committees. For the past year and a half, she has been a juror reading for the ALA Stonewall Book Awards Committee. The Stonewall Book Awards are the first and most enduring award for LGBT books. Since 1971, many books have been honored for exceptional merit relating to the gay/lesbian/bisexual/transgender experience. She read 243 titles for the Stonewall Book Award-Barbara Gittings Literature Award and the Stonewall Book Award-Israel Fishman Non-Fiction Award. At Midwinter, nine other jurors gathered to determine award winners and honorable mention titles. The Barbara Gittings Literature Award went to "The Gods of Tango" written by Carolina De Robertis and the Israel Fishman Non-Fiction Award went to "Speak Now: Marriage Equality on Trial" written by Kenji Yoshino.

As one of the 16 members of the ALA Public Awareness Committee, Samantha was charged to promote awareness of the value of excellent library service, to plan, execute, coordinate, and disseminate public awareness campaigns about the importance of library services, and to provide public awareness learning opportunities for library staff and other stakeholders. During the last year, she worked extensively on the *Libraries Transform* campaign.

The *Libraries Transform* campaign answers three important questions:

1. How do we shift the perception of the library as "obsolete" and "nice to have" to essential?
2. How do we energize library professionals?
3. How do we build external advocates to influence local, state and national decision-makers?

The committee answered these questions with a public awareness campaign showcasing the value and impact of services provided by libraries, library boards and library professionals. At Midwinter, Samantha's work on this campaign was commended and she was asked to stay on to assist in the continuation of this committee's work on the next phase of the *Libraries Transform* message: I Am An Expert. In the next 1-3 years, work will focus on the particular skill sets of the individual library professional, board member, friends member and volunteer. The committee will endeavor to promote training, continued education and leadership development to help librarians identify their strengths and to communicate the knowledge of their expertise. Samantha anticipates sharing the Burlington Public Library's great tradition of staff support and development as a model of libraries transforming communities through continual support and resource management of its human capital.



Samantha attended the January Greater Burlington Leadership class. The class met to talk about community projects such as Bridges Out of Poverty and the fundraising efforts of the Depot downtown. Samantha noted that "as we progress as a group and work on our own community project, observing how teams work toward a shared objective has proved useful." The group project has changed a few times over, but they now have settled on a Disc Golf Tournament at Crapo Park. Proceeds will provide scholarships to Southeastern Community College's Kid Tech U.

Samantha presented as part of the Innovative Libraries Online Conference on emerging tech and social media trends in 2016. She covered information about a professional version of Facebook, wearable technology and content marketing. She anticipates using ideas from this conference to benefit education and connection at Burlington Public Library.



The Friends sponsored their 4th Trivia Night fundraiser with 58 participants who came together for a night of mind teasers, trivia and fun to support youth services programming at Burlington Public Library. The event raised \$800 through registration and an additional \$110 from mulligans and double down purchases. This total was double the funds raised at last year's trivia night held in March 2015.

After enjoying the trivia questions at the Iowa Library Association Conference in October, Samantha asked Iowa Library Services/State Library Program Director, Nancy Medema, to provide the questions for a potential fundraising event at Burlington. By tweaking a few rounds, working closely with the Friends of the Library for marketing, judging and money-handling assistance, and recruiting former Burlington Public Library Youth Services Manager Angie Pilkington to emcee, this trivia night was a rewarding and memorable experience for library supporters. Several participants provided positive feedback and would like Trivia Night to continue as an annual event.

Other Activities

On January 9, the library and the glass artisan society dedicated the new stained glass window in the children's area that was a gift from the society. Over 20 artists worked on this piece.

Rhonda attended the department and leadership meetings.

Rhonda and Sam met with the city's PRIDE team.

Rhonda presented the library budget at the January 21 special council work session. She also attended all council meetings and work sessions in January.



Rhonda met with the Foundation board members. At this meeting, the board granted over \$40,000 for collections, software and server upgrades, and building projects.

Rhonda attended the monthly Friends of the Library board meeting. The board approved over \$3000 for speaker fees for upcoming Specifically for Seniors events, newsletter postage and printing, books for youth classes, supplies for tween classes, and funds for the stained glass window dedication.

Rhonda participated in the Education Changes Everything meeting at SCC.



The Friends set up for their first book sale of 2016 on January 28. The members preview was Friday with the big sale on Saturday.

Lois is participating in FEMA training in preparation for a large group training in Emmetsburg, MA in June.

Lois attended the Bridges Out of Poverty Steering committee meeting in West Burlington. Rhonda attended the Getting Ahead committee meeting. Getting Ahead is a series of programs being done as part of the Bridges initiative.

Rhonda met with the Community Volunteer Alliance team to continue planning for the Mayors' Volunteer Awards.

Kathy Binder started as a work trainee through AARP in January. She is working on straightening the shelves and helping with some special projects.