

March 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

We hosted our first Read Aloud to a Buddy Program on March 10th. On March 3rd we had 15 teen and adult volunteers attend our orientation for this program. Since we currently have more volunteers than children signed up for the program, Amy will connect with the schools again in the fall to encourage children to sign up.

The Iowa for Kids Program presented by Dan Kaercher, founder of MidWest Living magazine, was here on March 19th. His overview of the state of Iowa while examining geographical, biographical, and tourism landmarks with his amazing storytelling style was well received. He had plenty of hands on visuals and prompted the audience with thought provoking questions to engage them.

Becky collaborated with Cassie Gerst (BCDS) to create a magnet highlighting the free bus ride program this summer. The magnets will be distributed at the upcoming BCSD Health Fair at the High School and the Parent Resource Fair, both of which Amy will attend in April. The magnet also directs people to a new Facebook page called Burlington Summer which has been created to promote events and resources for children and families for the summer such as the library programs, the pool, art classes, day camps, summer school, book mobile routes, and the free breakfast and lunch programs. We are partnering with the school district on this page and Becky is our admin who will be adding to the page throughout the summer. Using Facebook gives us the opportunity to add and modify information regularly and interact with community members. We hope this change will spread the word more than the brochure that was done last year.

Library Assistants Donna Koett and Melissa Nystrom continue to work hard preparing the Plant a Rainbow story walk. In March, they held an event to introduce the book to children and have the young participants paint their own canvases. We've enjoyed having these works on display at the Customer Service Desk. We are now in the process of painting the plywood cutouts of flowers and laminating the pages from the story. The Club 10 participants and others will do a planting project in April and the story walk will go up late April or early May.

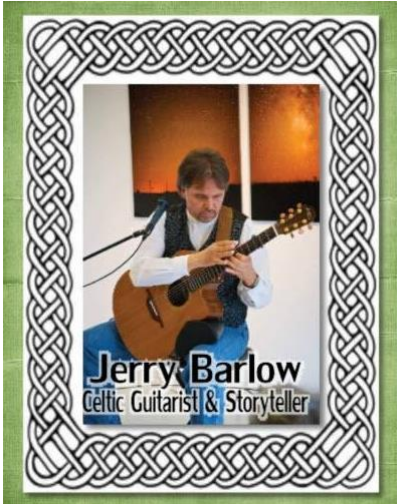


Working with high school students, Amy attended the Iowa State University Extension and Outreach Ethical Decision Making Workshop as a table discussion leader. The workshop was held in the Black Hawk Room at Great River Medical Center. She posed questions about various ethical scenarios to help

students ask questions and think more broadly about topics such as academy integrity, privacy, and social issues.

The AWE early literacy stations had 169 sessions during the month of March. About 30 more sessions than last month. The new iPad station has been used frequently with children before and after programming as well as after school and weekends.

Adult Education



Jerry Barlow, Celtic guitarist and storyteller, delighted 114 folks attending Specifically for Seniors on March 4th. Jerry's easy-going style and sense of humor endeared him to the audience.

Lois held 10 one-on-one sessions and proctored five exams in March. Other staff members also do proctored exams and one-on-one sessions. March was a busy time for proctoring because of mid-term tests.

Lois has been providing technology assistance to residents at Robinson Heights on a quarterly basis. Three people attended the March 18th session.

The first Basic Cake Decorating class was held on Monday, March 28. Ten people are registered to attend all four sessions.

Technology Access and Education

Lois and Rhonda have been exploring options for the public computing stations with two local vendors and other libraries.

Lois is working with the State Library in completing Form 471 for E-rate funding. We hope to obtain some funding for the mobile hotspot that will be used for Internet access in the bookmobile, as well as at other venues where Internet connectivity is unavailable.

The March Tech classes had higher participation than we have seen in the last few years. Our collaboration with Southeastern Community College CBIZ to cross promote services and to develop complementary learning opportunities may have boosted the library's signal by word-of-mouth. We anticipate higher participation numbers for the Facebook class next month and look forward to the social media tagging class in May.

Marketing

The library jumped on the momentum of popular culture to create a Facebook Reaction Emoji bookmark. Patrons were encouraged to take bookmarks and return them with their checkouts. Rather than writing a full review, readers were asked to tell us if their book made feel: a thumbs up, a heart, happy, laughing, surprised/shocked or angry. 97 reviews have been returned to the library so far with overwhelmingly optimistic feedback.



By reverse engineering mobile social media phenomena, the library introduced the topic of digital communication, harnessed the popularity of social media to seek reader engagement, and provide a simple and fun way to continue the conversation about library checkouts. As the Social Marketing Team (Amy, Mallorie, Becky and Sam) continue to meet and work on library goals, interactive and innovative marketing in concern to programs, book displays, social media and info sharing will continue to grow.

Community

Rhonda presented to the Middletown City Council about library services and the benefits of having a library card. Middletown contracts with the Burlington Public Library for library services and signed a 28E agreement for services starting November 2014 and running through fiscal year 2022. This is the same year that the West Burlington and Des Moines County 28E agreements end.

Professional Development

Rhonda hosted two Grinnell College students for four days in March who were doing a Spring Break Externship. The students observed and met with staff members to learn more about the library profession.

Samantha participated in the March Greater Burlington Leadership class.

Sarah and Amy attended the Youth Services RoundTable discussion meeting in Iowa City on March 8th. They listened to book talks highlighting current trends in reading for ages 4-18. Then as a large group attendees shared program ideas and asked questions to improve our programming sessions.

Other Activities

Lois and Amy attended the mandatory workplace drug training for supervisors.

Rhonda attended the city department meeting and leadership meeting.

Sam attended the city PRIDE meeting.

Rhonda served on one of the United Way Allocations Panels on March 23.

Lois attended the FEMA meeting in preparation for her training in Maryland in June.

Rhonda attended the monthly Friends board meeting. At this meeting the Friends board approved over \$1000 for books to be given to children in area preschools in May at the final preschool outreach story time visits this school year. They also approved funding for the April 15 Volunteer Appreciation Brunch, door prizes for the genealogy workshop, and some summer reading prizes for teens.

Rhonda participated in the Community Volunteer Alliance meeting. Nominations for the annual Mayors' Volunteer Award were due in late March and the group is working on the final details for the May 19 lunch at which all nominees will be recognized and the winners in each category will be announced.

The Burlington Public Library was the featured library in the Iowa Library Association's March/April newsletter.