

# May 2016 Library Services Report

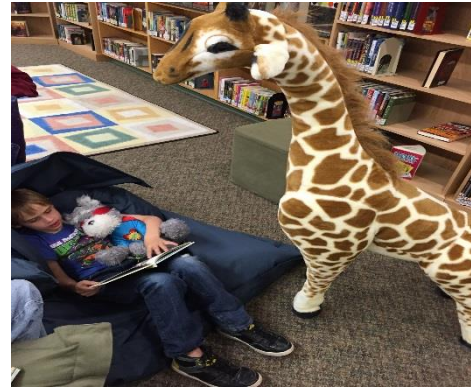
## Mission Statement:

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

Besides wrapping up spring weekly classes in May, Youth Services also held the last Read Aloud to a Buddy! program of the spring. This program will return in the fall.

The Youth Services team put the final touches on the storywalk featuring *Planting a Rainbow* by Lois Ehlert. The rainbow pots of flowers are outside and the property maintenance staff will put up the wooden picket fences and rainbow flower cutouts with the storybook pages when their schedule allows.



Amy went along with Kathy to some of the preschool outreach sessions to hear Eric Carle stories and present each child with a book to take home. It was the first time Amy participated in the song Wally!Acha!, a long-standing favorite of storytimes. This preschool outreach program and the books that went home with each child were funded by the Murray Foundation and the Friends of the Library.

“Thank you so much for the books for our students!” -- Mossman Grayhound Preschool

During the week of May 23rd summer reading informational handouts were delivered to all the Burlington elementary schools as well as West Burlington, GRCS, and Notre Dame.

The Bookmobile planning group met to discuss and finalized details before the first run from June 15-August 3. On June 8<sup>th</sup>, the Bookmobile will be parked out front and get loaded with books for people to stop by and check it out.

## Adult Education

Adult Services is gearing up for a fantastic Summer Reading Program. Our May Makers Gonna Make night featured information on Iowa’s political and cultural relations with Japan as participants created egg carton cherry blossoms. We will continue with this series of programming in the summer. Leftover materials from past library events for kids, teens and adults will be used to inspire crafters or “makers” to attend the library to create lovely art and learn about the library’s collection of arts and crafts resources.

Because the 2016 Summer Reading Program theme is “Get in the Game,” the library will promote sports, fitness and wellness materials in the library collection. Community groups like Universal Fitness,



Absolute Yoga and Great River Medical Center will present on Fitness Mondays each week at noon. Participants are welcome to bring their lunch and receive information on the benefits of fitness for all interests and abilities.

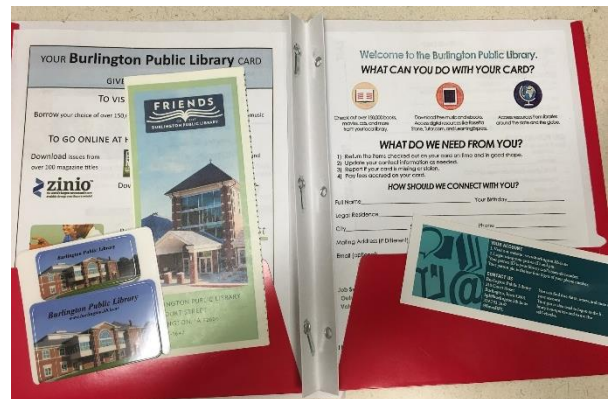
A Wellness Book Club this summer will feature two great books, *Eat, Pray, Love* by Elizabeth Gilbert and *Zen and the Art of Motorcycle Maintenance: An Inquiry into Values* by Robert M. Pirsig. On Wednesdays at 6pm, participants are welcome to learn about physical, mental, spiritual and financial wellness from community experts and library resources. We encourage all library patrons to utilize the resources this summer to “Get in the Game” and take on new learning challenges and life goals.

## Technology Access and Education

We will be purchasing new AWE stations in the children's section. The station is called the After School Edge and it is for children ages 6-12 to compliment the Early Literacy Stations.

## Marketing

As we know, marketing starts with face to face interaction. The personable connection through dialogue exchanged through customer service transactions is vitally important to showcasing library resources. One of our longest face to face opportunities is during library card registration. Updating the library card registration form to reflect the easy and welcoming process of accessing library materials is a new marketing initiative.



These forms are now packaged with important information such as a library bookmark featuring hours of operation, a Friends of the Library brochure, and a handout on the library’s digital collections.

Adding elements of checklists, assembly lines and follow up messaging to the process, fewer duplications or errors occur in the registration process, communication and awareness have increased internally and externally, and new dialogue on library resources has grown.

## Community

Rhonda presented at the May 31 city council meeting on summer programs, including the new Burlington Summer 2016 Facebook page being done in partnership with the school district, the bookmobile (also a partnership with the school district), summer reading, and free bus rides for kids in the summer.

Rhonda had the opportunity to listen to kindergarten students read to her at Sunnyside. It was a great experience and inspired the subject of her May column in the Hawk Eye.

Rhonda attended the C3 Steering Committee meeting at Great River Medical Center.

Rhonda and Samantha attended the Small Business Breakfast.

Rhonda and Mallorie attended the Mayors’ Volunteer Awards Luncheon with library volunteer Nancy Pfau. Rhonda enjoyed being part of the planning team for this inspiring annual event.

## Professional Development

On May 18<sup>th</sup>, seven staff members attended Bridges Out of Poverty training. Amy contacted the coordinator to offer assistance if any teen programs are developed in the future.

Samantha graduated from Greater Burlington Leadership. Her class project, the Cracked Plastic Classic, was picked up by the Lions Club and will continue to raise funds for STEM scholarships for area youth. Samantha has been approached by the Lions Club to join their membership and to assist with the future of this community enterprise.

Rhonda attended the Directors' Roundtable held by Iowa Library Services at the Washington Public Library.

Four staff members attended a webinar on serving library users with mental health issues.

## Reference

Library staff tracked the number of questions asked at the library desks as well as library materials used in-house, but not checked out, during the spring reference survey week. Survey weeks are done in the fall and spring to compile data for the Annual Survey required by Iowa Library Services. Reference questions are defined as professional questions, requiring the experience and knowledge of staff such as reader's advisory and genealogy. Instructional questions refer to library desk transactions which require hands-on, how-to assistance with tech devices, library resources, and digital platforms such as online job application software. Directional questions about library service hour or the location of materials in the collection were tracked as well.

### Spring Reference Survey Week Totals:

Reference Questions: 534

Instructional Questions: 537

5 Minutes or Longer: 26 hours & 15 minutes

Other/Directional Questions: 1279

In House Materials: 264

The heaviest reference day of the week was Monday. Many citizens visit the library to begin projects, embark on research and seek information on Mondays. The heaviest in-house use day of the week was Saturday. Many library customers enjoy using library equipment, books, and magazines within the library space on Saturday and may not check out items to take home with them.

## Other Activities and News



Rhonda attended the city department meeting, leadership meeting, and PRIDE team meeting.

Rhonda attended the monthly Friends board meeting. At this meeting, the Friends board approved over \$1000 for landscaping maintenance and newsletter expenses.

The Friends had their spring book sale in May.

A Central College student began volunteering as part of the I-Cap program through Americorp. She will be at the library on Tuesdays and Wednesdays this summer.

Rhonda participated in a department heads meeting with the consultant for the council's goal setting process.