



Director's Report to the Board of Trustees June 2013

Building: The building committee met with AKV architects on June 20 to begin planning for the architectural review process. Sandra Vlock will start by interviewing each staff member individually to gather input. Community input will be engaged through a series of workshops scheduled for July and we are expecting a final report from AKV by the end of August. I am planning to submit the resulting proposal to the State Library by September 1 in order to be considered for a building grant.

The rest of the round tables and 3 leather chairs were sent to the Department of Corrections for refurbishing on June 3.

LION: LION held their User Experience group meeting at JBML this month.

E-resources: Baker and Taylor is setting up our access to Axis 360 and we should be able to order titles for the service in another week or two. WWML recently subscribed to IndieFlix (downloadable independent films) and I am planning to order it along with Zinio, which is offered by the same company, as soon as I can!

Development: The development committee will interview two development professionals on July 22.

ALA 2013 Chicago

Outreach and Partnerships: I attended the Chamber Nonprofits Council meeting, Rotary meetings, a Chamber of Commerce event and Toastmasters meetings.

BHS has loaned copies of their summer reading books to us for the summer. I went to BHS on June 14 to sign students up for library cards. 5 students signed up for cards.

Alice Pentz from WWML and I have been meeting to discuss plans for celebrating Shakespeare's 450th birthday next April. So far we have decided to hold a 24-hour marathon reading of Shakespeare's works in April.

Programs and events: Jules Buckley has been gathering information about caterers for our preferred caterers list. She also gathered information on obtaining a temporary liquor permit.

Our program planning committee will meet July 10; Whitney Gayle has assumed her program coordinator duties. Katy Dillman has planned a series of interesting cooking programs with local restaurants for the fall.

Friends of the Library: The Italian Ice booth at the Festival was a success, earning over \$3,000. Volunteers had a lot of fun manning the booth. The friends are planning for an exciting program with Dr. Lee on September 10 at the library.

I attended the FOCL annual meeting on June 8 where the Friends received an award for their successful gift basket program.

Professional & Staff Development: Dierdre, Sandy and Christina attended a Customer Service workshop. Kathy O. attended a Records Management Training workshop.

All staff are working on setting goals for the upcoming year—the process will be complete by the end of July.

I attended the ALA conference in Chicago from 6/26—7/2. It was a wonderful experience; I came back with lots of ideas for programs, new technology and even architectural information. I met Kathy R. and we toured the T.B. Blackstone library together.

I was accepted to the New England Library Leadership Symposium and will be attending from July 29 through August 2.

Finance: The RTM Education Committee officially approved the library's budget request on May 6.

Technology: ipads are here and we are working on loading apps onto them. So far we have discovered they are great for taking pictures and video of programs. They will also be used to access the myOn summer reading program offered by Branford Public Schools.

Other: I submitted all library policies to Attorney Ed Spinella of Reid & Reige for review.

Linda Gibson retired after 25 years of service. Gennett and I met with Baker & Taylor to discuss purchasing some of our materials pre-processed (with covers). Gennett and Patricia Bussman are experimenting with absorbing Linda's responsibilities over the summer. The Town of Branford won a grant to provide local teens with summer employment. Through this program, Rob Cooney, a BHS student, will start work at the library on July 8.

Meetings Planned for July:

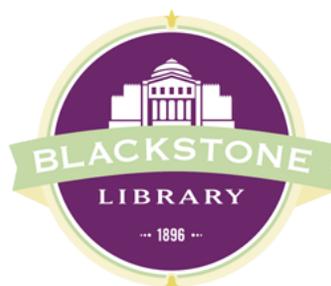
Board of Trustees 7/8
Friends of the Library Meeting 7/9
Branford Rotary 7/10, 17, 24
Town Merchants 7/9
Toastmasters 7/10, 24

July Program Highlights:

All month: Summer Reading for Adults, Teens and Children

7/5 Field Day Children's Program
7/13 Introduction to Whole Food Cooking with Bill Klar
7/18 Retirement Realities with Stephan Bruckner
7/3—7/31 ESL Conversation Group (Wednesdays)

*Karen Jensen
Library Director*



Statistics for May 2013

Circulation Statistics

Circulation May 2013	15,334
Circulation May 2012	16,596
CT Car May 2013	3,151
CT Car May 2012	3,340
Books added	484
Audio Visual added	64
Deleted items	948
Overdrive Circulation	634
E-Reader Circulation	3
Average Daily Visitors	624

Youth Services Statistics

Miss Mary's class for Babies - 5 classes, 386 attendants
Miss Mary's class for 2's - 4 classes, 154 attendants
Miss Mary's class for Pre-K - 5 classes, 93 attendants
Miss Mary's outreach classes - 6 classes, 142 attendants
Miss Mary's Stay & Play—4 classes, 35 attendants
Miss Carly's PJ stories - 5 classes, 21 attendants
Miss Carly's School Aged classes - 2 classes, 8 attendants
Saturday Craft - 4 classes, 187 attendants
Early Release Day—45
Third Grade Tours—70

Grand Total: 1141 attendants

April reports from Circulation and Technical Services

—Deirdre Santora and Gennett Grinnell

Stats for May:

- Facebook— 712 “Likes”
- Constant Contact—2580 active contacts,
- Downloadable Audio books— May - 102
- Downloadable E-books— April— 529

Circulation staff:

- Checked out/Checked in, renewals and holds = 36,646 items in May.

Technical Services staff:

- Cataloging—672 total

- Processing—611 total
 - Orders received—531 total
 - Mending—117 total
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Highlights from Reference —Barbara Cangiano

The public computers were very busy in the adult department in May. There were a total of 2326 sessions with an average session length of 42 minutes. Patrons who had to wait for a computer - and there weren't very many - waited on average only 7 minutes! Less than the drive thru line at Starbucks!

We help patrons every day with questions about their e-book readers and tablet computers and offer assistance in person, in print and through our website. We get TONS of questions and always try to answer, inform, educate and assist.

We worked with LION staff to help a legally blind patron

who is interested in searching the web. He came to the library with his newly purchased PACmate QX Series Pocket PC device which has a Braille keyboard and screen reading options. This device operates like a desktop computer with the ability to surf the internet, receive email and use Office products. We worked with LION to update our router to recognize this device. The patron is learning how to use a computer, learn Window commands and all that is involved with that. Next step is going online.

On May 21st, Barbara gave a tour of the library to a third grade class from Murphy school who were researching Branford landmarks for a book that their class is creat-

ing. Students had great questions and worked very hard to “stump the librarian”.

Deb Trofatter and Barbara Cangiano received a certificate of appreciation from the American Legion Post 83. At a ceremony honoring the descendants of soldiers who served in the Spanish American War 125 years ago, Deb and Barbara were thanked for offering research and support over many years to local veterans groups dedicated to remembering and honoring those who served.

In May, the non-fiction book displays included; “May is Mental Health Awareness Month” highlighting self-help books which offer suggestions for handling stress and other personal challenges and “Spring into Action” for those of us giddy with spring fever.

A sampling of reference questions from May: Can I download an Overdrive audiobook to my iPod Shuffle? (Yes,- but it is not a great idea because of the random nature of the Shuffle.) Are there any war memorials in Branford? (Yes, info available in our library archives.)

News from Youth Services—Carly Rencsko

We have been working hard to prepare for the summer and promote the school district’s brand new summer reading initiative, myOn, which selects hundreds of books for children based on their reading level and interests and then tracks their progress by documenting the books they have completed.

The school system that children will get excited about reading over the summer and learn more from the myOn’s interactive components.

The Youth Services Department is excited about this decision because it will not only help students and parents throughout the summer find their just-right reads but also opens students to a great number of possibilities.

Realizing that the school’s doors are closed throughout the summer and that the library’s will be wide open we have been working with the schools in order to understand how myOn works, see how the kids login and what to do when they forget their username or password. The school district has gone as far as to provide us with a “mock” account so that we can physically login into the system, test out the materials and understand how all of the interactive components work. We do not foresee any major problems heading into

the summer seeing as the schools have been working hard to use myOn before the school year is through, but we are prepared for parents, grandparents and caregivers to have questions if they have not worked with their children on the site before. myOn’s creators also offer tech support 24 hours a day.

We have created a pilot iPad lending program that will allow children and their parents to use tablets throughout the youth services department in order to complete their online reading. We saw this technological initiative as an opportunity to think about the building and ways in which we can increase internet access, and in this case readability, without drilling additional electric sockets into our walls. Our result, the purchase of twenty iPads that will be used throughout the summer as a support of the school’s myOn program, makes it possible for children to find cozy spots to read rather than our wooden computer chairs! Once the summer is through, iPad programming, apps and possibilities are endless. We are hoping to incorporate or use these iPads in the Youth Services Department as another programming tool that will add interactive elements to our traditionally formatted programs. We have already been talking with the school district’s technology department about security

issues and standard settings and have also spoken with different librarians that have already incorporated apps into their day to day programming. The idea of using the library as an app evaluation area is exciting and teaching parents and caregivers the importance of co-viewing and ways in which tablets can enhance literacy is also intriguing. Either way, ideas are definitely in the works and we are looking forward to the possibilities this upcoming fall.

All of these summer reading changes have reduced the number of required reading books significantly and as a result created a lot of space for the Youth Services staff to play around with. So, for the entire month of May well into June different staff members have been working together to weed certain collections, place items into storage and re-shelve and label different collections. We are talking hundreds and hundreds of books here and without their help we would not have been able to get all of our new summer reading materials together well before June. For this, I am grateful and also want to encourage staff members and patrons to take a tour to see how the area has changed for the better and where new collections are located.
