



Johnson County Library

County Librarian's Report

October 2013



Popular children's book author Eric Litwin stands next to a Storywalk station featuring his book, "Pete the Cat." A partnership between the Library and Park & Recreation, Storywalk makes reading a walk in the park (Antioch Park, to be exact). Eric visited the Antioch Neighborhood Library beforehand and performed to nearly 300 excited children and parents.

INFORMATION ITEM

December 12, 2013

To: Members of Johnson County Library Board of Directors

From: Sean Casserley, County Librarian

Re: County Librarian's Report for October 2013

October Highlights

Popular children's book author Eric Litwin led 295 children and parents at **Antioch Neighborhood Library** on a music and comedy-filled adventure through the pages of his beloved "Pete the Cat" books. Later, Library staff took Eric over to Antioch Park to see the **Pete the Cat Storywalk**.

Almost 40 art-inclined patrons attended the 708 Gallery, the **Lackman Neighborhood Library's** open house for artists. Created by Clerk Mike Bagby and Page Jeanne Kasten, whose art is pictured below, the event invites artists to gather and discuss their art and processes. A similar gathering will take place in the spring.



Blue Valley Neighborhood Library's Bre Hansen and Charlou Lunsford promoted Johnson County Library services and library card applications at the **Blue Valley Recreation Commission's annual Family Fall Festival**. Approximately 2,000 adults and children enjoyed the event, with 175 kids taking part in the JCL table's jack-o'-lantern craft activity.

A mom stayed late after a **Lackman Neighborhood Library** storytime to share encouraging news about her young daughter with Branch Manager Leslie Nord. Two storytime sessions had passed with her daughter seemingly not participating. During the third, however, the daughter stood up and entered the fray. She later whispered to her mother, "Itsy Bitsy Spider is my favorite!" The interaction thrilled the mom. Leslie used the opportunity to reinforce the importance of parents participating in storytime activities to model the appropriate behavior for their children.

I. Convenient, Delightful & Rewarding Library Service

Two women approached the **Gardner Neighborhood Library** help desk and shared how much they love the new desk configuration. It's approachable, in the mix with patrons and more open without taking up extra space.

A gentleman thanked the **Lackman Neighborhood Library** staff for helping him over the span of weeks in his job hunt. He wanted them to know it was because of their help that he secured an interview, an interview he would later ace en route to a job offer.

A patron came in to the **Shawnee Neighborhood Library** in search of book club title suggestions. Information Specialist Colleen Olinger walked the woman through the portion of the website dedicated to book clubs and all of its capabilities. The service's speed and ease of use amazed the patron, who expressed thanks for all of Colleen's help.

Michelle Krooswyk, youth services librarian at the **Antioch Neighborhood Library**, received September's Antioch GEM Award for rearranging her schedule to provide an evening storytime to Antioch families. Numerous families have shared their appreciation for the branch offering a storytime outside of both parents' working hours.

When both Youth Services staff members of the **Shawnee Neighborhood Library** fell ill, threatening a Mill Creek Activity Center storytime, Information Specialist Melody Kazmi saved the day by volunteering to cover for the event.

A child had to make a bookmark for a class project. His mother didn't understand the project and neither did he. Jenny Mendez of the **Shawnee Neighborhood Library** happened to have a template saved on her flash drive. She downloaded the template to his computer and showed him how to use the Microsoft Publisher software to customize his creation. Afterwards, the mother thanked Jenny and said she never could have done it without her help.

Using Library Resources

Reader's Advisory displays at the **Gardner Neighborhood Library** included Get a Clue (L. Hetherington), Adopt a Dog Month (L. Jordan) and Hot and Hearty - soups, slow cookers and one-pot meals (Sue Garrod).

Desoto Neighborhood Library patrons love family entertainment on Saturdays. The branch brought in professional storyteller Priscilla Howe to lead the fun. More than 60 individuals recently attended, including a grandmother who thanked the staff afterwards for providing family entertainment for all to enjoy.

A patron shared thanks via the **website**, writing, "I am truly grateful to you all for this wonderful system. The online library experience has been extremely helpful for a busy, working mother of two."

Another **website** user wrote, "JoCo library system is the best library from all 5 states that I've lived. You guys are awesome!"

Early Literacy and Early Literacy Outreach

The Mission Runza® Restaurant raised \$219.45 for Johnson County Library during the October 1 **Great Books for Great Kids fundraiser**. Youth Services Librarian Bradley Debrick will accept the donation on behalf of the library to use toward books for 6 by 6 kits.

Bradley offered six storytimes at **Head Start** for 77 kids and 14 teachers. When leaving a classroom, several of the kids wanted to give him a hug. A teacher said it was remarkable and huge progress to see one boy in particular interact with Bradley.

The **Lackman Neighborhood Library** is serving as one of nine pilot sites across the state for **Checkup and Check Out**, an early literacy project sponsored by the Kansas Pediatric Foundation and the State Library of Kansas. The branch will work with Heartland Primary Care in Lenexa to provide families information about 6 by 6 skills and free books during their doctor visits.

A retired elementary school teacher who lives in Topeka wrote to the **Oak Park Neighborhood Library**: "I drive weekly to Overland Park to care for my two-year-old grandson, Easton, and was introduced to Storytime at the Johnson County libraries last year. Miss Susan is phenomenal! It is evident that she loves what she is doing. You have a talented professional and fun loving resource at Oak Park. Thank you for giving the toddlers, parents and grandparents this gift."

Serving Children & Teens

Jenny Mendez and Melody Kazmi created an innovative display (see: right) for **NaNoWriMo, or National Novel Writing Month**, a dress made entirely out of book pages. Jenny has worked diligently on the NaNoWriMo program, including putting together events and integrating it with **BookMingle**, an online reading program for teens and adults.

The **DeSoto Neighborhood Library** continued its monthly film discussion with students from ACCESS House, a DeSoto USD



232 program that teaches the developmentally challenged life skills for independent living and community integration. A recent discussion attracted 13 attendees and revolved around the film, "What's Eating Gilbert Grape." Themes included how we feel and deal with change, why sometimes we don't make changes we need to make and recognizing how others around might be feeling about their situations.

Debbie Frizzell, information specialist at the Gardner Neighborhood Library, and Kate McNair, teen services coordinating librarian, excitedly spent three hours moving books into the South building of the **Juvenile Detention Center**. The center now has a library in each of the two buildings and a system to float materials back and forth. Kate also led 21 teens on a **Read to Succeed** discussion at the center on another date.

Adult Programming and Outreach

Colleen Olinger, information specialist at the **Shawnee Neighborhood Library**, promoted the branch's "Mom's Night Out" collection through a variety of means, including a display and handout for distribution at the Shawnee Mom's Group outreach visit.

A class on hoarding at the **Shawnee Neighborhood Library** attracted 13 adults and resulted in the formation of an informal support group among three women who bonded during the class. One commented, "Tonight I feel less alone and more empowered."

Collection Development

Work to expand the eLibrary's functionality continued in October, with a **new eAudiobooks service and new eBooks feature** on tap for November.

Kristin Whitehair, eResources selector, has accepted a two-year role on the national **Public Library Data Service Statistical Report Committee**. The Public Library Association is working to develop national standards for all public libraries on the reporting of library statistics and will rely on this standing committee throughout the process. Johnson County Library is thrilled to have representation on this important committee.

InterLibrary Loan

Items Loaned: 2,339

Items Borrowed: 1,709

Lending Statistics	
Requests received from libraries	5,234
In Kansas	1,048
Out of State	4,186
FILLED	2,339
Loans Kansas	637
Loans Out of State	1,701
Photocopies	1

Borrowing Stats	
SUBMITTED	
Requests Submitted By Customer	2,569
Cancelled by Customer or ILL staff	560
Unfilled (Cancelled or still unfilled)	300
FILLED	1,709
Loans Received	1,673
Articles Received and delivered to Web	36

II. Serving Underserved Populations

A patron brought her family to the **Oak Park Neighborhood Library** for the first time after attending several **6 by 6 Español sessions**. She was amazed at all the resources, saying, "This is truly a different world!"

III. Marketing & Community Engagement

The web content team continued **curating engaging content** to share with the Library's social networks. Among October's most popular Facebook posts was an image (see: right) relating to the popular series of fantasy novels by George R. R. Martin. The post reached more than 1,000 people on the network.

Director of Communications Kasey Riley developed and oversaw the production of a **special section promoting Johnson County Library programs and services** (with a focus on eProducts) that was sent to all Johnson County subscribers of the Kansas City Star on October 24.

Kasey and Event Producer Joseph Keehn developed and oversaw the production of a **promotional video** that began airing on local PBS affiliate KCPT in October. Patrons report the spot is "compelling and memorable." Riley and her team will evaluate its effectiveness as it continues to air through the end of 2013.



Web Content Developer and Library Videographer Dave Carson held the **first Video Interest Group (VIG) meeting** in October. The Video Interest Group educates and trains Library staff in developing compelling and appealing videos to promote Johnson County Library.

County Librarian Sean Casserley and IT Manager Matt Sapp held the **first review of OrangeBoy's valuable data analysis of Johnson County Library patrons**. Marketing and Communications department staff will utilize the data to develop targeted messaging to market segments.

Kasey and Staff Development Manager Rita Rubick developed a **communication plan for the roll out of Performance Dashboard**, a tool that will enable library managers and staff to take

the temperature of the organization and make adjustments accordingly. Matt Sapp is assisting with the technical aspects of the Performance Dashboard rollout.

Kasey completed interviews for the Marketing Coordinator position that has been vacant since July of 2013 and is pleased to announce that **Daniel Molina joins the Marketing and Communication department in November**. Daniel comes to the Library from Barkley, a Kansas City-based integrated advertising agency, and is well-versed in online advertising, public relations and copywriting. Daniel is a very strong addition to the Marketing team.

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