



Johnson County Library

County Librarian's Report

March 2013



The Dream Rocket Project

DREAMROCKETS project came to Johnson County Library in March. Artwork was created by children from around the world was displayed in 8 Johnson County Library locations before moving on to wrap a Saturn rocket at the Huntsville, AL Space Center.

INFORMATION ITEM

May 15, 2013

TO: Members of Johnson County Library Board of Directors
From: Sean Casserley, County Librarian
Re: County Librarian's Report for the Month of March 2013

This Month's Highlights

Michelle Swiat (Youth Services Librarian at the **Antioch Neighborhood Library**) reports a successful outreach program at the Oak Park Mall. The event was Read Across America. Johnson County Library read stories, interacted with shoppers and handed out marketing materials.

Dorian Assenmacher (Youth Information Specialist at the **Antioch Neighborhood Library**) reports a patron commented that she could not say enough nice things about our 6by6 EL space and our storytime. She said that she has lived in three states and been to many, many libraries and storytimes and have seen none like Johnson County Library.

Multiple locations report patron excitement over the restoration of hours.

The **Corinth Neighborhood Library** reports helping a preschool teacher prepare a lesson on animals that lay eggs. After many different searches, the staff member recalled seeing a new book come in that would be perfect. The teacher was elated. Thankfully, the staff member was able to preview the book. This allowed them to help the patron find exactly what they needed.

The Summer Reading Club is moving to a more online format. The committee has begun regular meetings including a webinar and is quickly making plans for summer. This year will be a basic trial and the committee expects to evaluate and enhance next year.

From Congressman Yoder's office re: Oak Park Community Fair:

"You asked that I write and share with you, briefly, my thoughts with regard to today's community event at the Oak Park Neighborhood Library. Today's Community Fair at the **Oak Park Neighborhood Library** was great! First of all the library team and volunteers were awesome. Christian Madrigal = amazing! From the moment I arrived till I left it was a great experience. I've always felt strongly about the value of the Public Library and its resource to the community ... Today's event was the epitome of such. I spent time with constituents talking about issues related to the federal government and the state government. People are concerned about the economy, jobs, gun control, education, taxes ... and even the custodial rights of dads. As well, a mom stopped by whose son is interested in an Academy nomination to a U.S. Military Academy and was going to call our office - and there we were. Others came and asked the best way to communicate to the Congressman their concerns and ideas. And, there were those who just stopped by with kind thoughts of affirmation and encouragement for me to pass on to the Congressman. Several signed up to receive his weekly e-newsletter. The greatest "aha" of the day was the number of senior citizens served by that library and the tremendous outreach to English Language Learners. Sitting there alongside the Johnson County Health Dept., Department of Aging, the OP Police, JCCC, Catholic Charities, etc. ... I thought this is how it ought to be - side by side for the greater good of our community. Great event - thank you so much for including us."

Shawnee Neighborhood Library reports that while Brandi Wade (Page) was shelving when a patron come over. He seemed to just be browsing but she wanted to be sure so she asked if he needed any assistance. He didn't, but they ended up having a pleasant conversation. He mentioned that he just liked to come into the library and browse until he found a book. He expressed how much he preferred physical books over ereaders and that he does not understand libraries that have 100% ebooks.

I. Using Library Resources

Two women friends came into the **Shawnee Neighborhood Library** with their e-readers, one with an old Nook and one with an old Kindle. Colleen explained to the one with the Nook about how to use hers at home, and also set her up with a Kansas Library card account for e-books. Colleen printed out e-book instructions for both ladies. The woman with the Kindle also had a smartphone, so Colleen showed her how to download Blio. The woman didn't know how to use her Kindle (it was a gift) so Colleen showed her how to pull up the instruction manual for it on Amazon's website. Colleen went through the e-book checkout procedure with them, how to find the Magic Wall, pick the correct format, etc. Altogether, it was probably a 40 minute interaction, and they both left very happy with the information they had received.

Many locations report a continued increase in patrons using computers for job searches, responding to ads, completing online applications and creating resumes and cover letters.

Shawnee Neighborhood Library reports a man came in asking about the meeting room. Melody Kazmi (Information Specialist) showed him the room and the library. He had never been to the library before. He was renting space at the SE Civic Center and had heard he might use the library. He was very interested in the programs the library offered and the beautiful building.

Patrons continue to express happiness with the automatic book returns and even more happiness about items being taken off their account immediately.

Kim Gile (Information Services Manager) reported that Fran Dennison (Reference Librarian) presented to two groups of CAPS kids, entrepreneurs. The teachers were very impressed with Fran's presentation and follow-up to help guide the kids toward completing their business plans. CAPS, Center for Advance Professional Studies, are a program for BV high school students who want experience in the adult world. These kids are going through FASTTRAC program from JCCC.

II. Early Literacy

Bradley Debrick (Early Literacy Coordinator) reports, "the planning for the Storywalk project at Antioch Park is moving along. Johnson County Park and Recreation has plotted out a course for the signs and Jennifer Taylor (Creative Services Coordinator) is working on a mockup of the signs.

Melissa Wolters (Youth Services Librarian at the **Gardner Neighborhood Library**) gave a survey out to her storytime parents. The responses were overwhelmingly positive. One respondent wrote, "We love the Wednesday morning teacher! Thank you so much! Enjoyed the weekly themes!" Another wrote, "We love storytime! My 3 year old foster daughter has been able to proactive sitting and attending. She has made big improvements thanks to storytime! She also loves her 'teacher.' This is just one way dedicated staff that making a positive impact in our patrons' lives."

III. Serving Children & Teens

Jennifer Mendez (Information Specialist at the **Shawnee Neighborhood Library**) reports a young patron wanted books about "Jack and Annie". Jennifer was not able to find any books with the title Jack and Annie. She began asking questions about the narrators and did a quick google search. Jack and Annie are the main characters in the Magic Tree House Series. There were several on the shelf and child yelled, "YAY! JACK AND ANNIE!"

The MakerSpace at Central is getting new, extraordinarily well qualified volunteer support. Dannie Dan-Irabor publishes her own photography magazine and has considered going into teaching. Since most staff are only marginally familiar with these programs, this is a great opportunity to borrow her skills from patrons who want to learn or who have small projects with which she could help.

IV. Serving Adults

Staff continues to report a large number of patrons using public PCs to search for jobs, responding to ads and completing online applications and creating resumes and cover letters.

Jennifer Mendez (Information Specialist at the **Shawnee Neighborhood Library**) reports the Summer Reading Committee has increased its focus on the Adult Summer Reading Club. The committee meets twice a month at the **Central Resource Library** to give input on what should be included on the website and how they are going to implement the program.

V. Interlibrary Loan

ILL borrowed 2,058 items in March 2013 and loaned 2,175 items.

9 new libraries requested materials from Johnson County Library in March.

VI. Early Literacy Outreach

Bradley Debrick (Early Literacy Coordinator) presented at a music event for 48 kids and 60 adults. He also offered storytimes for 6 Head Start classes, Pawnee Elementary Project Preschool and Shawanoe Preschool Pals in addition to his embedded librarian time at Head Start.

The **Antioch Neighborhood Library 6 by 6: Ready to Read space** had 2,474 visitors. This breaks down to 82 people each day. Currently, visits to the 6 by 6: Ready to Read space are down 35.7% from 2012. Ken Werne (Branch Manager at **Antioch Neighborhood Library**) reports no known reason for decrease. Staff at Antioch have not notice a decline so they will recalibrate the people counter for the space next month to confirm that it is working properly.

VII. Outreach

Shawnee Neighborhood Library reports the Monticello/Mill Creek Activity storytime is a pilot project to offer storytime to western Shawnee residents. So far, the first storytime had 4 youth, the second had 6 youth and the third had 11 youth.

Christine Hiles (Clerk at the **Shawnee Neighborhood Library**) was working at the local Food Circle Event at the Civic Center. On her break, she began looking around the event. She had forgotten to take her nametag off and was approached by three different people with questions about the library and its services.

VIII. Marketing and Community Engagement

Marketing and Communication department staff have been actively working with the Web Content team to ensure consistency in promotions.

Director of Communications, Kasey Riley contracted the services of Mindmixer and worked with Mindmixer staff to build a site to solicit input from the public for the strategic plan. Library staff and the public are encouraged to share their ideas at www.jocolibraryconversation.com. The library's Mindmixer site is being promoted through Facebook ads that Marketing and Web Content are testing through June of 2013.

Creative Services Coordinators, Cindy Frazer and Jennifer Taylor have been working directly with the Web Team and Kasey Riley to re-work print pieces that promote library services. The new version of the print calendar of activities will drop in May 2013.

Community Relations Coordinator, Marsha Bennett has been serving on the County logo committee and providing feedback to Nancy Mays, Director of Public Affairs and Communication for Johnson County.

The Marketing and Communication department staff interviewed numerous candidates for the Volunteer Coordinator position left vacant when Susan Mong assumed the role of Executive Director of the Foundation. Marsha Bennett is pleased to report that a candidate has been selected and will join the Marketing team in June of 2013.

Executive Director for the Foundation, Susan Mong and Director of Communications, Kasey Riley developed a promotional plan for the 2013 Pinnacle Awards and will be actively soliciting nominations from April 2013 through June of 2013.

Director of Communications, Kasey Riley and Marketing Assistant, Marty Mothersbaugh have contracted ads to promote library services in the Kansas City Star, KC Studio Magazine, The Shawnee Dispatch, and Reyes Media, a Spanish language media company.