



Johnson County
Library

**County Librarian's
Report
July 2013**



The Lackman Neighborhood Library hosted a Mustache Party in July with children's author Bridget Heos. Ms. Heos' latest picture book is ***Mustache Baby***.

INFORMATION ITEM

September 12, 2013

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

This Month's Highlights

Johnson County Library received a great deal of publicity in July. The July 17 issue of 913 in The Kansas City Star featured a letter from the editor, Grace Hobson, in support of libraries, an advertisement for the library as well as a seven page article detailing Johnson County Library services, including the **Maker Space at the Central Resource Library**

Cedar Roe Neighborhood Library had one of their "staff members" featured as well. Yertle the Turtle, the newest staff person at Cedar Roe was featured KSHB on July 25th.

Gardner Neighborhood Library was featured on KCTV 5 for their "Pirate Maze." Youth Services Librarian, Melissa Wolters, developed the maze and handled the television interview.

Meredith Nelson, Reference Librarian at the **Central Resource Library** is playing a consultant role to area libraries that are considering development of their own Maker Spaces. A library student informed Meredith that the Johnson County Library Maker Space is the best library Maker Space he has seen.

Corinth Neighborhood Library Branch Manager, Kinsley Riggs, received a call from Mr. Harris at the Shepherds Center, an organization and place for seniors to continue learning, take classes, socialize, and volunteer. Mr. Harris is going to drop off materials at Corinth. Riggs informed him of the Positive Aging Coalition and the library's partnership with Shepherd's Center through that coalition.

Gardner Neighborhood Library developed several new displays in July. For adults, there was a Fourth of July display (courtesy Debbie Frizzell), AudioBooks: Your Survival Guide to the Family Roadtrip and "What to do with all those yummy vegetables" (Lynda Hetherington), Country Music (Lisa Jordan), and "Summertime and Picnics (Sue Garrod).

DeSoto and Lackman Neighborhood Library Branch Manager, Leslie Nord, met with Joan Baird and Jennifer Ross who work for non-profit Matthew's Ministries Sonflower Learning Program located at the United Methodist Church of the Resurrection in Leawood. We talked about Gloria's "Create" program, Janine's Movie Discussion Group and other examples of programming for mentally disabled people. We also showed them a "Books to Grow Kit" and talked about "Bi-Folkal kits." We set them up with an outreach card, and demonstrated the catalog with an IPAD. They were also very excited to hear about Kansas Talking Books.

At the **Central Resource Library**, Circulation Supervisor, Chris Carleton, saw a regular patron of the library as he walked across the Library, so they chatted and the patron said, "You know, today I gave the kids the options to go to the pool or come to the Library, and they chose to come here so they can stay cool."

I. Convenient, Delightful & Rewarding Library Service

Using Library Resources

Vince Shawver, Part Time Information Specialist at **Oak Park Neighborhood Library**, contacted E-Resource Librarian, Kristen Whitehair and Circulation Supervisor, Chris Carleton with regard to accessing Reference USA through his other job as Federal Library Manager at the US EPA Region 7 Library in Lenexa. As all organizations were looking to trim their budget down, Vince asked if was possible to use JCL's access to Reference USA for the EPA's usage, saving between \$5,000-7,000 a year in contract fees for a service that they'd only search in 20-50 times a month. After confirming with Kristen that EPA's estimated usage would be less than 1% of JCL usage per month, Kristen and Chris set the EPA up with a Community Outreach Card.

Gardner Neighborhood Library Youth services Staff facilitated a Kid Dance Party. 20 adults and 32 kids participated. A patron wanted the playlist. He's an elementary school principal and felt the Kid Dance Party would be fun to do with the kindergarteners.

Shawnee Neighborhood Librarian, Jenny Mendez, helped a patron renew card and update information. The patron had questions about e-audio books and finding books online and Jenny provided thorough instruction. Patron commented, "Thank you for taking the time to show me all of this. It's all new to me and I am excited to use my new iPhone with all of the library's audio books and ebooks."

Early Literacy and Early Literacy Outreach

Early Childhood Literacy Coordinator, Bradley Debrick conducted outreach to Head Start throughout the summer months. Bradley Debrick offered 5 storytimes for 51 children and 16 adults and also hosted an Early Head Start playgroup with Christine Peterson at **Oak Park Neighborhood Library** for 16 children and 12 adults who enjoyed a bilingual storytime. Bradley also entertained 38 children and 21 adults at Head Start's "July Jamboree" their monthly evening event for families.

Early Childhood Literacy Coordinator, Bradley Debrick, has spent the first Saturday of the month in June and July at the Deanna Rose Farmstead (Mary Brown took the first Saturday in May for Bradley)The farmstead asked if Bradley could come out and conduct story times over summer months and Bradley has been story-telling to 80-130 people on the first Saturday of month. Bradley hopes to make the relationship more of a partnership in the winter months by potentially having Deanna Rose Farmstead host programs for the Library. They are still in discussion as to what the programs may entail.

Early Childhood Literacy Outreach Coordinator, Bradley Debrick, was assisted by Octavia Vonderheyde of the **Leawood Pioneer Neighborhood Library**, Megan Bannen of the **Cedar Roe Neighborhood Library** and Laura Hunt of the **Shawnee Neighborhood Library** at four story times at **Mill Creek Activity Center** for 153 children and 90 adults. They also took **6by6: Ready to Read** activity kits for the children to enjoy. Response has been very positive at Mill Creek this summer, and all

participants who responded to a survey said they would attend story times this fall, either at Mill Creek or another Johnson County Library location.

Antioch Neighborhood Library reports 5,049 people visited the 6by6: Ready to Read space (a 50% increase over 2012 and the first time we have broken 5,000!)

Serving Children & Teens

Youth Services Manager, Barbara Brand, Youth Services Librarian Dennis Ross, Teen Librarian, Kate McNair and Reference Librarian Meredith Nelson met with Tyler Watts, a teacher who wants to teach Scratch computer programming to kids and adults. He and Dennis scheduled a class for two of the Maker Mondays in September. This is a perfect example of how staff envisioned community involvement in the **MakerSpace**.

Youth Services Manager, Barbara Brand met with Catherine Groth, the new Youth Services staff member at the **Gardner Neighborhood Library** and Laura Hunt, the newest Youth Services staff member at the **Shawnee Neighborhood Library** for their second Youth Services Orientation & training meetings. This completes all second tier Youth Services training meetings of the newest nine members of the Youth Services Team.

Teen Librarian, Kate McNair reports that July has been a big month for work with incarcerated teens. **Changing Lives Through Literature** ended its summer session at the end of July with four graduating participants (eight were originally in the class). **Book to Movie** discussions at the Juvenile Detention Center continue to go well, and are planned into the first week of August. Then staff will take a break to plan fall programs at the Juvenile Detention Center (JDC). The biggest development was a meeting with JDC administration to hash out a Memorandum of Understanding, and plans to expand the Library and services to the JDC.

Summer Reading is almost over! Johnson County Library has had record participation for teens this year, and we will take a look at statistics after it is all said and done and hopefully learn some lessons for the fall. The adult online program has also been very successful. Younger children still prefer print logs so we will continue to offer both options next summer.

Teen Librarian Kate McNair received the YALSA (Young Adult Library Services Association)Volunteer of the Year Award! Congratulations Kate.

Adult Programming and Outreach

Antioch Neighborhood Library reports that 675 people attended programs (435 youth, 240 adults) in the month of July. Carol Cichelli hosted our adult book discussion group, **Book Party!**, which had its highest number of participants to date with eight adults in attendance.

Antioch Neighborhood Library Assistant Branch Manager, Stefanie Estes and Branch Manager, Ken Werne joined Susan Mong and Marsha Bennett at the groundbreaking

ceremony for the IKEA store which plans to open in the fall of 2014. Youth Services Librarian, Michelle Krooswyk met with Tara Markley, 4-H Youth Coordinator agent, and Youth Services Manager, Barbara Brand to discuss possible partnerships and programs with the 4-H Organization.

Collection Development

A patron at the Blue Valley Neighborhood Library shared with staff how much he appreciates Zinio, the latest electronic offering from Johnson County Library. Zinio offers more than 250 magazine titles for download. The patron said he loves being able to read magazines he "would otherwise never have the chance to read" and he is "just delighted."

Ebooks – Axis360 use continues to increase with a record number of checkouts. As of July, 2013, 91% of titles have been checked out.

The Collections Department staff conducted a survey regarding ebook downloads and usage at Johnson County Library. Results are as follows:

Respondents: 210

Average minutes to complete: 5

Devices used to read ebooks

| | |
|----------------------------------|----|
| Smart Phone | 41 |
| Tablet (ipad/nexus) | 93 |
| Kindle Fire | 43 |
| Nook | 33 |
| Desktop/laptop | 36 |
| Other | |
| kindle devices, non-fire | 2 |
| sony | 1 |
| kobo | 1 |
| kindle devices (e.g. paperwhite) | 2 |
| ipod touch | 4 |

*in this section 3 reported they were unsuccessful in accessing ebook content

How did you heard about JCL ebooks

| | |
|----------------------------------|-----|
| Library website | 155 |
| Lib's FB or Twitter | 3 |
| Staff | 21 |
| Sign/printed material in the lib | 7 |
| Friend/Colleague | 25 |
| Other | |
| newspaper | 6 |
| circular | 1 |
| news/media | 1 |
| magazine article | 1 |
| internet | 1 |
| Friends on FB | 1 |
| Saw in catalog | 1 |
| Had been waiting for ebooks | 3 |

Have you noticed eBook titles in the catalog?

| | |
|--|----|
| Yes, I use these links to find titles. | 99 |
| Yes, but I'm not sure what it meant. | 12 |
| No, there are links in the catalog with regular books? | 84 |
| Comments | |
| not aware of ebooks | 1 |
| go to the magic wall | 3 |
| discovered in the catalog | 3 |
| ebook wishlist not integrated into bilbio | 1 |
| entire system is difficult | 1 |
| unsure/unable to interpret | 2 |

Interlibrary loan

ILL borrowed approximately 1896 items in July 2013 and loaned approximately 2186 items.

| Lending Statistics | |
|---|-------------|
| | |
| Requests received from libraries | |
| In Kansas | 940 |
| Out of State | 3874 |
| FILLED | 2186 |
| Loans Kansas | 566 |
| Loans Out of State | 1619 |
| Photocopies | 1 |
| | |
| Expired – item did not make it to ILL department in time | 124 |
| Unfilled requests | 2601 |
| Schools | |
| JC Schools requests submitted | 3 |
| JC Schools requests filled | 0 |
| KS request from web | 0 |
| New Libraries requesting from JCL | 15 |
| Number of items supplied to HomeConnect patrons | 4 |

Approximately 109 items were loaned each work day this month.

Approximately 241 lending requests were received each work day this month.

Approximately 25% of items loaned went to KS libraries.

| Borrowing Stats July 2013 | |
|------------------------------------|------|
| SUBMITTED | |
| Requests Submitted By Customer | 2824 |
| Cancelled by Customer or ILL staff | 640 |
| | |
| | |
| FILLED | |
| Loans Received | 1896 |
| Articles Received and delivered | 22 |

III. Serving Underserved Populations

Hispanic and Immigrant Populations

Oak Park Neighborhood Librarian Christine Peterson and Branch Manager, Maggie Vallazza, attended meetings with Valencia Hills Apartments manager Lizz Pence and Sister Maria at Holy Cross Church to talk about 6by6:Ready to Read en espanol activities.

Oak Park Neighborhood Librarian, Christine Peterson visited Antioch Church of the Nazarene to speak with Maggie Caison and Pastor Don Burns to share information about the 6by6: Ready to Read en espanol program. They are extremely interested in partnering with the library in delivering training to Spanish speaking parents. Vallazza and Madrigal continue to working on Latino Festival. Vallazza has been focusing on finalizing entertainment acts. Madrigal has been focusing on planning for setup and staffing.

Andres Medina called the Oak Park Neighborhood Library to inquire about the English Conversational classes. He was at Lupita's Meat Market and saw a flyer advertising the ELL classes at the Library.

IV. Marketing & Community Engagement

In Johnson County

Community Relations Coordinator, Marsha Bennett handled media inquiry from Kansas City Star reporter, Matt Campbell for Library Fun Facts to be included in the 913 section that ran on July 17. Marsha prepared a full listing and coordinated photo opportunities for The Kansas City Star photographer for which they were thankful.

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Web Content Manager, Michelle Beesley and her team created a web presence to support quick turnaround Community Matters event including recommended booklist, research resources, description and registration link.

Yertle the Turtle (who is the new staffer at the Cedar Roe Neighborhood Library) is a raging success on Twitter. Web Content team member Rachel Smalter-Hall visited Cedar Roe to set up @LibraryYertle Twitter account and train Cedar Roe staff. Because of Yertle's social media presence, local news learned of this library celebrity. The Facebook post “Yertle on KSHB” received 9 shares, 43 likes and 6 comments. Dave Carson developed a string of content for use on social media following the concept “The Most Interesting Turtle in the World” which is truly hilarious.

Johnson County Library enjoyed a lively and positive month on social media. The Web Content team posts weekly Facebook updates on the Source (the Library Intranet) in the Web Content news feed. One particularly successful post this month was, “What was the first book that made you love books” with shares, 34 likes and a whopping 80 comments!
