



Johnson County Library

County Librarian's Report August 2013



Johnson County Library Summer Reading Club wrapped up in August and Corinth Neighborhood Library patrons, Tessa and Nora were happy winners of their very own READ poster.

INFORMATION ITEM

October 10, 2013

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

This Month's Highlights

A patron came into the **Gardner Neighborhood Library** to pick up his holds. He complimented the Gardner Neighborhood Library on staff efficiency and helpful nature. He said he loves coming to the Gardner Neighborhood Library because of how he is treated.

At the **Antioch Neighborhood Library**, a dad with three kids held an impromptu story time for his three kids plus the daughter of another mom who was working on the computer. The children were raptly listening to him read as Branch Manager, Ken Werne, was cleaning up the area. One patron commented, "You folks at the library are always so wonderfully helpful" while another exclaimed, "I have not been here for 30 years. It certainly wasn't as nice back then as it is now. You folks have done wonders with this place!" "You folks here are so wonderful. Thank you for being so kind to my son." Ken then showed a patron Consumer Reports database and she was amazed that it was available. She said she has been using our libraries since her kids were very young and she just thinks we are the best library system.

Associate Director for System-wide Services, John Helling facilitated one of many sessions he and **Associate Director for Central Services, Carolyn Weeks** held in August on the Johnson County Library Mission and Value statements with the Gardner/Edgerton staff on August 28th. John Helling and Carolyn Weeks will share the results of these important conversations with the rest of the Administrative Team as part of the strategic planning process.

Community Relations Coordinator, Marsha Bennett coordinated County Public Information Officer (InfoComm) meeting at the Central Resource Library for 22 attendees from across the county on August 26, 2013. Reference Librarian, Jake Eubanks, delivered a presentation on Regional Reference and Reference Librarian Meredith Nelson demonstrated the Library MakerSpace.

Johnson County Library Information Services staff have been conducting an "exchange program". For example, the Leawood Pioneer Neighborhood Library welcomed Hope Harms from the Central Resource Library who also has experience working at the Antioch Neighborhood Library while Information Specialist, Chris Flaster, of Leawood Pioneer Neighborhood Library worked for two weeks at the Blue Valley Neighborhood Library and Spring Hill Neighborhood Library. Staff are reporting a "greater understanding of system-wide services" as well as "enhanced understanding of the work of other locations" as a result of the exchange. Information Services staff exchanges continue in September of 2013.

I. Convenient, Delightful & Rewarding Library Service

Using Library Resources

Fran Dennison, Business Reference Librarian at the Central Resource Library

recounts a special business reference transaction: A gentleman came in last week to use a study room and stopped and thanked Fran for the research she had done for him a year or so ago. Fran remembered him immediately because his subject had been "yard dogs". Not the dogs you find at salvage yards, but little trucks that look like small cabs from big trucks. They are also called terminal trucks. These little trucks move trailers around terminals. Companies like UPS and FedEx use them as well as ports moving trailer beds from ships. Fran had not found much info for him except a PR item from the one large manufacturer which mentioned how many trucks they had made last year. Fran also found him phone numbers and addresses for four large ports in California, New Orleans, etc. where the terminal trucks had to be registered. He mentioned how helpful the item had been and that the fact Fran hadn't found much information showed him there wasn't that much out there. Fran and other reference staff so seldom hear back from patrons about their businesses that we were all very pleased that he took the time to provide feedback. They are launching their electric trucks this fall and information about the company is available at www.orangeev.com

DeSoto Neighborhood Library and Lackman Neighborhood Library Branch Manager,

Leslie Nord, helped a senior citizen with her Kindle Touch which she'd had for two years and never used as she couldn't figure out how to make it work.

Janine Myers, Information Specialist at the DeSoto Neighborhood Library received very positive feedback after showing mother of a 16-year-old several online options for homework and enrichment help, she asked my name, saying, "You have been very helpful. Thank you!"

Antioch Neighborhood Library Branch Manager, Ken Werne, witnessed a three year old checking out DVDs on the self-checks while her mother comforted an infant sibling. The 3 year old used the machine with ease and I offered her a sticker for being such a great helper for her mom.

After helping a patron sync her Nexus tablet with Zinio and Blio before she took it on vacation, she said, "Thank you so much for all your help. I'm so excited about using this and the library has been very helpful!" "We just moved here from Manhattan, and my daughter was nervous about going to a new school. We came to the [Antioch Neighborhood] library, and the staff recommended a few books about being the new kid, and a book about the city. After reading them, she is looking forward to starting school more."

Early Literacy and Early Literacy Outreach

Bradley Debrick, Early Childhood Literacy Outreach Coordinator and Laura Hunt of the Shawnee Neighborhood Library offered the final story time of the summer at Mill Creek Activity Center for 45 kids and 23 adults.

Bradley Debrick and Youth Services Manager, Barbara Brand told stories at Deanna Rose Farmstead for 60 kids and 40 adults.

Bradley Debrick offered three 6by6: Ready to Read informational programs to 67 adults at the Christian Early Childhood Association Summer Seminar; The JCAE Living Skills Class and the teachers at Kids at Heart Childcare facility which houses Early Head Start.

After his presentation to Kids at Heart Early Headstart preschool teachers, Bradley Debrick received a thank you note stating, "I want to thank you for coming to Kids at Heart last night. I have heard and seen several teachers today, already using some of the skills you demonstrated last night! It makes me happy! We look forward to using the resources and books that the library has to offer!"

Bradley Debrick had an outreach discussion with Laurie McElwain from Shawnee Mission Medical Center's Birth Center about future 6by6: Ready to Read collaborative possibilities.

Bradley Debrick shared stories with 6 Headstart classes reaching 72 children and 13 adults. He received a "welcome back" card from the activities director as he resumed his "embedded librarian" work at Head Start.

Serving Children & Teens

Summer Reading Club for all ages wrapped up in early August. 1112 kids, 584 teens and 573 adults participated online for the first time through our Bibliocommons online reading program. In addition, over 12,000 kids and more than 2000 adults picked up paper logs and BINGO cards. Paper logs seem to be the preference for preschoolers and their parents. We noticed that many parents signed up online after hearing about the adult program as they registered their kids.

Back to School is underway and **Youth Services Manager, Barbara Brand**, along with other Johnson County Library staff shared library information with local schools. **Teen Librarian, Kate McNair, Children's Collection Selector, Lacie Griffin and Youth Services Manager, Barbara Brand** attended the Shawnee Mission Library Media In-service and spoke to 45 Media Specialists. Lacie & Barbara spoke to 50 Media Specialists at Blue Valley School District and got input from both school districts on how JCL can help teachers and students. The biggest request is an easier way to assure every student has a Johnson County Library card so they can take advantage of our wonderful online resources. They were especially interested in streaming video available through Johnson County Library since Blue Valley School District lost their

streaming video product. Barbara also sent information about Homework Help, Latino Festival, the Mount Holyoke Club of Kansas City speaker series and other programs and resources of interest to the school contacts in Johnson County. In addition, Barbara attended the Northeast Chamber of Commerce luncheon with the new Shawnee Mission School District Superintendent, Jim Hinson, speaking about his vision for the Shawnee Mission School District. He hopes to collaborate with agencies across the school district and wants to ensure he has the right staff focusing on the needs of the students.

Youth Services Manager, Barbara Brand, attended the Girl Scout Expo for 110 adult scout leaders and shared upcoming programs & library resources. Approximately one half of the people Barbara spoke with use Johnson County Library regularly. Johnson County Library will be offering a special program for Girl Scouts in September as part of our recent collaboration efforts and our programs are featured on the Girl Scout Website. The "Power Sucks" kit (a collaboration between Johnson County Library Marketing and Communication and Circulation staff and Johnson County Health and Environment) is of special interest to the leaders since Girl Scouts are challenged with doing a home energy audit.

Susan Mong, Executive Director of The Johnson County Library Foundation was able to secure funding from The Hall Family Foundation for Tutor.com, an online tutoring service which begins in September. The service was hugely popular when we had it previously and will fit nicely with our new strategic plan "Education" portfolio.

Adult Programming and Outreach

573 adults participated in the Summer Reading Club for online through our Bibliocommons online reading program. 2000 adults picked up paper logs and BINGO cards. These are record participation numbers for adults participating in the Summer Reading Club.

Kim Gile, Head of Reference for the Central Resource Library is working on procuring one or two Digital Literacy Volunteers. As Digital Literacy volunteers, they will help the patrons who need a bit of extra time and attention when it comes to do things on the computer, such as creating an email address, posting something to Craigslist, formatting a resume, attaching documents, printing off tax forms, or filling out an online application. Kim will work directly with Volunteer Coordinator, Ron Zluticky to ensure we get the right volunteer for this important role.

Teen Librarian, Kate McNair is very excited to be a part of the (OCUC) One Card/Union Catalog Project: We are meeting monthly to look into a unified discovery layer for all metro libraries. This service will increase access and convenience for all ages. In addition, Kate McNair has been working on the Customer Convenience Usability Study and will share her findings with the Administrative Team in the near future.

Event Producer, Joseph Keehn joined the Marketing and Communication Department in August and hit the ground running by meeting with nearly all managerial staff at Johnson County Library. Joseph will be working to create structure for on-going adult programming that will be used System-wide. Externally, the model will help with the

branding of the library. Through consistent implementation of an adult programming model, we will be able to brand our adult programming successfully, similar to that of 6by6: Ready to Read program for Early Childhood Literacy. Joseph will be bringing his ideas to the Administrative Team this fall for discussion and approval.

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.”

The Collections Department staff is excited to announce that beginning August 15th we will be moving from Mitchells on Demand to Mitchells Pro Demand. Pro Demand offers a much cleaner and smoother interface with quicker page loading and most importantly it works with all browsers.

ILL Statistics
August 2013

Items Loaned: 2364
Items Borrowed: 1915

Approximately 107 items were loaned each work day this month.

Approximately 232 lending requests were received each work day this month.

Approximately 25% of items loaned went to KS libraries.

Borrowing Stats 2013	
SUBMITTED	
Requests Submitted By Customer	2845
Cancelled by Customer or ILL staff	660
FILLED	1915
Loans Received	1904
Articles Received and delivered	11

III. Serving Underserved Populations

Hispanic and Immigrant Populations

Oak Park Neighborhood Library Branch Manager, Maggie Vallazza presented information about services to the Latino community at the Johnson County Library Oak Park Branch to the Latinos of Tomorrow organization. There were 32 people in attendance for the presentation.

An **Oak Park Neighborhood Library** patron suggested the library publicize Latino Festival by sending information to schools especially the ESL/English language learner teachers. This will be taken into consideration as planning for a major Latino event for next year commences.

IV. Marketing & Community Engagement

In Johnson County

Antioch Neighborhood Library Branch Manager, Ken Werne, attended Networkin' Tuesdays with the Northeast Jo Co Chamber. Meredith Nelson, Business Reference Librarian at the Central Resource Library presented at the first, and the Shawnee Mission School District Foundation Director presented at the second. I also announced the Coffee and Conversation we will be hosting at Antioch in September to introduce Chamber members and visitors to the 6by6: Ready to Read Program.

Director of Communications, Kasey Riley attended the media "up fronts" to assess the Kansas City metro area television networks and learn about the fall lineup of programming. Johnson County Library has contracted 30 second spots with KCPT and will evaluate their effectiveness and return on investment before the end of 2013.

Joseph Keehn, Event Producer for Johnson County Library joined the Marketing and Communications team in August. Joseph brings experience from the New Museum in Brooklyn, New York and the Salina Arts Center in Salina, Kansas. Joseph has been a curator of programs and will utilize his expertise to develop programs for Johnson County Library that complement the strategic plan and brand identity.