



County Librarian's Report

September 2013



Johnson County Library's Latino Festival was held on September 7, 2013 at the Oak Park Neighborhood Library. Patrons and attendees were entertained by Mariachi Juvenile Azteca Alta Vista. Alta Vista High School students interpreted classical and contemporary mariachi music under the direction of Luis Portillo, music professor.

INFORMATION ITEM

November 14, 2013

To: Members of Johnson County Library Board of Directors

From: Sean Casserley, County Librarian

Re: County Librarian's Report for the Month of September 2013

This Month's Highlights

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 here working on the computer. The children were raptly listening to him read as an Antioch staff person was cleaning up the area. "You folks at the library are always so wonderfully helpful, 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."

Information Specialists at the **Gardner Neighborhood Library**, Lynda Hetherington and Lisa Jordan participated in the Information Specialist exchange. While Lynda and Lisa were working at Central and Antioch, Jed DeGraffenreid and Leslie Goodwin were working at Gardner. The exchanges have been valuable learning experiences for staff and will continue through the rest of 2013.

At the **Blue Valley Neighborhood Library**, a gentleman stopped by the Information Services desk to tell staff how much he likes the chalk art quotes on our sidewalk. He said, "It is really cool!" He is glad teens are participating in projects like this at the library. He said the quotes were from very well-known authors, like Lewis Carroll. Literary quotes have been appearing at all 13 Johnson County Neighborhood Library locations to launch the new tag line for Library services, "Your Story Starts Here." Patrons are encouraged to pick up chalk wrapped in a literary quote and decorate the sidewalk at their Neighborhood Library or their own neighborhood sidewalks. The project stemmed from Emily Walters at the **Cedar Roe Neighborhood Library** and has been a system-wide initiative to launch the new tag line as well as engage the community in literature.

Ken Werne, Branch Manager at the **Antioch Neighborhood Library** hosted a **Coffee and Conversation** event for the **Northeast Johnson County Chamber of Commerce**. Approximately 30 community members and ten Library staff members enjoyed the coffee and the conversation, as well as, Early Childhood Literacy Coordinator, Bradley Debrick's introduction to our **6by6: Ready to Read** early literacy program. Chamber members remarked to Ken that they had noted the high energy of Library staff during the event.

Antioch Neighborhood Library Information Specialist, Carol Cichelli, worked with the local chapter of the Daughters of the American Revolution (DAR) to host a Constitutional Week display that took place from September 17 to September 23, 2013.

Lackman Neighborhood Library staff and Branch Manager, Leslie Nord, hosted a booth at Lenexa's Spinach Festival held at Sar Ko Par Park. They helped 100 children make spinach crowns and held a drawing for Johnson County Library prizes such as book lights, flash drives, and books from the Friends of Johnson County Library. City of Lenexa Recreation Director, Susanne Neely remarked, "You are such wonderful partners in our community and I feel fortunate that you are in Lenexa!"

I. Convenient, Delightful & Rewarding Library Service

Information Specialist, Lisa Jordan, of the **Gardner Neighborhood Library** assisted a patron who had two sons with student loans. The patron had heard a segment on the radio about student loan forgiveness: occupations where student loans may be forgiven. Lisa assisted him in searching for this information.

Chris Koppenhaver, Youth Services Specialist at the **Lackman Neighborhood Library**, promoted the **Guys Read** program at Sunflower Elementary school to 90 students. Chris promoted the concept of Guys Read, both our Book Club at Lackman and the idea of starting a field office at their school. The librarian and principal are supportive of starting one, so if the young men express enough interest, Chris and the staff at the Lackman Neighborhood Library will pursue the collaboration.

Lackman Neighborhood Library Branch Manager, Leslie Nord, gave a short presentation and had a booth at Rising Star Elementary's pizza party for their "Star D.O.G.S." (Dads of Great Students) program to get fathers and father figures involved in their students' lives. Leslie provided fliers for Homework Help, the upcoming Superhero Party, Tabletop Games program, and promoted Guys Read Book Club heavily. Roughly 50 youth and 30 adults were in attendance.

DeSoto Neighborhood Library patron who is legally blind and regularly checks out audiobooks & music CDs from De Soto said, "I've been able to read several eBooks from the library on my iPad." He said he could increase the font large enough to read it and thanked staff for help in steering him toward the eBooks to see if he would be able to read them by enlarging the print. He said he wouldn't have known to try it if Information Specialist, Janine Myers, hadn't encouraged him.

Using Library Resources

Lackman Neighborhood Library patron using the self-check machine remarked, "I love the checkout system here." Information Specialist, Josh Neff thanked her and told her it frees staff to do other things. "Real work!" she said happily.

A very happy patron submitted a comment through the **web catalog** feedback form: "Needed to renew my book. First time using online services. Great!"

Another happy patron submitted the following through the **web catalog** feedback form: "A grade of A plus is deserved by all the Johnson County libraries. Also, what a 'user-friendly' website for the visitors enjoyment!"

Readers Advisory displays at Gardner Neighborhood Library in the month of September included Take This Job and Love It (Lynda Hetherington); Get Crafty (Lisa Jordan); and Are You Ready for Some Football (Lynn Davis).

Early Literacy and Early Literacy Outreach

At the **Antioch Neighborhood Library**, Branch Manager, Ken Werne reported that *Pete the Cat* "fangirls" were very excited that Eric Litwin will be coming. Youth Information Specialist, Amy Field gave them fliers and talked about registration in advance.

Also at the **Antioch Neighborhood Library**, Tuesday morning story time volunteer shared with Branch Manager, Ken Werne that it was very interesting to see the early literacy skills she was learning about in her college classes put into practice in our story times and in our 6by6 EL spaces at the Antioch Neighborhood Library (the pilot site for 6by6: Ready to Read). She said, "it's one thing to read about it and another altogether to see it applied in an actual setting." She is a senior in college and interested in going on for her Masters in Library Science next year.

A teacher just moved to the area and visited the **Antioch Neighborhood Library** where staff helped her to find wordless picture books and explained the 6by6: Read to Read program to her, showed her the big book collection and told her about our programs. She was very excited and exclaimed, "I just wanted to let you know that I love this library. Your staff is so competent and helpful with everything. Thank you! Great library system! Thank you!"

Antioch Neighborhood Library staff also received the following on a comments form: "Awesome library system, the best asset of which is the people. They've always been helpful, professional and just pleasant. (Glen even let me borrow his pen.) and we love the 7 pm story time!"

Read to Succeed started again in September with **Youth Services Specialist, Debbie Frizzell** and **Teen Services Coordinating Librarian, Kate McNair** visiting the Juvenile Detention Center.

Serving Children & Teens

Youth Information Specialist at the **Gardner Neighborhood Library**, Cassie Coles shared a couple of patron interactions that related to 6by6:Ready to Read skills. She helped a father of a elementary aged son and 1-year old baby to find suitable reading material. She recommended several titles that promoted 6by6:Ready to Read for the 1-year old including read-aloud basics and gave him the storytime schedule. For the school-aged son who likes baseball, Cassie suggested a baseball short story collection and Dan Gutman titles. Cassie also helped a patron find books about fall for kindergartners, suggesting books by Arnosky, Ehlert, Fleming, and Stein.

Tutor.com, the online live Tutoring product funded by Johnson County Library Foundation, went live in September and **Youth Services Manager, Barbara Brand** attended a virtual webinar and offered training and information to staff and local schools, JCCC and homeschoolers. She and several other staff members were also interviewed by The Kansas City Star.

Adult Programming and Outreach

Early Childhood Literacy Coordinator, Bradley Debrick reported while working the desk that a visibly emotional patron came to the desk and asked for help printing off an accident report from Kansas.gov. Her husband had been killed two weeks ago and she needed the report. Together, they set up an account with KS.gov, found the report, paid for it, downloaded it, printed it. When they were finished, he asked if he could do anything else and she asked if she could give him a hug.

Johnson County Library Web Content Team is continuing progress on the new Library Web site. The move of content from the development server to the Beta server was successful and the team now has a public facing site for the Staff Sneak Peek and patron usability testing.

Why a Staff Sneak Peek? With giving Staff Picks bloggers, managers and key contacts logins to the development server, Web Content team has actually let them into the entire development site. They can see all the content – some styled and ready for feedback but some not but the Web Team underscores the need for staff feedback as they move forward.

The Staff Sneak Peek consists of several high impact areas of the website:

- Home page
- Explore
- Research
- About Us
- Contact Us/Answers (Johnson County Library Knowledgebase)

Throughout the month of October 2013, the Web Content team plans to meet with folks at all Johnson County Neighborhood Libraries and invite them to participate in the Staff Sneak Peek and show them around "Beta." Web Content Team has set up structured methods for staff to provide feedback both by simply sharing comments and by performing a full usability study.

At present, the "go live" schedule will remain up flexible until the Web Content team moves through several more complex areas. The Web Content team has had challenges in selecting a firm "go live" date due to the complexity of the responsive design approach but are making solid progress and staff report that the new site design is both engaging and user-friendly.

Information Specialist at the **Shawnee Neighborhood Library**, Jenny Mendez, is working on **BookMingle**, the online reading program for teens and adults that will be launching in November. It will be similar to the online summer reading program, only not summer focused. Jenny is also working on **National Novel Writing Month (NaNoWriMo)** projects. She ordered kits from the Nano website and sent them out to all the branches for displays to promote the month long events in November. She has been working on the Gennifer Albin event for NaNoWriMo with Joseph Keehn, Event Producer in the Marketing and Communication Department. Information Specialist Melody Kazmi and Jenny Mendez are working on an innovative display for NanoWriMo, which includes a mannequin with a dress of weeded book pages.

Collection Development

E audiobooks coming online the 12th of November and **Johnson County Library Collection Development** staff are busy at work selecting titles and ensuring the launch of downloadable eAudiobooks is smooth for our staff and patrons.

Collection Development Manager, Adam Wathen is establishing new weeding criteria for Johnson County Library and will share that information system-wide when it is ready.

95% of eBooks from **Johnson County Library eBooks** collection have been checked out. It is a very popular collection and Collections Manager Adam Wathen is working to increase the number of eBook titles Johnson County Library has available for patrons.

Kristin Whitehair, E-Resources Selector, has accepted the role of Chair for a period of two years on the National Public Library Data Service Statistical Report Committee. The Public Library Association (PLA) is working to develop national standards for all public libraries for reporting on library statistics and will rely on this standing committee for this purpose. Johnson County Library is thrilled to have representation on this important committee.

Non Fiction and Audio-Visual Selector Peter Cartford and Collections Manager Adam Wathen served as panelists in best practices in Collection Development for students attending Emporia State School of Library Information Management in September of 2013.

Lacie Griffin, Youth Selector, has been asked to serve on the William Allen White Committee and will begin her service on that committee in 2014.

InterLibrary Loan

Items Loaned: 2135

Items Borrowed: 1690

Lending Statistics	
Requests received from libraries	4719
In Kansas	962
Out of State	3757
FILLED	2135
Loans Kansas	577
Loans Out of State	1558
Photocopies	0

Borrowing Stats	
SUBMITTED	
Requests Submitted By Customer	2469
Cancelled by Customer or ILL staff	549
Unfilled (Cancelled or still unfilled)	779
FILLED	1690
Loans Received	1687
Articles Received and delivered to Web	3

III. *Serving Underserved Populations*

Hispanic and Immigrant Populations

Latino Festival took place on September 7 at the Oak Park Neighborhood Library with an attendance of nearly 1000. The program showcased quality performances including; Mariachi Azteca Juvenil Alta Vista, Latin American singer Karim Memi, dancing troops from Colombia, Ecuador, Mexico, Argentina and Spain. Additionally, the festival included a Colombian magician and ventriloquist and Latin America cultural tables, food and a variety of children's crafts. Children from various ages enjoyed breaking a 50 pound piñata along with traditional songs. A number of community organizations were present at the Latino Festival with informational tables. The Festival was the product of a joint effort of Johnson County Library staff and volunteers.

Tertulias Latinoamericanas took place on September 26 at the **Oak Park Neighborhood Library**. The Latin American Program poetry and music program attracted 67 attendees, who participated in the reading of poetry representing several countries of Latin America. People attending the program were extremely appreciative for the experience to read beautiful poems in their own language.

Latino Services Outreach Librarian Christine Peterson and **Oak Park Neighborhood Library** Branch Manager, Maggie Vallazza visited the Holy Cross Church to promote library services to

Spanish speakers reaching out to 55 adults, 30 children. Christine Peterson and Maggie Vallazza provided Library information to 38 Spanish speaking parents and 58 children at Smart Start. They also visited Westridge Middle School participated in the Latino Family Night connecting with 45 adults, 77 students.

IV. *Marketing & Community Engagement*

In Johnson County

Director of Communications, Kasey Riley, Community Relations Coordinator, Marsha Bennett, Executive Director of the Johnson County Library Foundation, Susan Mong, and Finance Director, Jeff Walker collaborated with AT&T Public Relations Staff to promote "Take the Pledge" day. "Take the Pledge" is an initiative of AT&T in conjunction with the Kansas Association of Broadcasters to stop texting and driving. Library staff worked in conjunction with AT&T staffers to promote taking the pledge by signing a banner at the Central Resource Library on September 19, 2013.

Highlights of the event in collaboration with AT&T include:

- 2 successful pledge day events with more than 130 attendees, countless media coverage and hundreds of pledges
- Since August 1, more than 112 "It Can Wait" media hits – everything from TV and print down to Twitter influencers - in the Kansas City Metro/Kansas territory since Aug. 1. The vast majority of the media hits have come in the last two weeks. These media hits included mentions of the library signing event at the Central Resource Library.
- 11 It Can Wait Pledge Day proclamations and resolutions from cities and organizations including: Wichita, Derby, Bel Aire, Topeka, Shawnee County, Ottawa, Lawrence, the Johnson County Board of County Commissioners and 22 members of the Johnson County legislative delegation.
- 7 partners who engaged in events and helped promote the ICW campaign including Johnson County Community College, Johnson County Library, Kansas Department of Transportation, Kansas Turnpike Authority, Topeka Metropolitan Transit Authority, City of Topeka and Shawnee County Governments
- More than 30 promoters included Kansas Attorney General Derek Schmidt and other state elected officials, school officials, and a number of chambers of commerce. Additionally, more than 360 people have taken the It Can Wait pledge and visited the



It Can
Wait

homepage via links included in the supportive elected officials' constituent newsletters.

Director of Communications, Kasey Riley, and Event Producer, Joseph Keehn worked with photographer from KCPT on September 6, 2013 to shoot footage of the Central Resource Library, JocoHistory, staff children and library patrons for a promotional spot to run on KCPT in the month of October 2013.

Director of Communications, Kasey Riley, met with the Library Public Information Officer (PIO) and PIO partner for the Library to discuss how the Library can best work with County public relations efforts.
