

# **Pembroke Public Library Annual Report FY10**

**Presented to the Trustees, December 9, 2010**



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Addenda:

*FY10 ARIS Report*

## **I. Introduction**

FY10 continued the pattern of increased usage and challenged resources. Happily, there were not many staff changes. The library sponsored the first Pembroke town-wide reading program and many other programs for all ages.

## **II. Personnel**

Jennifer Forgit resigned to put her MLS to use in Medfield. Jen first worked here as a page, then an aide and was a Technical Services Associate. Linda Mavilia, a long-time aide, was promoted to the Technical Services position.

A library's strength is its staff. All of the staff have special skills that help provide better service. Judy McConarty maintains the Powerpoint display on the computers, Kathy Benvie is the award editor of the newsletter, Darlene O'Connell keeps the Interlibrary loans going smoothly, Susan McDermott changes the book displays, etc. The library is fortunate to have a dedicated staff.



**Darlene O'Connell**



**Heather Staples**



**Kathy Benvie**



**Jessica Lamarre**



**Susan McDermott**



**Linda McCollum**



**Linda Mavilia**



**Roberta Bullock**



**Barbra Breen**



**Heather Hall**



**Ann Dunnington**



**Mary Ford**



**Peggy Emanuel**



Colleen Snow



Joyce Kinsman



Judy McConarty

There were no changes in the Trustees this year except that Mary Beth Courtright became chair with Jill Taylor as co-chair. Elaine Spalding is Secretary. Kathleen Catano, Marilyn Dionne and Karen Wry round out the group.

### III. Collection

A library collection serves its public, grows and is tended like a garden. The materials receive increased use with an increase in circulation numbers. Our mission includes good service, which also means providing a collection that serves the needs of the community. Town funds, fine money, and donations all join together to provide that collection.



Linda and Susan sort the delivery

	books	audio	video/ dvd	Overdriv	cd-roms	misc.	periodical volumes	total
FY10	77838	4991	4514	2757	199	238	608	91145
FY 2009	74797	4974	4318	1879	221	837	523	87549
FY 2008	72743	4702	3985	1128	229	71	693	84104
FY 2007	70815	4278	3707	1134	215	69	775	80993

Holdings	Adult & YA	Children's
FY10	59942	31203
FY09	57569	29980
FY08	55393	28711
FY07	53545	27448
FY06	51409	26046
FY05	48171	26145
FY04	45430	25000
FY03	46539	23050
FY02	44368	21886
FY01	45761	15882

There has been a 31% increase in the adult and young adult holdings since FY01. There has been a 96% increase in the children's collection! This year we added 9,254 items, discarded 5,074 and marked

264 missing. Magazines account for a lot of the add/delete numbers since we have over 164 titles. A desired purchase is a book security system; like all libraries, items are removed from the building the wrong way. The 264 items marked missing are only a small portion of items we may no longer have because it is not known something is missing until someone looks for it.

## IV. Circulation



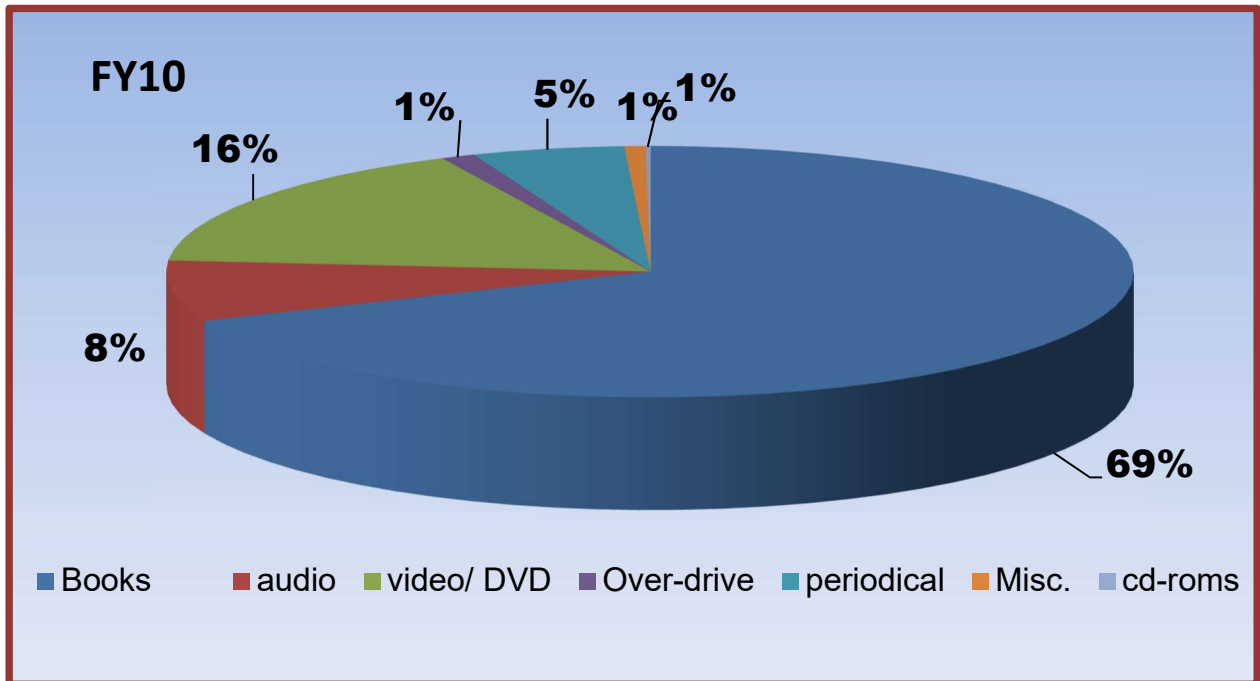
Overall circulation increased only 0.3% this year. Considering there was a 6.2% from FY08 to FY09, and 5.6% from FY07 to FY08, a little stability is understandable and desirable since staff levels have changed little since 2001. The library is always looking at ways to increase use and efficiency.

### Circulation Figures

	books	audio	video/ DVD	Overdrive	periodical	Misc	cd-roms	total
FY2010	107702	12263	25884	1806	7978	1122	252	157007
FY 2009	108119	11073	26944	254	8359	1560	276	156585
FY 2008	97720	10950	24788	310	8066	4725	397	147425
FY 2007	92385	10614	25275	273	8029	2085	507	139168

The following chart breaks down the **circulation numbers** by age group.

all materials	FY06	FY07	FY08	FY09	FY10	% change since '06
adult	71007	78353	86476	88991	90951	28%
young adult	5603	5576	6263	7726	9387	67%
juvenile	59199	55239	54686	59868	56669	-4.27%
total	135809	139168	147425	156585	157007	15.6%



Books continue to remain a strong 69% of the total. Audio has gained; books on cd are very popular. Video has dropped a little and that appears to be both vhs and children’s movies. There has been a good increase in Young Adult circulation; the collection has been rearranged and re-focused by the Youth Services Librarian. The Juvenile circulation had risen from ’06 and while it dropped slightly this year it remains higher than FY07 and FY08.

	FY06	FY07	FY08	FY09	FY10	% change since FY06
Adult videos	5032	4391	3897	2772	1615	-44%
Juvenile videos	8088	6130	4596	3788	2633	-53%
Adult DVDs	9260	10454	11709	13863	14681	59%
Juvenile DVDs	3250	4096	4586	6413	6880	111.7%



The new books in the children's room are currently on a table display. There was not enough room for them on the shelf anymore. The Displays are changed often to increase circulation and market the collection. There are displays throughout the library.

	FY06	FY07	FY08	FY09	FY10	% change since '06
Adult cassettes	3117	2254	1875	1134	950	-70%
Juvenile cassettes	682	375	315	610*	651	-5%
Adult bk on cd	1922	2717	3186	3784	4228	119%
Juvenile bk on cd	589	570	734	507	144	-75%
<i>Downloaded Juvenile titles</i>				383	1090	184%
<i>Downloaded adult titles</i>				322	716	121%

*\*listed incorrectly last year.*

Cassettes are passing away as an adult format. We are no longer able to replace them, and only add an interesting title that comes in as a gift (rare!) The adult books on cd increased 11% from last year. Overdrive audio and ebook book usage has increased by 121% since last year.

The Massachusetts library system realigned from a regional system (SEMLS) to a central system (MLS) in response to budget reductions and that process is still being worked out. The library did receive \$2832 in NetLender funds in FY10, but the NetLender program is not currently funded.

ILL	FY06	FY 07	FY08	FY09	FY10	% change since '06
borrowed	14107	17214	19417	21595	21367	51%
loaned	21101	24079	26084	25954	27472	30%

Borrowing from other libraries remained stable with a total increase of 51% since 2006. Lending increased over last year. Libraries are a great example of shared resources between computer databases, online resources, purchasing agreements, etc. This is a real-time indication of how important State certification is and how impossible it would be for Pembroke to provide the same level of resources to residents. This year our card holders total 13,615 up from 13,303 last year of which 11,957 live in Pembroke. This is an increase from 11,721 last year. In FY08 there were 12,954 active borrowers, 11,447 from Pembroke. 4.5% more residents have active library cards in FY10 than in FY08. Nonresident circulation is up to 20,173 from 19,291.



Typical day for the reserve shelf!



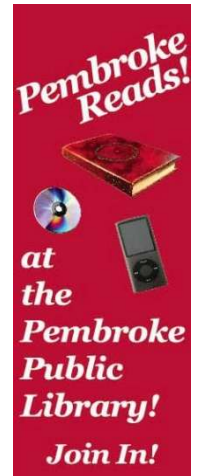
## V. Programs and Other Services

Museum pass use has increased to 845. This is a 15% increase over the 730 times in FY09. Museum passes were used 977 times in FY08, 845 times in FY07. It is thanks to the Friends of the Pembroke Library that we can offer this benefit to residents.



The approximate reference count for FY10 was 11,200. Due to the consistent increase these past few years, this number is an accurate one. In for FY09, there were estimated to be 13,303 reference questions. There were 11,830 last year and 9,652 in FY07. Without a reference librarian; patrons do not receive the one-on-one help they may need. The economy has not allowed for staff increase.

The number of patrons using the library for this year was estimated at 127,560. We reported 128,100, in FY09. A counter has been purchased which will provide us a true count.



Programs	FY06	FY 07	FY08	FY09	FY10	% change since '06
Adult and YA programs	91	87	89	105	123 total	35%
Adult and YA attendance	1320	1067	1081	1321	1266 total	-4%
Adult programs					86	na
Adult attendance					824	na
YA programs					37	na
YA attendance					442	na
Juvenile programs	194	183	205	235	225	15.9%
Juvenile attendance	4296	3002	4975	5156	4259	-.8%



The library sponsored the town's first town-wide reading program through a grant from LSTA and the Board of Library Commissioners. **Pembroke Reads** is the name of the program and the selection was Three cups of Tea by Greg Mortenson. Available in all formats and several age levels, it was a very successful selection. Publicity included posters and telephone banners. The library collaborated with the schools, local businesses and First Church. There were 11

events for all ages, and a collection to support schools in Afghanistan. The title is Treasure Island for the spring of 2011.

Vital to the success of all programs is outreach and publicity. The library is grateful for the support of the Pembroke Express, The Pembroke Mariner, WATD, Boston Globe South, Pembroke Media Broadcasting, and the Patriot Ledger for continued help promoting the library. The library also has a presence on Facebook© and Twitter©. The library staff works hard on flyers, etc. and displays in the library as well.

Speaking of collaborations, the library is a drop off for the food pantry for both food and money. North Pembroke Elementary was given two paperback spinners no longer used here. The library sells items for the Historical Society, the Science Fair and the Pembroke 300<sup>th</sup> Committee.

The library held its Sixth Annual Spelling Bee. The second adult summer reading program was popular with 82 adults reading 386 books. There were many adult programs, including yoga, and speakers on various topics. One of the missions of the library is lifelong learning.

The meeting room was used 303 times by various groups including scout troops, the Pembroke Watershed Association, the Pembroke Education Foundation and many others. This was an increase from 280 in FY09. The Trustees Room was used 56 times and most often by book clubs and the Pembroke Arts Festival. The Local History Room was used over 60 times for research. Artists in the meeting room changed monthly and included the residents at The New England Village and Becky Haletky



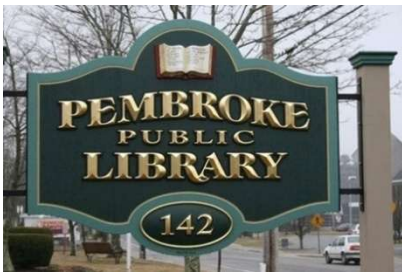
Internet use continues to remain essential. There was an increase this year from last: 18,565 compared to 17,893. This is on top of the many people who bring their own laptops and use the WiFi. The public computers are used an average of 357 times per week, or 6 people every hour!

Databases paid for by the library include Global Road Warrior, AtoZ Maps Online and, recently, Encyclopedia Britannica. Bookletters, sponsored by the Friends, is now being used to publish our newsletters by email.

The volunteer hours totaled 998. These hours were completed by 86 adults and children. They are vital to helping us meet our work goals. Volunteers do many things including calling patrons when they have an item on hold, and assisting with children's programs.



Peggy and Linda



## VI. Financial

The recession, while officially ended according to economists, is still having a negative impact on government budgets. The FY10 budget was cut about \$6,000 which was absorbed, but the staff did receive a small pay increase. (The FY11 budget was reduced 2.7% due to state aid cuts to the town, and the library has applied for a waiver.) Sunday hours were happily maintained in FY10, but lost in FY11. Gift money continues to be used more to provide basics like paper towels, newspapers and copy paper. There have been some reductions in the budget for collections, etc.



The Friends of the Pembroke Public Library work very hard to support the library and contributed in various ways and the library depends upon them for many things. They again raised and donated over \$10,000 with book sales and the basket raffle. Book Page, the online version Bookletters, museum passes, the Best Seller Collection and many programs are all available thanks to the Friends. The library staff and Trustees appreciate the very hard work that the

Friends do for the library.

On the whole donations remain level. The library received gifts from generous residents, the Mattakeesett Garden Club, the Pembroke Watershed Association, and the Lions Club. The Della Chiesa Trust Fund grew by \$418. WATD and Martha's Bike shop gave us a donated bike to raffle again. A very generous donation was received from the Gene and Ruth Posner Foundation; \$1,000. This allowed the replacement of the old projector with a new digital one which is used frequently by the library and groups.

The Trustees continue to work on the Library Foundation. There are now four officers and the incorporation paperwork is again underway.

The pillars were repainted (and then damaged by vandals). One AC compressor seized at the end of the season in August 2009, and another blew a rod most impressively through the case in June 2010. Both were replaced with capital funds granted the library at town meeting.

The front entry was redesigned without the floor grill and wood-look flooring was installed. The men's room tile floor was also replaced. These were also paid for with capital funds.

## **VII. Youth Services**

### **Youth Services Annual Report FY 2010**

**Submitted by J. Lamarre, Youth Services Librarian**

#### **Programming**

Program	# of Programs	Adult Attendance	Child Attendance
Registered Storytimes	54	436	532
Drop in Storytimes	31	247	340
Special Themed Storytimes	19	164	247
Baby Lapsit	32	289	316
Snack Pack Book Club (Grades 1-3)	9	0	31
Teen Book Club	8	0	23
Writing Club	12	0	58
Crafts	15	35	124

Pokemon Trading	4	6	38
Three Cups of Tea Events	6	22	131
Performers	6	108	197
Movies	15	64	135
Ice Cream Social	1	25	40
Teen Advisory Group	14	0	104
Twilight Events	1	3	12
Wii/Game Events	12	12	95
Community Visits	15	79	269
Totals	256	1490	2692
Volunteer Hrs	290		

This year I celebrated my one year anniversary as the Youth Services Librarian at the Pembroke Public Library. My goal this year has been to improve ties with the schools and community. I have successfully hosted a year of “Books & Children” episodes, a monthly Pembroke Access Cable show where kids read books based on a chosen theme. I have also joined the Pembroke Arts Festival in preparation for my upcoming Teens and Tweens grant, strengthened ties with school staff, and wrote book reviews for the local newspaper, the *Pembroke Mariner and Reporter*.



Space Alien Craft

The summer reading program ended with 530 kids (72 teens and 458 kids) that read 5042 hours in 7 weeks. It has exceeded my goals for this summer and

hope to continue increasing participation next summer! We ended the summer reading program with an ice cream social and prize raffle which was well attended. Each child was given small weekly prizes such as sunglasses, ninjas, and friendship bracelets and awarded special prizes in a weekly raffle for donations such as free firetruck rides from A FireTruck For All Occasions, Borders gift certificates, and Twilight gift baskets. Our top readers with over 30 hours in weeks 1-3 received prizes as well. Kathy Benvie, one of our artistic staff employees, made a mosaic display of a rocket ship soaring through space for every hour that the kids read. Every strip of paper on the rocket’s path equaled one hour that someone read. Our most successful crafts were making space aliens out of yarn and tie dying t shirts using sharpie



Todd Brodeur

markers and rubbing alcohol. All of our summer performers were great this year. The most compliments were about Todd Brodeur, our world freestyle Frisbee champ who taught ages 6 and up simple tricks to try at home. The Creative Writing Club (Scribbles N Stuff) chose the Summer Creative Writing Contest winners. They judged based on originality, humor, illustrations and theme. Their stories were published in the local papers and they won gift certificates to the Candy Jar.

The *Teen Book Club* discussed National Book Award Winner, *Godless* by Pete Hautman *Paper Towns* by John Green, Newbery Award Winner *The Graveyard Book* by Neil Gaiman, and *Fast Food Nation* by Eric Schlosser. Unfortunately due to scheduling conflicts, the Teen Book Club is taking a break. *The Snack Pack Book Club* took many forms this year to increase membership. We had a series of book/movie combinations, as well as entire series discussions and activities. As part of the book and movie combination, we read *Tale of Despereaux* by Kate DiCamillo which is very different from the movie adaptation and *How to Eat Fried Worms* by Thomas Rockwell.



We made worms in dirt (Oreos, gummy worms, and pudding) to celebrate the occasion. Our series discussions included *Geronimo Stilton*, *Myth-o-Mania*, *39 Clues*, and *5 Ancestors*. It was decided that having parties based on popular books would be more successful than monthly meetings.

This year we participated in national book related contests. The Teen Advisory Group (TAG) and Scribbles N Stuff made book trailers for the Storytubes contest. Scribbles N Stuff made *Goldie Socks and the Three Libearians* by Jackie Hopkins and TAG made *Tikki Tikki Tembo* by Arlene Mosel. We were chosen as runners up for the middle school category. Our entries can be found on our YouTube site: pembroke.library. TAG also made the June cover of VOYA (Voices of Youth Advocates) with a photo taken in honor of Fire Safety Week. TAG decorated a book cart for the Unshelved Contest. Unshelved is a library internet comic. Since we couldn't decide between ghosts and pirates our theme was "Books AARRRR A Scream."



Besides contests, TAG's year was filled with helping with kids programming and making library videos. TAG made a banned book commercial for Banned Books Week, Scratch N Sniff Bookmark advertisements, Investigative Reporting Episodes, and our annual summer reading commercial. They helped with crafts and stories during monthly PJ story times and special events such as the "Trick Or Treat" at the library where we played games, had a pumpkin decorating contest, and handed out candy to costumed patrons. TAG also made

holiday cards to send to Colony House Nursing and Rehabilitation



27 unique Christmas cards

We did our first “One Book, One Town Read” this year. For the kickoff to the *Three Cups of Tea* by Greg Mortensen Town Read, 19 kids painted tea cups at the library which were glazed at Expressions Studio in Duxbury. I visited the high school to take pictures of students and faculty for the community READ posters with each person posing with a copy of *Three Cups of Tea*. Due to the popularity, I was asked to come back to make READ Posters for Pembroke High School’s One School Read, *The Finest Hour* by Michael Tougais and Casey Sherman. Jennifer Cunningham, a teacher at Pembroke Community Middle School, came to my book discussion for *Three Cups of Tea*, and we planned a day for me to visit the middle school for Peace Flags and Tea Cup Card making. All created items were on display for a local parent’s night at PCMS. We also collected money for “Pennies for Peace” a fund started by Greg Mortensen along with the PCMS and the High School.

The YA room underwent some remodeling this year. The Summer Reading Books have a new home in the center bookshelves. Couches were added for a space for kids to hang out and read. All YA nonfiction moved into adult nonfiction due to space issues. We donated our book spinners to North Pembroke Elementary. All fiction paperbacks and hard covers are now shelved together.



Fancy Nancy Tea Party

Story times are one of our biggest programs. The most popular was the Fancy Nancy Tea Party, where we dressed in fancy clothes, made tiaras and bracelets, and heard Fancy Nancy stories. Later, we had sparkling cider out of fancy champagne glasses with cookies. Another popular storytime was Dora the Explorer.



Fun with Dora

Fidelity UFUND Start UReading volunteers brought a costumed Dora, played Goldilocks and the Three Bears, and gave free books out to each family.

Special vacation activities included Star Wars crafts, headband decorating, Brett Ouchinis professional yo-yoist performance and Pokémon trading card meetings. Brett was a great performer who convinced the parents to dance.

He incorporated yo-yo tricks and dance moves to popular songs of today.

For community outreach, I visited many schools to answer questions about the library and conduct story time. For Community Nursery Kindergarten, I did a bug story time, pirate story time, book care story time and a special PJ story time for November, which is Family Literacy Month. I visited Jack N Jill Preschool for a visit about taking care of books and what happens at the library. I also had visits from Indian Head School and Learn N Play for winter story times where we re-enacted *The Mitten* by Jan Brett and made snowmen crafts. I visited all the schools to drop off summer reading program flyers. Through these visits, I finally met the North Pembroke librarian and conducted 3 more Hobomock visits the next week to discuss the summer reading program with 2<sup>nd</sup> and 3<sup>rd</sup> grade classes. I also hosted visits from Cub Scouts and Girl Scouts to conduct library tours, teach library history and read books about friendship and respect. We promoted the new online library card sign ups through the school alerts parent email and newspaper press releases.

I attended many Children Librarian's Roundtable meetings, a Performer's Showcase, a Teen Summit in the Tower Hill Botanical Gardens in Boylston, and a Scratch Animation Program Demonstration at SEMLS. I have some new ideas for summer reading such as a *Diary of a Wimpy Kid* party, Teen Duck Tape crafts and a Lego Club. I hope to train kids on Scratch at Writing Club meetings and during our Arts Grant. I attended workshops on writing LSTA grants and completed an application for the "Teens and Tweens" grant for \$20,000 for 2 years with a focus on the arts. I joined the American Library Association and the Massachusetts Library Association this year.



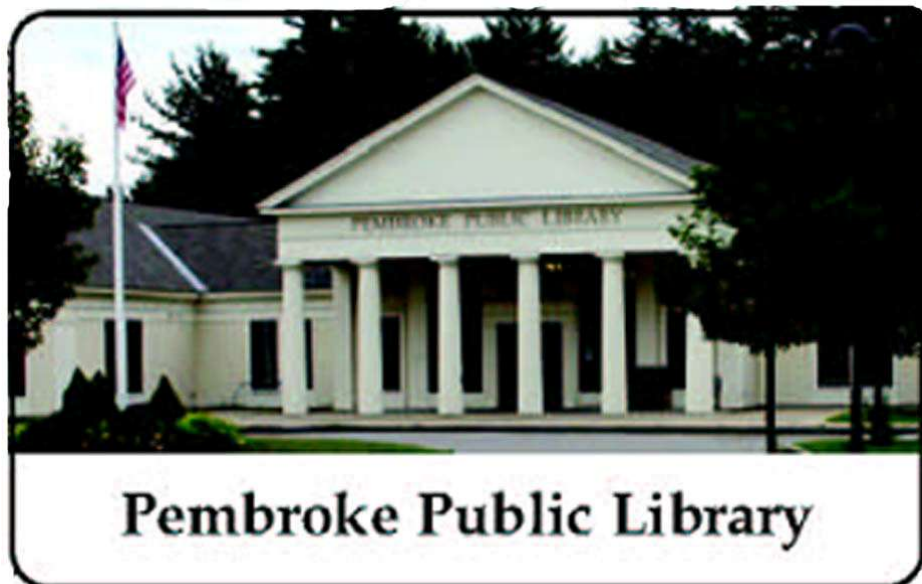
**The Young Adult room redesigned.**

We are a great team at the library. Volunteers and staff have helped enrich every event. They have helped with crafts, story time reading, room decorating, bulletin boards, and event set up. Volunteers contributed 290 hours of their time this year not counting TAG meetings.

## VIII. Closing

Fiscal year 2010 continued the financial challenges begun last year. We lost \$6000 from the budget, but we still had Sunday hours in FY10. There were some great children's and teens' happenings and the first town-wide reading went well. In tight financial times, libraries are vital to provide access to technology and information as well as recreation and education.

Presented by Library Director Deborah Wall



*One card, a world of possibilities!*