

Pembroke Public Library

Annual Report FY14

Presented to the Trustees December 11, 2014



- I. Introduction
- II. Personnel
- III. Collection
- IV. Circulation
- V. Programs and Other Services
- VI. Financial
- VII. Youth Services
- VIII. Closing



Photo by Deborah Wall.

I. Introduction

Fiscal year 2014 was a very successful one for the library. One of the highlights was the addition of a reference librarian to the budget. This has been long sought and although it is only a part-time position, much was accomplished. The library is able to offer far more one-on-one help and events the past year. There continue to be financial challenges since state aid remains at 1980s levels which does not allow for much more than supporting the core network membership. There were several staff changes this year. As always, the residents of Pembroke remain the focus for staff, management and trustees.

II. Personnel



Deborah Wall



Sarah Hines



*Linda McCollum and
Colleen Snow*



Kathy Benvie



Lindsay McGrath

*Heather Hall, Joyce Kinsman, Barbara Breen,
Linda Mavilia, Susan McDermott and Darlene
O'Connell*



Roberta Bullock Heather Staples Laura Sullivan Janet Coleman



Evelyn Walker Kimberly Pickering Jessica Stimpson

As an organization which is service based, staff is vitally important. Youth Services Librarian Sarah Hines resigned in May after only a year here. Mary Ford, a long time page, resigned. Lindsay McGrath joined the staff as the first Adult Generalist Reference Librarian.

All personnel provide valuable service, from promoting the collection with reader’s advisory, answering a wide range of technology questions, teaching classes, producing the e-newsletter to keep card holders informed about events, displays of new and interesting materials, and so much more. The Circulation office helps library users ordering interlibrary loan requests, sorting out any issues and also keeping the staff up-to-date on the system software and any policy or procedural changes. This is managed by Linda McCollum and Darlene O’Connell. Susan McDermott and Linda Mavilia are the Technical Services department, processing new materials so they can quickly get to the readers who want and need them. Everyone supports the desk staff as back up in busy times, including the Director.

There were no changes on The Board of Trustees this year. Mary Beth Courtright continued for most of the year as Chair; Jill Taylor took the post in April. Elaine Spalding is Secretary. Marilyn Dionne, Karen Wry and Larissa Curley round out the group.

III. Collection

In order to meet the educational and recreational needs of our readers, the library offers a wide variety of subjects in many formats: audiobooks, downloadable titles, movies, magazines, music cds, and of course, print books which still remain the highest used and demanded format. The library uses town funds, fine money, donations from the Friends of the Pembroke Public Library and others, and state aid grants to provide resources the community needs and wants.

Library materials by type

	Books	Audio*	Video/ dvd	Downloadable*	Cd-roms	Misc.	Periodical volumes	Total
FY14	83375	6388	4888	11625	195	315	498	107384
FY13	83695	5099	4777	9183	239	179	502	103724
FY12	81649	5077	4817	8139	169	227	524	100602
FY11	80000	8,190	4600	4422	222	228	610	98272
FY10	77838	4991	4514	2757	199	238	608	91145
FY09	74797	4974	4318	1879	221	837	523	87549
FY08	72743	4702	3985	1128	229	71	693	84104

**Includes music*

There were no major changes in the collections this year. Large print is popular and the selection has grown.

Holdings	Adult & YA	Young Adult	Children's
FY14	69380	7705	30199
FY13	64960	7672	31092
FY12	Adult only 62392	7588	30622
FY11	67027		31245
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

This year 7407 items were added to the collection. There were 5481 old or damaged items discarded. Many of these are magazines since we keep only a few years of back issues.

IV. Circulation

After the large uptick in usage at the start of the recession, all libraries have noticed a new normal at stable levels. Physical visits to the library and one-on-one interactions remain high. Staff responsibilities include a wide range of help based tasks: help people find good and interesting titles to read, plan educational and recreational programs, and check out museum passes, help residents sign-up for email, post resumes, file taxes online, and download e-books to their new devices and other computer assistance.

Circulation Figures

	Book	Audio*	Video/ DVD	Overdrive*	Periodical	Misc.	Electronic format	Total
FY14	89020	10226	24134	5862	6815	1019	1043	138119
FY13	90691	10543	24610	3728	7660	827	991	139050
FY12	95477	11364	24754	3317	8080	1538	551	145081
FY11	97858	12002	25267	1949	7661	1193	219	146149
FY10	10770	12263	25884	1806	7978	1122	252	157007
FY09	10811	11073	26944	254	8359	1560	276	156585
FY08	97720	10950	24788	310	8066	4725	397	147425

**includes music*

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

all materials	FY08	FY09	FY10	FY11	FY12	FY13	FY14
adult	86476	88991	90951	86950	86551	92771	86319
young adult	6263	7726	9387	8952	10332	8887	7400
juvenile	54686	59868	56669	50247	48198	37392	44400
total	147425	156585	157007	146149	145081	139050	138119

Books remain a steady 64% of total usage. Audio materials are 7.4%, video is 17.4%, and magazines 4.9% of the whole. Downloadable materials (Overdrive) account for 4.9% of items checked out. One of the unusual numbers noted is that VHS, seen as a dying format, has actually risen in usage here. It is possible that because others have discontinued their VHS collections, ours are seeing more use. DVDs remain extremely popular.

	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Adult videos	3897	2772	1615	1507	762	616	696
Juvenile videos	4596	3788	2633	1915	1132	689	403

Adult DVDs	11709	13863	14681	15083	16746	17252	15951
Juvenile DVDs	4586	6413	6880	6617	5954	5903	6937

Staff creates informative and entertaining displays throughout the library. This helps highlight the collections as well as all the activities in the library.

	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Adult cassettes	1875	1134	950	705	372	229	262
Juvenile cassettes	315	293	329	273	229	79	42
Adult bk on cd	3186	3784	4228	4422	4486	4580	4727
YA bk cd						243	256
YA bk cassette						8	3
Juvenile bk on cd	734	892	633	663	811	633	617
Downloaded Juvenile titles	<i>na</i>	383	1090	767	807	na –no longer available	Na (back in July 2014)
Downloaded adult titles	332	322	716	1182	2508	3728	5859

Readers use Ereaders and, more often tablets, to access books. The Massachusetts Board of Library Commissioners is launching a statewide ebook program that Pembroke will join to provide a wider range of titles than currently available. Overdrive, the company many libraries contract with for access, will continue to be offered.

ILL	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Borrowed	19417	21595	21367	20420	19439	18641	22153
Loaned	26084	25954	27472	25458	26620	25909	27922

The collaborative sharing of resources with other libraries in the state, called interlibrary loan, is made possible by maintaining state certification, and is invaluable service for patrons. No one library can own all titles. There were 14,104 (148 more than last year) as of June 30th, with 12,275 living in Pembroke. Nonresidents borrowed 18,924 items.



Typical day for the reserve shelf!

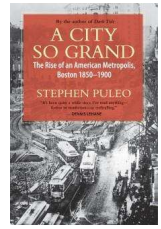
Programs	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Adult and YA programs	89	105	-	-	-	-	-
Adult and YA attendance	1081	1321	-	-	-	-	-
Adult programs			86	95	81	51	52
Adult attendance			824	950	956	688	406
YA programs			37	67	109	47	18
YA attendance			442	714	1140	685	282
Juvenile programs	205	235	225	204	226	224	221
Juvenile attendance	4975	5156	4259	4960	5524	5089	5743

V. Programs and Other Services

The Friends of the Pembroke Library work hard every year to provide both core services and supplemental. They purchase the museum passes for residents at a cost of \$4,225 and this year they were used 819 times, up from 701 times last year.

Pembroke Reads!
at the
Pembroke Public Library!
Join In!

The library welcomed the addition of a part-time reference librarian to better serve residents. Lindsay McGrath was our first reference librarian. She offered many hours of one-on-one appointments, workshops on tablets and e-readers and helped the Director host author visits. The Fifth Town-wide Pembroke Reads! title was *A City So Grand* by local historian Stephen Puleo. Additional events were held including a book discussion on *The Poisoner's Bible*, a fascinating look at the start of forensic medicine, set in the same time. The Local History collection was evaluated with the help of a Library Services and Technology Grant.

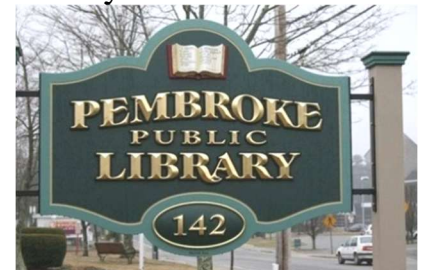


A major event this year was the return of the Friends' Mystery Night, *Death By Chocolate*, after a seven year absence. Both a fundraiser and a fun night, local thespians worked long and hard over several months to bring forth a great performance. Actors included the Town Administrator Ed Thorne, the Police Chief Richard Wall, and State Representative Josh Cutler. This is always a very successful fundraiser for the Friends of the Pembroke Public Library.



Marketing of library activities is crucial for the success of programs. The library had the support of the Pembroke Mariner Express, WATD, Boston Globe South, local cable access (PACTV), and the Patriot Ledger in the effort. The library also has many followers on Facebook© and Twitter©. The library staff works hard on flyers and displays in the library, as well as a quarterly newsletter. The newsletter is sent out to all patrons through email. The library website provides easy access to information on events at the library as well as databases (both state funded and library funded) for reference help and reserving museum passes from home.

Collaboration continues with many agencies and groups. The director serves on the board of PACTV to represent Pembroke. Pembroke Emergency Management purchased an AED for the library and many members of the staff have been trained in its use. Representative Cutler held his Summer Student Legislator Program here again this year. The library remains a food pantry drop off for food and financial donations and collected countless items of food and \$2,146 for the pantry. This was a 45% increase from the prior year. Pembroke residents are always generous. The Sally Dean Christmas ornaments organized by the Pembroke Science Fair are always anticipated and sold at the library. Prints of watercolor images of historic Pembroke are sold here, this benefits the Pembroke Cultural Council's future art grants.



The Pembroke Arts Festival held their drop-off site for children's art work here as usual. Bulletin boards provide a place for many community groups to have their information available at the library. The basket raffles, book sales and other events hosted by the Friends are very successful programs, support the library, and also bring people in.

The adult summer reading program continues to grow each year. Last year there were 91 adults registered who read 308 books. This year there were 295! They read 717 books. That is a 324% increase in participation. The Spelling Bee, fun for all ages, returned after a one year break. There were a total of 52 adult programs, with over 406 attendees; 18 Young Adult programs with 282 attendees; and 221 children's programs with 5,743 total attendees. Yoga, various music programs, speakers on several different topics, and several authors including Stephen Puleo, Ted Reinstein and Anthony Sammarco. Access to educational resources is vital for the community, and is one of the library's missions. Classes were held on topics such as apps for smartphones/tablets, Microsoft Word, and more. There is a long time, ongoing chess program taught by volunteer David Spalding, open to all ages on Wednesday nights.

The meeting room and trustee's room combined were used 353 times by groups including scout troops, the Pembroke Watershed Association, the Pembroke Education Foundation, book clubs, the Pembroke Arts Festival and other small groups. The Local History Room is used frequently for research. There was a different artist's work on display each month and various displays in the cabinets near the entrance.



Residents used the public computers an average of 210 times a week; this does not include the heavily used WIFI service. It is not possible to count WiFi use with the current system in place.

The statewide databases paid for by the Massachusetts Board of Library Commissioners are also something that the library would not be able to provide on its own, however the library does fund many. Reference databases paid for by the library include Novelist and Novelist K-8, Global Road Warrior, AtoZ Maps Online, the much requested Ancestry.com and HeritageQuest. We also offer Chilton's, Price It!, and Legal Forms. Bookletters, sponsored by the Friends, is used to publish our popular newsletters by email.

The library had twenty-five volunteers, aged 12 to 90, donate 492 hours of service to the Library. Volunteers assist with many programs, call patrons for request pick-up, help cover new books, and are adding barcodes to the exterior of older books to accommodate the new materials book delivery system.

VI. Financial

The library budget met state requirements for certification in FY14. That does not tell the whole story, as the library turned back money at the beginning of the year to help cover a town budget shortfall. However, due to the need to clean the air ducts, the town transferred funds into the account to cover the \$8600 cost. At the end of the fiscal year, \$6,000 unencumbered personnel money, made available due to open positions, was transferred to operating budget to cover increased building and utility costs. An ongoing challenge has been the reduction in State Aid to Libraries since 2009 recession. The library relies on the funds to help defray network costs and provide a few collection extras when possible. The library's amount has been reduced approximately \$10,000 over the past five years to the current \$16,781.

The library experienced several episodes of vandalism. Exterior lighting improvements and more cameras are planned to combat this problem.

Along with the aforementioned museum passes, the Friends of the Pembroke Public Library pay the lease on the staff copier. The Best Seller Collection, Book Page (a book review newspaper) and the online version Bookletters are funded by the Friends. Most of the programs and performers for adults and children are funded by the work of the Friends. They donated over \$22,000 in total, raised through book sales, the basket raffle and other fundraisers. The library staff and Trustees appreciate the very hard work that the Friends do for the library. The museum passes alone cost \$4,225. They also purchased the Early Literacy Station in the Children's Room this year, a \$3,690 computer with special software for the younger children. There are over 60 educational games with a touch screen.



General donations include gifts from the Mattakeesett Garden Club, PTOs, and the Gene and Ruth Posner Foundation. The Della Chiesa Trust Fund sent the annual donation to the fund. WATD and Martha's Bike shop donated a bike to raffle again this year. The Pembroke Public Library Foundation, which should be able to provide much-needed funds for programs, is still a work in progress.

VII. Youth Services Annual Report FY 2014

Submitted by Melissa McCleary, Youth Services Librarian

FY2014 Programming Statistics

Program	# of Programs	Adult Attendance	Child Attendance
Drop In Story Times	54	805	1036
Baby Lap Sit	36	461	529
Chess Club	47	53	178
Crafts & Special Events (food, etc.)	14	59	133
TAG	7	6	19
Performers and Speakers	14	336	476
LEGO Club	9	28	120
Contests & Voting	3	0	226
Library-Run Special Events	8	125	274
Classes & Workshops	7	40	78
Teen Tech Squad	3	5	64
Community Visits	16	160	762
Special Literacy Events	7	16	22
Movies	3	10	19
TOTALS	228	2104	3936
Volunteer Hours		132	
Number of Volunteers		22	

Summer Reading Report 2013

Program Name	# of participants	Total hours	Reviews
Dig Into Reading	353	2764.93	24
Beneath the Surface	39	648.45	1

(Comparisons to previous years)

	# of Kids	# of Teens	Total hours
Summer Reading 2009	458	72	5042
Summer Reading 2010	417	71	5267
Summer Reading 2011	447	62	5440
Summer Reading 2012	366	50	5160
Summer Reading 2013	366	50	5159.59

(Hours by school & month)

School Name	6/2013	7/2013	8/2013	Total
Bryantville	6	406	134	546
Hobomock	46.75	858.08	135.75	1040.58
North Pembroke	51.25	653.1	113	817.35
Other	55	368.45	109	532.45
PCMS	8	153.5	23	184.5
Pembroke High School	4	168.5	8	180.5
Preschool	5	93	14	112
Totals	176	2700.63	536.75	3413.38

(Hours by month)

Program Name	6/2013	7/2013	8/2013	Total
Dig Into Reading (PreK-6th grade)	134	2183.18	447.75	2764.93
Beneath the Surface (Gr. 7 and up)	42	517.45	89	648.45
Totals	176	2700.63	536.75	3413.38

Top Readers

Bryantville Elementary: Colin Dynan as the top reader with 34 hours.

Hobomock: Brooke Roche as the top reader with 100 hours.

North Pembroke: Abbey Trask as the top reader with 50 hours.

PCMS: Sam Sparrow as the top reader with 81 hours.

Pembroke High: Danielle Tom as the top reader with 82 hours.

Grand Prize Winners:

Dig Into Reading: Jake Beck with 21 hours

Beneath the Surface: Heston Hall with 12 hours

Summer Reading:

“Dig into Reading (kids)/Beneath the Surface (teens)” was the theme for our 2014 Collaborative Summer Library Program which began June 24th and wrapped up August 9th for PPL. For kids, there were 353 participants with a reading total of 2764.93 hours. For teens, there were 39 participants with a reading total of 648.45 hours.

Programs ranged for a variety of ages and interests. Crafty Tuesdays were popular and included creations such as dinosaur sun catchers and koi windsocks. The Stuffed Animal Sleepover allowed children to leave their favorite stuffed animals at the Library for a sleepover and the staff was able to take pictures of their “adventures” to send home with kids the next day.

Guests included Dinoman’s Dinosaur Program, which featured a large inflatable dinosaur that took up much of the meeting room; Noiseguy, who performed kid-friendly comedy; and Bailey the Therapy Dog, who listened while kids practiced reading aloud.



Dinoman

The Fairy House Contest (30 kids) and the LEGO Contest (25 kids) both saw big numbers and a lot of creativity.

Teens were able to enjoy some special events such as a Teen Zombie Party (with a visiting make-up artist to paint faces like the undead) and Shark Week Cupcake Decorating with the Ipswich Bay Cupcake Company.



Bailey the Therapy Dog

TAG:

TAG had lower participation than the previous year, but the group did meet on a monthly basis with some attendance. In October and November, the teens made short Vine videos (6 second films) for books on their required reading list such as *The Odyssey* and *Lord of the Flies*; the videos are brief and quirky interpretations of the classic texts. TAG also ran a program called “Guess What Book Character TAG Members Are,” which drew in hundreds, as well as a life-sized Candyland board game, both during Summer Reading.



Teen Zombie Party

Programming:

Regular programming included Storytimes, Lapsits, LEGO Club, Chess Club, and TAG. There was a brief lull in these programs, with the exception of Chess Club, as there was no Youth Services Librarian between May and July. While they were running, these events were very popular and brought in many young patrons and caregivers!

Special programs were generally on a monthly basis for ages 0 to 18 (whether as a guest event or a library-run program). The biggest teen event Sarah took part in was Teen Con, a collaboration between South Shore libraries for a miniature version of ComicCon for local youth. While no PPL teens were in attendance, the event itself drew 88 teens.



Toto the Tornado Kitten

Mamasteph, in March, was the most popularly attended program this year as she has a very large following. This was followed very closely in numbers by the Creature Teachers event, “Animals Around the World,” in February; the performer brought in many exotic animals such as the kookaburra and a wallaby. Other guests included Toto the Tornado Kitten, Storytime with Big Ryan, Yoga Storytime with Becky Paul, and two other visits from Mamasteph.

The most popular library-run event was the Halloween party, which featured crafts, a spooky tunnel, a dance party, and more. The costume contest winner (a unicorn) got two Aquarium tickets. Other events included Valentine Card Decorating, Holiday Card Decorating, Halloween Cookie Decorating, and movie showings (for both kids and teens). These special events did not have high attendance individually, but did demonstrate that the Library offers a variety of programming throughout the year.

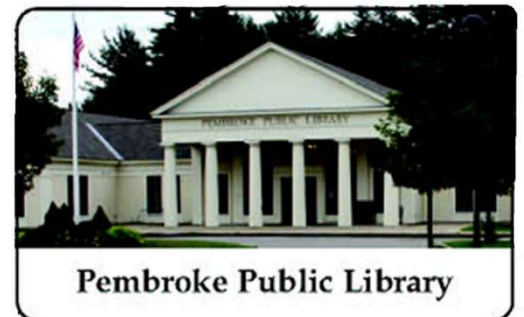
Community Outreach:

Sarah did community outreach each month, increasing the Library’s exposure to potential and current patrons. She did many storytime visits to local schools and organizations including Bryantville (monthly), Bright Horizons in September, Community Nursery Kindergarten in November, Hobomock in November, Head Start in December, and South Shore Educational Collaborative in January and February. The Library also hosted visits from Community Nursery Kindergarten in November and Learn and Play Preschool.

The Library also did outreach beyond storytime and had an impact on other areas of the community. Sarah and Roberta visited Pembroke High School to sign interested teens up for library cards (72 cards successfully done) in October. Deborah worked with Claudia Cellucci, a reading specialist, to discuss Summer Reading plans and the book list. Sarah also attended the North Pembroke Open House in September. In October’s issue of VOYA, Jessica Lamarre had an article published involving the Teen Advisory Group and gaming at the library. In July, Sarah filmed a short segment for public television to spread the word about upcoming programs and also filmed a tour of the children’s and YA area.

VIII. Closing

The fiscal year 2014 had many challenges but was a successful year. In FY15, the library has been awarded another LSTA Grant. The Library Board of Trustees, library management and staff will continue to work together to provide residents with a welcoming, informative and entertaining experience in the Pembroke Public Library.



Presented by Library Director Deborah Wall