



**NCPLDA Spring Meeting
Thursday, December 6, 2012
Winston-Salem, NC**

Call to Order:

NCPLDA President Carol Wilson called the meeting to order at 1:00 pm and welcomed everyone. Carol introduced Brigitte Blanton, interim library director at Greensboro Public Library. State Librarian Cal Shepard introduced new state library staff members Joyce Chapman and David Green.

Sponsor presentation:

Kathie Graham gave us an overview of Collectionhq. Launched in the US in 2010, Collectionhq is now in use in several NC public library systems, including Mecklenberg, Cumberland, and Wake counties. Collectionhq is a menu-based program designed to generate reports easily to save time and money. It can help you get a sense of what parts of your collection are already overstocked, and which items are not being used. It offers selection tools, management tools, and monitoring tools to let you see how effective your purchases are, and a discovery tool to let you see how things are working in other libraries. It can help pinpoint materials for withdrawal, and enable you to move items from low demand to high demand areas. It also has promotional tools to help you measure impact of promotions. Kathie says she would be happy to arrange a demo. Pricing is based on service population.

Annual Awards Showcase:

Carol introduced Melanie Holles, chair of the Awards committee, for the presentation of the 2012 library program and project award winners.

Outstanding Children's or Family Program: Medium Library: Catawba County
Battle of the Books Jamboree: "Pull for Your Team."

Siobhan told us she wanted to expand Battle of the Books and give students a chance to compete at night when parents can attend. She found a company in Cherry Grove that wrote and sold Battle of the Books questions, and they gave her discount coupons for the schools to try their product: "My BOB Team." Siobhan randomized teams, mixing kids from different schools. There were 4 teams, single elimination, and she gave candy as prizes. They tried to follow official competition rules to give the kids practice for real competition. She estimated the cost at \$125 per year.

Outstanding Children's or Family Program: Small Library: Rutherford County
"Reading for Africa" (2011 SRP)

Jean told us that participants in their Summer Reading Program raised money to buy books for Africa. Every dollar they raised paid for 2 books. For every 10 easy books read, or 100 pages of a chapter book read, the kid got a reading buck. Participants turned in bucks to the sponsor, who donated real money to Books for Africa. Jean had a

hard time finding a business to sponsor the program, so their sponsor was an anonymous individual.

Outstanding Children's or Family Program: Large Library: Cumberland County
"Rhythm and Rhyme: a sensory story time."

Vicki Sheeler designed a story time especially for kids with autism.

They created and posted a schedule to let the children know what to expect, which is very important for autistic kids. The format includes a welcome book/music, book, action song, and flannel story. Consistency is crucial. Other tips: keep lights low, no snacks, no perfume, keep room arrangement the same week to week, and keep materials hidden when not in use. At the end, they do bubble blowing and coloring, which gives parents a chance to chat with each other. They teamed with the local Autism Society of Cumberland and Therapy Dog International. The program was planned for pre-school level, though they also had kids up to age 10. It was held on the 3rd Saturday each month at 10 am.

Outstanding Teen Program: Small Library: Roanoke Rapids
"Teen Book Club"

Jeffrey Watson told us about their Teen Book Club, started in 2007, which is a partnership between the public and high school libraries. When the teens come together to talk about books, they're not limited to a certain book. They alternate the meeting location between the school and the public library. During the school year they come to school early at 8:00 am to meet in the media center. The benefits to the public library: increased circulation 30% by end of 1st year, and it has helped him reach students. The only cost is buying pizza once a month at the library ("feed them and they will come") and the group has had up to 30 members. This year they had 15-18 at school, and 10-12 at the public library. The teens elect officers and run their own meetings, but Jeff does a book talk at some meetings. They sometimes have an awards program where they talk about award-winning books.

Outstanding Teen Program: Medium Library: Braswell Memorial
"Young Adult Summer Tutorial"

Derrick Flood serves as YA librarian, adult reference manager, and local history librarian. He said their Summer Tutorial had a math and science curriculum, and they met every Tuesday and Thursday from 10-12 for six weeks. The teens can earn a certificate and a pizza bash. The age range was 13-17, but they also took 6th graders, and it was open to any kids interested. They had a math teacher who volunteered to work with the students. 62 kids attended this past summer. They did a pre-test to see where kids stood at beginning, and did science experiments and lots of hands on activities such as looking at the stars with a telescope. The participants had to follow rules and sign a contract. They could miss 2 classes and still earn certificate. He offered to write college recommendations for students. The only cost was a pizza party and a few supplies.

Outstanding Teen Program: Large Library: Fontana Regional
"Steampunk Jewelry and Creations"

Karen Wallace told us about steampunk, which encompasses Industrial Age science fiction, alternate history, gas lamp fantasy, and things out of time. They let the teens use a mélange of items such as clocks, chains, hinges, lace, and other found items to make jewelry and other projects, such as goggles made from Mason jar rims. They offered the program in 3 libraries. They had books showing examples available, and books by

steampunk authors such as Sir Arthur Conan Doyle, HG Wells, Edgar Allan Poe, Jules Verne, and Edgar Rice Burroughs. The program was intended to educate and inspire creativity. Steampunk encourages kids to read, and helps develop an interest in science and history, recycling, mechanics, and how things work. The sessions were not led by an expert, but examples were available. At the Macon Library they combined the teen program with an adult program.

Outstanding Adult Program: McDowell County: Small Library

“Woven Together: Marion Manufacturing and McDowell County”

Elizabeth House described how the demolition of an 80-year old factory building served as the catalyst for the library’s exhibit of photographs and artifacts from the Marion Manufacturing textiles plant. NC History librarian Patti Holda heard that there were several ledger books left behind in the building, which was about to be demolished. She salvaged the books and also rescued several rolls of undeveloped film and other artifacts. When patrons in the history room expressed interest in these items, she had the idea to create an exhibit. Friends of the Library supplied funds to develop the film and buy some archival supplies. The exhibit included photos and artifacts from the mill, such as bricks & square glass window blocks, a 6” bolt which held a loom to the floor, spindles, spools of thread, unusual tools, and fabric swatches. Over 200 people attended the week long exhibit, which is now on permanent display in the county’s JobLink office.

Outstanding Adult Program: Medium Library: Orange County

“Where Do You Get Your Ideas? A Discussion on Inspiration”

Jessica Arnold said their program started with a local author, James Maxey, who held writing workshops on “How to get past the first chapter” and other topics. He had the idea to do a multi-author panel, and talk about where they get their inspiration. They were able to get several local authors representing a wide range of genres from southern literature to steampunk to talk about where they get their ideas.

Outstanding Adult Program: Large Library: Forsyth County

“Books for Dudes”

Michael Lackerman and Tom Wells said that for their program, all you need is space and dudes. Held the 2nd Wednesday of each month at noon, they have a book discussion and an accompanying book display with themes including Dudes at sea, Irish Dudes, Sports Dudes, and Dudes in Love. They said the book display can be picked clean very quickly, and whenever they saw someone pick up a book, they went and told them about the club. They started with an attendance of 6, and now average 12-15 each month. They welcome women too. They don't pick one title to discuss, but let them talk about whatever they've read that month. They do have snacks, and they had a couple of homeless dudes who came for the food and stayed for the discussion. They have a couple of guys who only read magazines and newspapers but still take part, and they don't always just talk about what they read. They're going to get together to go see the upcoming Jack Reacher movie. They typically serve chips and dip or pizza.

Outstanding Service Innovation Project: Medium Library: Stanly County Public Library

Melanie Holles told us about their Library/Museum Merger. The county museum was in a sad state, with 2 structures falling apart. The county was pouring money in and not getting much return on investment. They discussed combining departments since they were next door neighbors. The museum manager shifted to a 3 day week at the museum, 1 day at the library's history room, and one day alternating at other smaller

museums/historical homes in the county. They created a new historical society board, comprised of members of several boards. The door count at the museum has since doubled. They share friends groups and support each other's projects.

Outstanding Promotional Project: Medium Library: Transylvania County Public Library
Anna Yount told us about their library patron survey. Their goal was to get 1000 completed surveys in one month, and instead they got 1200. Out of those, 574 even wrote comments. Many people added lovely compliments, and described the staff as the library's greatest asset. The youngest survey respondent was 13 years old. They had a print survey, a large print version, and an online survey monkey version. Staff wore buttons saying "July is survey month." They promoted the survey on Facebook, Twitter, flyers, media, etc. Afterward they created a one page report, and gave 10 promises to the community based on feedback from the survey that didn't cost the county anything. Since a number of respondents mentioned they felt the library was too noisy, they created some quiet spaces, and they do enforce the policy.

Outstanding Promotional Project: Large Library: Cumberland County
"We Mean Business" electronic newsletter

Larry Gavin told us about starting an e-newsletter in 2010 providing access to resources for teens and adults on jobs and careers, which included information on job skills, training, job fairs, computer classes, and an online job and career center offering one on one assistance and a career readiness certificate. They also work with small business owners to empower them. Their subscribers have increased from 224 to 493, and include elected local, state and federal officials, key board members in the community, county commissioners, city council members, chamber of commerce, and more. They glean email addresses from community websites, word of mouth, business contacts, etc. He recommends keeping articles short. Built in Constant Contact, the cost is \$495, funded by grants and Friends of the Library.

Outstanding Staff Development Project: Large Library: Cumberland County
"e-readers for everyone"

Robin Deffendall and Jennifer Taft said their goal was to create training to familiarize staff with e-reader devices and foster confidence in working with e-readers and services offered through NC Digital library. They wanted to at least get staff to the level of being able to answer basic questions that patrons might have about the service. Training method: they found that following along step by step didn't really work, so they demonstrated techniques used in locating and checking out e-books. They focused on the procedures for downloading materials to the three major devices: kindle, nook, and ipad. Staff were encouraged to try several of the most popular devices. Their instructional materials are online at:

<http://Cumberland.lib.nc.libguides.com/freedownloads>

Outstanding Facility: Newly Constructed Under 10,000 square feet: Northwestern Regional: East Bend Public Library

The prior library was a combo grocery store/gas station built in the 1930s. Someone donated land for new building. They got drawings of a new building design and had raffles, suppers, and other fund raisers. They got a grant writer to write some grants and received funds from the Mebane family trust and the RJ Reynolds foundation. Their philosophy was "no donation is too small." They had an annual letter writing campaign to 15,000 people. The new building is 4 times the size, and the total cost was over \$818,000. The town donated only \$3000.00. They chose mission style furniture,

which cost \$94,000, and the contracting cost \$642,843. The stained glass windows were donated: one depicts readers, one shows scenes of the community. One of their successful fundraisers was a mud bog: 4 wheel drive vehicles drive through a big muddy ditch. They sold food, and the truck drivers paid an entry fee.

Outstanding Facility: Newly Leased Facility under 10,000 square feet: Catawba County, Conover Branch

Karen Foss said the building was formerly a glove factory, also used by Broyhill. The City of Conover renovated the building. The library is located on the 3rd floor. They have low shelving for kids, taller slanted shelving for adult books, and a bank of 16 computers for public, positioned together for teaching classes.

Outstanding Facility: Newly Remodeled under 10,000 square feet: Avery Mitchell Yancey Regional

Dan Barron told us that Yancey County Public has had a 110 year journey. In 1901 it was built as the Yancey Academy. The building is about 8000 square feet. They got a grant from the State Employees Credit Union for standalone thin client computers for their PC lab. They reused a lot of the shelving from the old library, and they have a meeting room with a full kitchen & projector, and are set up for teleconferencing. The park playground is nearby. They got funds from the Janirve corporation. They are now working on getting sidewalks up to the library building.

Outstanding Facility: newly remodeled 10000-25999 square feet: Lincoln County Public Library: Charles R. Jonas Library

Project scope: painted/wallpapered, carpeted, expanded electrical network wiring, replaced individual HVAC units with central system, removed bulkhead, redesigned floor plan, and updated shelving and furniture. The priority was height appropriate shelving and seating for the children's area, and new computers with internet access. The circulation desk was relocated to the far wall. They wanted technology to be at the forefront. They more than doubled the number of computers. They didn't close the library for a single day, and came up with a plan to do the work in stages so people wouldn't be without the library's services. They got smaller grants and donations from different businesses: Timken foundation, First Federal Bank, and RSI, a local cabinet maker. The total cost was \$251,000. Their architect was Stuart, Cooper and Newell, and Archie Simmons from Interior Systems helped with selection of furnishings.

Ruth Ann Copley asked to have the PowerPoint presentations sent to her at her personal email rcopley@triad.rr.com, and she'll put them on the NCPLDA website.