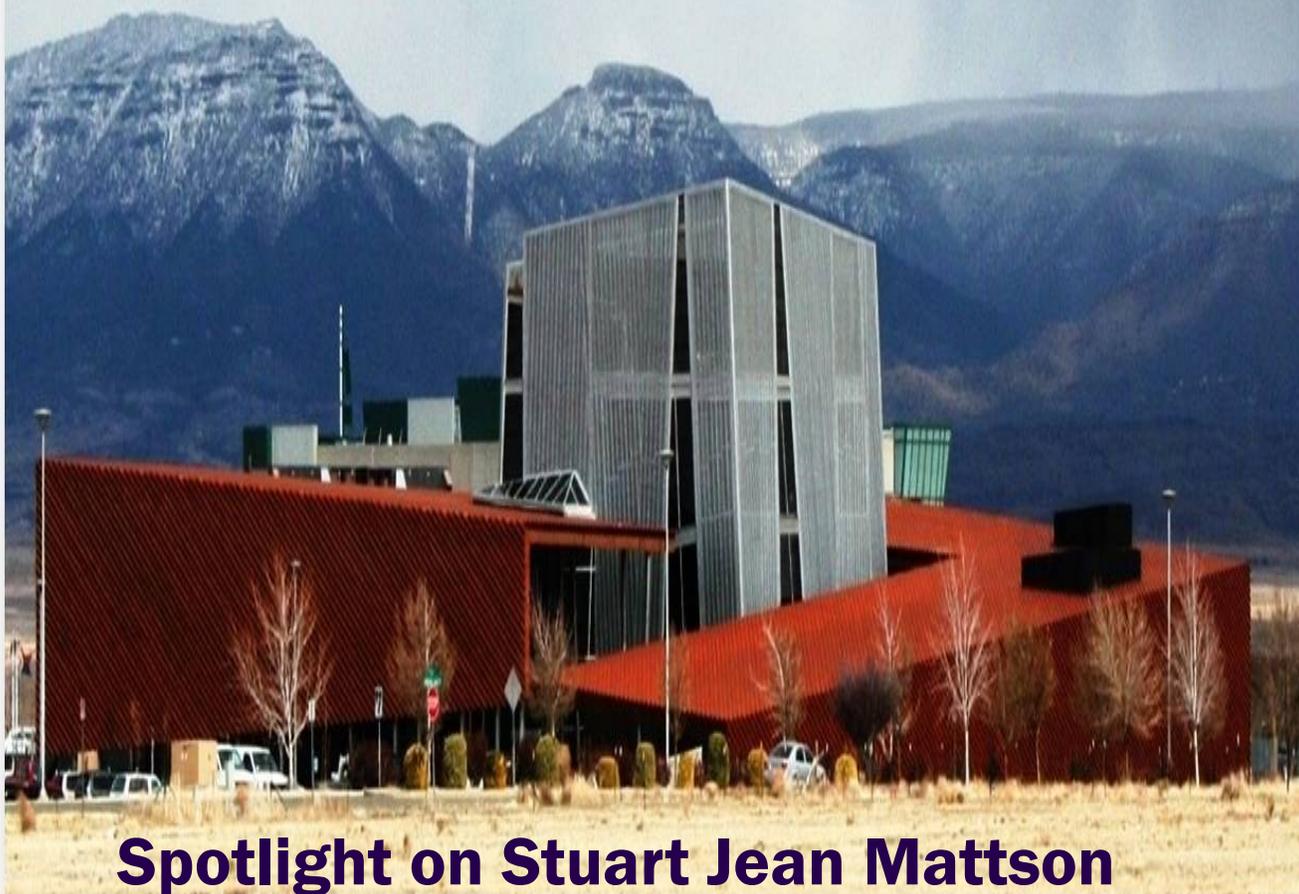

2012 SPOTLIGHT

on Prescott Valley Public Library



2012 Annual Report

Prescott Valley Public Library Board of Trustees



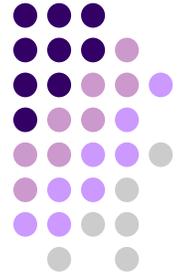
Spotlight on Stuart Jean Mattson
Prescott Valley Public Library Director

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The 2012 *Spotlight on the Prescott Valley Public Library* was funded by the Friends of the Prescott Valley Public Library.

2012 SPOTLIGHT OVERVIEW



2012 Spotlight on Prescott Valley Public Library

Fiscal Year 2011-2012 at the Prescott Valley Public Library was a notable milestone for Stuart Jean Mattson - Library Director, marking 25 years of continuous dedication and service to the growth of library services throughout Yavapai County.

Stuart's legacy could be summarized with his attention to buildings, books and budgets. The original building had less than 5,000 sq. ft. and the current facility has over 50,000 sq. ft. The original stand-alone collection was based solely on donations and is now a networked collection across the county of over 1 million items. The budget grew from just over \$34,000 in Fiscal Year 1986-1987 to \$1.6 million in Fiscal Year 2011-2012. Radio Frequency Identification (RFID) tags, online databases and downloadable books now constitute a core part of the collection. However, Stuart's focus is clearly on people.

Stuart Jean Mattson is a Director with heart - - and the Library staff and patrons appreciate that focus. Stuart personally leads the Library's in-home delivery service, giving personal attention to the literary needs and interests of homebound patrons throughout our community. Caring about people not only creates strong communities - - it is financially lucrative. During Stuart's tenure, the Prescott Valley Public Library has received \$1,143,000 in donations and grants, which includes funds donated by homebound clients. Prescott Valley Public Library received additional public computers funded by the National Telecommunications Information Administration through the Arizona State Library, Archives and Public Records. The computers were placed in the Teen, Children's and Public Internet areas. Stuart also assists patrons at the traditional Reference Desk. Every year at least one patron stands out from the rest in a request for service. This year, Stuart recalls a patron who explained, "I left my car parked on a street in Des Moines, Iowa, and I need the name and telephone number of a tow truck."

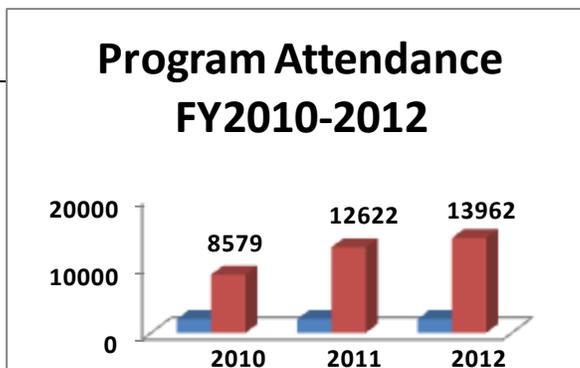
Prescott Valley Public Library children and teens benefitted from Stuart's legacy. Under his leadership, youth programs were designed to stimulate interest and appreciation for reading and learning. Youth programs included toddler and preschool story times, the Children's Summer Reading Program and special craft and game activities during school breaks. Three local preschools partnered with the Prescott Valley Public Library and the "Raising a Reader" program to take tours, learn about library resources and read stories.

Some of the teen programs offered were "Wild, Wild West Day," a pet adoption & pet food drive, handmade cards for veterans and hospital patients, an event with traffic signs and other "unusual" items featured in the Teen Library, a high tech Wii activity with voice competitions, which were incorporated into the Library's drive-up book drop recording. One youth project involved the creation of a video showcasing the Teen Library and was shared in a study conducted through San Jose State University's Library Science program in California. "Teens Talk," was a program that gave teens an opportunity to talk about social issues. Teens participated in planting flowers and trees for the local charitable organization Stepping Stones in partnership with Kohl's Department Store and the Friends of the Prescott Valley Public Library. Each activity was designed with people in mind because, People, Our Priority, shapes everything we do as we create a 21st century vision of the library as the true heart of this community.



Program Attendance

Participation in Library programs hit a record high in Fiscal Year 2011-2012. Citizens saw the Library offer more than stacks of books. People of all ages visited the Library singly or as families and took advantage of the many free resources the Town of Prescott Valley offered citizens throughout the Library.



Adult's Programs

Adult programs focused on partnerships with community members, Town of Prescott Valley departments (hiking with the Parks & Recreation Department) and with diversity in the nature of the programs offered. The Friends of the Prescott Valley Library sponsored the monthly programs for Parents Night Out and the 4th Friday Flick. A variety of authors, artists, and activists contributed to the quality of life in Prescott Valley through events suitable for families.



Children's Programs

Ongoing programs were an integral part of the Children's Library. They were designed by Children's Librarians to appeal to the children's interests and to help them discover the joys of reading and learning. The programs included toddler and preschool story times, the Summer Reading Program, and special craft and game activities during school breaks. Local schools brought children to the Library as part of their curriculum. Librarians promoted and familiarized students with Library materials and computer resources.

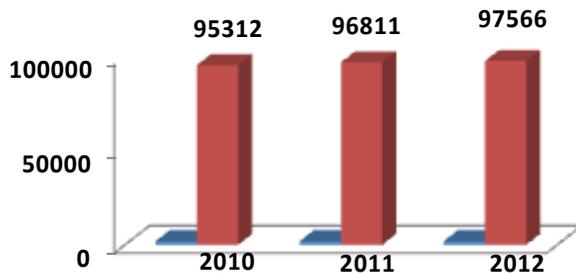


Teen's Programs

The Teen Library offered monthly programs throughout the year with record attendance at several events. Programs included a Green Event, a "Voice Competition" to record a teen's voice for the Library book drop (the winner received a \$50 gift card from Kohl's Department Store), a Wild-Wild-West Day Wild Wing Challenge (which included a flapjack eating race, a gold panning demonstration and a lemonade chugging contest), Star Talk-Visions of our Milky Way, Justin Unger & Brad Stretar Concert and a Dia de los Niños program that commemorated the Day of the Children. Kohl's Department Store is a wonderful community partner and the Library staff is thankful for their continued support and generosity.



Children's Circulation FY2010-2012



Children's Circulation

The Children's Library promoted reading and literacy in a variety of ways. This was accomplished by developing a collection of library materials in print, audio and electronic format appropriate for infant through sixth grade reading levels, interests and needs. The Children's Library continued to grow as children from babies to school-age students visited the

Library. Between July 2011 and June 2012, circulation in the Children's Library increased 5%. The 2012 Summer Reading Program registered 459 children, a 19.5% increase over the 2011 Summer Reading Program and the largest number of registrants ever! Fifty percent of those who registered (230) finished the program—another record number!



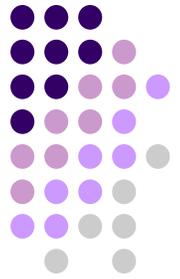
Children's Computers

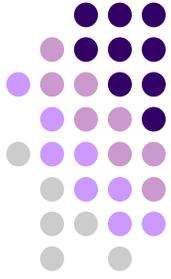
In the Children's computer area, children and their caretakers were able to access two Early Literacy Stations for the development of pre-reading skills, eight educational game computers with Microsoft Office software, and six Windows 7 Internet computers. Utilizing the Internet computers, young patrons were able to search the Prescott Valley Public Library catalog, use online resources such as Searchasaurus, EbscoHost, eBooks, and visit recommended websites for research. Librarians continually promoted and familiarized students with Library materials and computer resources.



Children's Interactive Area

The playful interactive area, designed by the Burgeon Group of Phoenix, was a magnet to children, who, in turn, encouraged the adults who accompanied them to join in creative, hands-on activities which promote the six early literacy skills of print motivation, vocabulary development, print awareness, narrative skills, phonological awareness, and letter knowledge.





Teen's Circulation

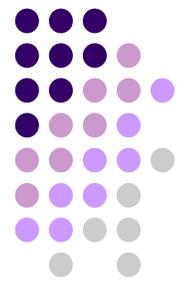
Purchases were made to increase the number of graphic novels and classic literature. Young Adult books on CD were moved into the Adult Collection to make room for the expansion of Teen Fiction. Young Adult books on CD showed a higher rate of circulation in the new location. A suggestion box for materials was set up in the Teen Library and purchases were made from the suggestions. A new program called "Cool Express" was initiated and featured current highly popular books and DVDs for adults and teens. It created a great deal of interest. Young Adult literary criticisms were separated from the Young Adult nonfiction collection and put into one area to increase the circulation. Book displays were constructed to promote specific sections of the Young Adult Collection. All endeavors to promote circulation of the collections were successful.



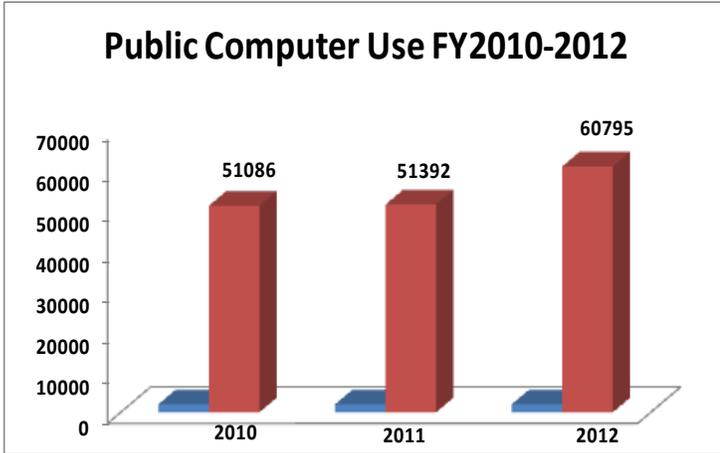
Teen's Focus on Education

Four additional computers were introduced into the Teen Library. The ongoing tutoring program continued with a recruitment of additional tutors. Tours of the Library were conducted, including one with visiting dignitaries from South Korea. Library skills were taught to teens using various games created by the Teen Librarian. Communications with local schools continued as well as joint efforts to improve student's academic achievements. A Teen Library workshop entitled, "How to Beat the High Cost of College" was presented by financial experts and was promoted through Bradshaw Mountain High School and other local schools.





Public Internet



Public Internet access and computer use continued to be one of the main reasons patrons visited Prescott Valley Public Library in Fiscal Year 2011-2012. The significant increase in Public Computer use from 2011 shown here, indicated how important technology was in the community. Individuals and families continued to use Library Internet computers to

complete applications, homework and Continuing Education projects, perform job searches, and many other information gathering activities.



More and more individuals requested Library staff to proctor tests as online educational opportunities flourished here and throughout the country. The public computers were an important social networking resource for people of all ages since our mobile culture made staying in touch with family and friends more of a virtual reality.

Entertainment was a consistent reason citizens in the region logged on to the Library network. Frequently, patrons young and old played games and watched movies in the comfort of the Library where online security and software was managed by the Town's Information Technology Department.

Electronic Resources



The popularity of downloadable books from the collection in OverDrive continued to grow, judging by the number of queries received at the public service desks. Several libraries in the Yavapai Library Network purchased titles in OverDrive since they were available immediately to all patrons in Yavapai County. The Libraries shared digital titles in the same way print titles

were shared without the need to shelve, transfer, or handle the individual items. Each book could be checked out from anywhere the patron's device had access to the Internet. The item was automatically checked back in on the due date, saving the patron any concern over late fees, just one more way we strive to make People, Our Priority the essence of all we do in today's public library.

We love our volunteers!



A Garden Party with Hats!





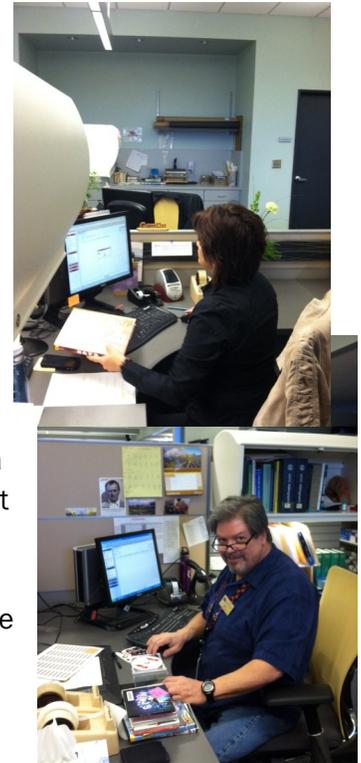
Volunteers were honored at the annual Volunteer Appreciation Party. Departing Library Manager, Kathy Hellman, provided a lovely garden flower slide show as well as beautiful potted plants





Cataloging

The Cataloging Department continued to meet with the Yavapai County Library Network librarians to discuss and implement new procedures needed throughout the online cataloging system. Library materials are important to the PVPL catalogers. They are constantly improving their techniques, so when patrons use the Library it is a friendly source of information. The Cataloging and Technology Department implemented new projects to enhance the patron's awareness of what the Library had to offer –such as New and Popular books, DVDs, etc. The pilot program, Cool Express, was put into action in Fiscal Year 2011-2012 and offered patrons a first chance at new releases. The program was a huge success. Last but not least, the Radio Frequency Identification (RFID) tagging system was fine-tuned with Tech Logic. The Anglo-American Cataloging Rules, Second Edition (AACR2) will be replaced with the Resource Description and Access (RDA) in Fiscal Year 2012-2013.



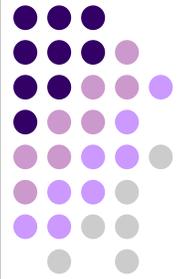
Collection

The Library's collection increased across all divisions by nearly 8,000 items. This figure included print and audio books, music CDs and DVDs but it does not include electronic books or downloadable audio books, which increased by 478 titles. Selectors chose popular titles in a variety of formats to meet very diverse patron needs. The materials budget for books rested solely on a disbursement from the Yavapai County Library District, making thoughtful selection decisions critical to meeting demand. As part of the Yavapai Library Network, the collection is just part of the one million items Yavapai County residents and visitors can access. Coordination and collaboration by selectors in building a "county collection" continued to be a challenging aspect of providing clientele with current and historical items for all ages to satisfy rapid shifts in tastes for entertainment and personal growth. The Library was the recipient of a \$20,000 donation by local resident Claire Macewicz to purchase Large Print titles in memory of her late husband and her late daughter.

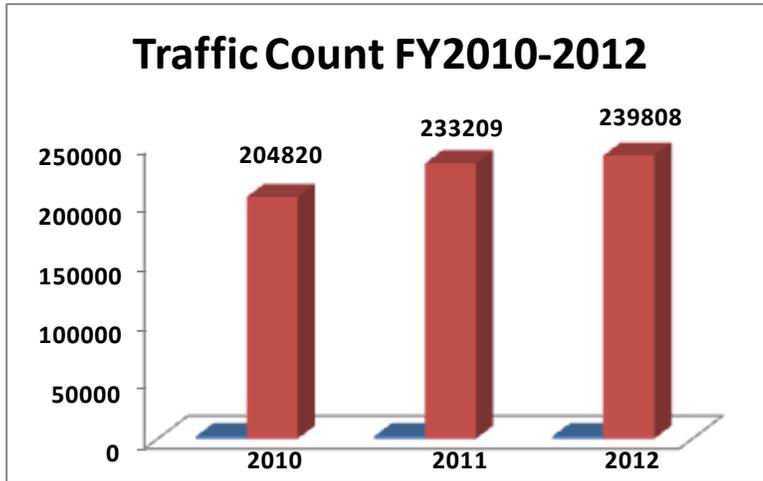
Cool Express

A variety of strategies have been employed by libraries over the years to meet spikes in demand with limited budgets. Prescott Valley Public Library experimented with a new service to address this issue, targeted to local patrons, called Cool Express. Prescott Valley patrons could browse the collection of new releases (books and movies) that were on display near the self-checkout computers. The items could not be placed on hold by patrons in other communities. The due date and late fee schedules were shortened to foster quick turnover so the items could be checked out by as many Prescott Valley patrons as possible. This service turned out to be so popular that a dedicated budget and Library staff time was set aside to make items available on a fast-track basis into the new fiscal year.



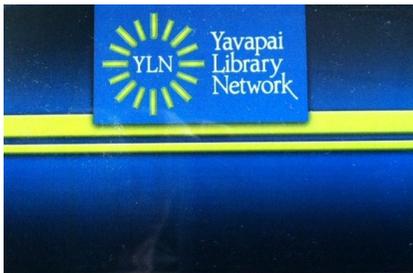


Traffic Count



Prescott Valley Public Library continued to be the hub of activity as the facility was showcased.

The Crystal Meeting Room and the Auditorium could accommodate a wide range of programs or activities, which was wonderful for national speakers and movie nights the Library sponsored.



Library Cards

Since 2012, the Universal Patron Card Agreement with the Yavapai Library Network member libraries provided our patrons access to over 1,000,000 items. Over 3,729 library cards were issued in Fiscal Year 2011-2012.

The Universal Library card continued to allow patrons access to online resources provided by the Prescott Valley Public Library, such as OverDrive downloadable audio books, ebooks and thousands of periodicals and research databases.

Circulation



Total Circulation included checkout and renewal of audio visual media and print materials in the Adult, Children's and Teen departments. There was a slight decrease of 6% this year .

The Automated Materials Handling System (AMH) processed one half million items. This amazing technological wonder saves staff time by processing items checked out by patrons and sorting them into bins for staff to process. Library Circulation staff ,with the help of volunteers, re-shelved or processed for transit each of the 415,849 items. It's enough to make your head spin!

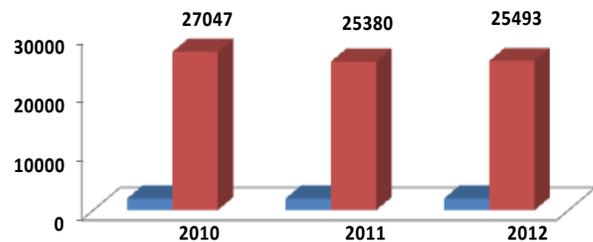


Reference Questions

Reference Librarians spent considerable time helping patrons with in-depth questions, which often necessitated access to specific reference materials through the Library website or in the print collection. Traditional reference services bridge the gap between technology and personable interactions, which let

patrons know they were valued and welcome in the Library. Professionalism and “product knowledge” are key ingredients used to train patrons to successfully locate resources to meet their own needs or to find answers for themselves. Either way, the focus was to strengthen relationships throughout the community, one person at a time.

Reference Questions FY 2010-2012

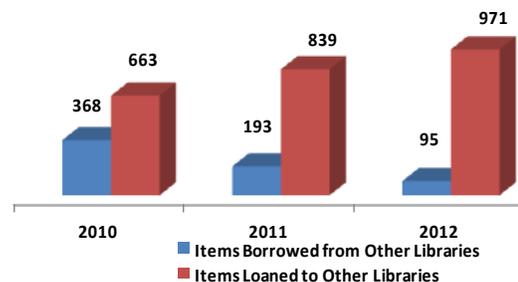


Inter Library Loans

Prescott Valley Public Library participates in Inter Library Loans. When a patron requested an item that was not available in a Yavapai Library Network collection, a request was made through the Inter Library Loan Librarian. The request was first sent to five libraries in Arizona and then went to national libraries if an Arizona state library did not own the title. Libraries in Arizona and across the country request items

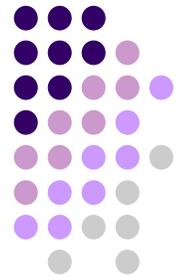
from the Prescott Valley Public Library through the Inter Library Loan program. Prescott Valley Public Library required patrons to pay the postage to return each Inter Library Loan item.

Inter-library Loan Activity FY 2010-2012



Intra Library Loans

Prescott Valley Public Library is an active member of the Yavapai Library Network, a consortium of over 50 libraries ranging from academic to elementary school and special research libraries. This partnership provided Library patrons access to over 1,000,000 titles through Intra Library Loans. Patrons placed requests through the online catalog and the items were transited to Prescott Valley Public Library via a courier. Prescott Valley Public Library loaned 32,813 items to other libraries and borrowed 37,613 items from other Yavapai Network Libraries for its patrons this fiscal year.



Book Store

Friends of the Prescott Valley Public Library operated the used book store on the first floor of the Library. The book store sold used books, DVDs, magazines, and very nice donated items such as purses, crystal pieces, jewelry and limited edition books, which were donated by citizens. Special book sales and raffles were held throughout the year.

The Friends of the Library organization supported the Prescott Valley Public Library by:

- sponsoring special Library programs and activities
- purchasing books, equipment and materials for programs
 - making contributions through fundraising

Friends of the Library members receive a 10% discount on merchandise at the book store and the opportunity to participate in special programs.

2012 Events	Amount given to PVPL
Subscriptions for the Library	\$955
Adult Programs	\$300
Children's Programs	\$300
Teen Programs	\$844
Volunteer Name Badges	\$342
Other Programs	\$1,419
Memorials	\$86

Adult Literacy



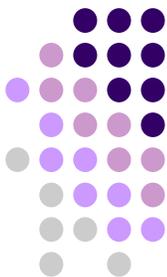
The Prescott Valley Library Adult Literacy Group added ten new tutors to their organization since February 2012. The volunteers tutor one student at a time for English as a Second Language and for adult literacy so the quality of instruction through individual attention remained high. Every week the volunteers heard about the impact a tutor had on their students.

Rebecca Phillips assisted Cathie Mount in the Literacy office, particularly with electronic filing and records keeping.

Fiscal Year 2011-2012 board members were:

- Joan Renner - President
- Daniel Van Haren - Vice President
- Marlys McCrank - Secretary
- Fran Soucy - Treasurer
- Ted Johnson, Annie Papineau and Rebecca Phillips.

The Adult Literacy Group continued to get modest but crucial donations from several area groups and businesses and from private individuals. Specific donations were received from the Yavapai County Chapter of the Daughters of the American Revolution, the Prescott Valley Early Bird Lions Club, the Prescott Noon Lions Club, and the Hastings Corporation.



Volunteers



More than 14 new volunteers were approved by the Town of Prescott Valley Human Resources Department and were oriented to various tasks at Prescott Valley Public Library this year. Volunteers worked in multiple areas of the Library, including the Adult Literacy Group and the Friends of the Library Book Store.

We are blessed with volunteers due to an outstanding foundation provided by Stuart Jean Mattson - Library Director, who selected and nourished volunteers since the Library first opened. It is upon this basis that the Library continues to increase the number of volunteers, keeping the

same attention to each individual as Stuart provided in the beginning, as they contribute their time, energy and effort to the benefit of Prescott Valley.

In April 2012, the volunteers were honored at the annual Volunteer Appreciation Party, with "A Garden Party With Hats" in the Crystal Room. Michael Bowers, a professional musician, provided lovely flute background music and volunteers enjoyed chocolate gifts and cocktail sandwiches. Special gifts were awarded to volunteers Rae Haynes and Adora Larson for their willingness to contribute additional time and effort into the Skype for the Holidays program, testing the system for viability by calling their overseas friends and reporting the results.



Beca Watts won the Best Hat Award. John Bundrant received a special award for four years of faithful service. Special award gifts were provided by Baja Fresh, Kathy Hellman, and Prescott Piano.

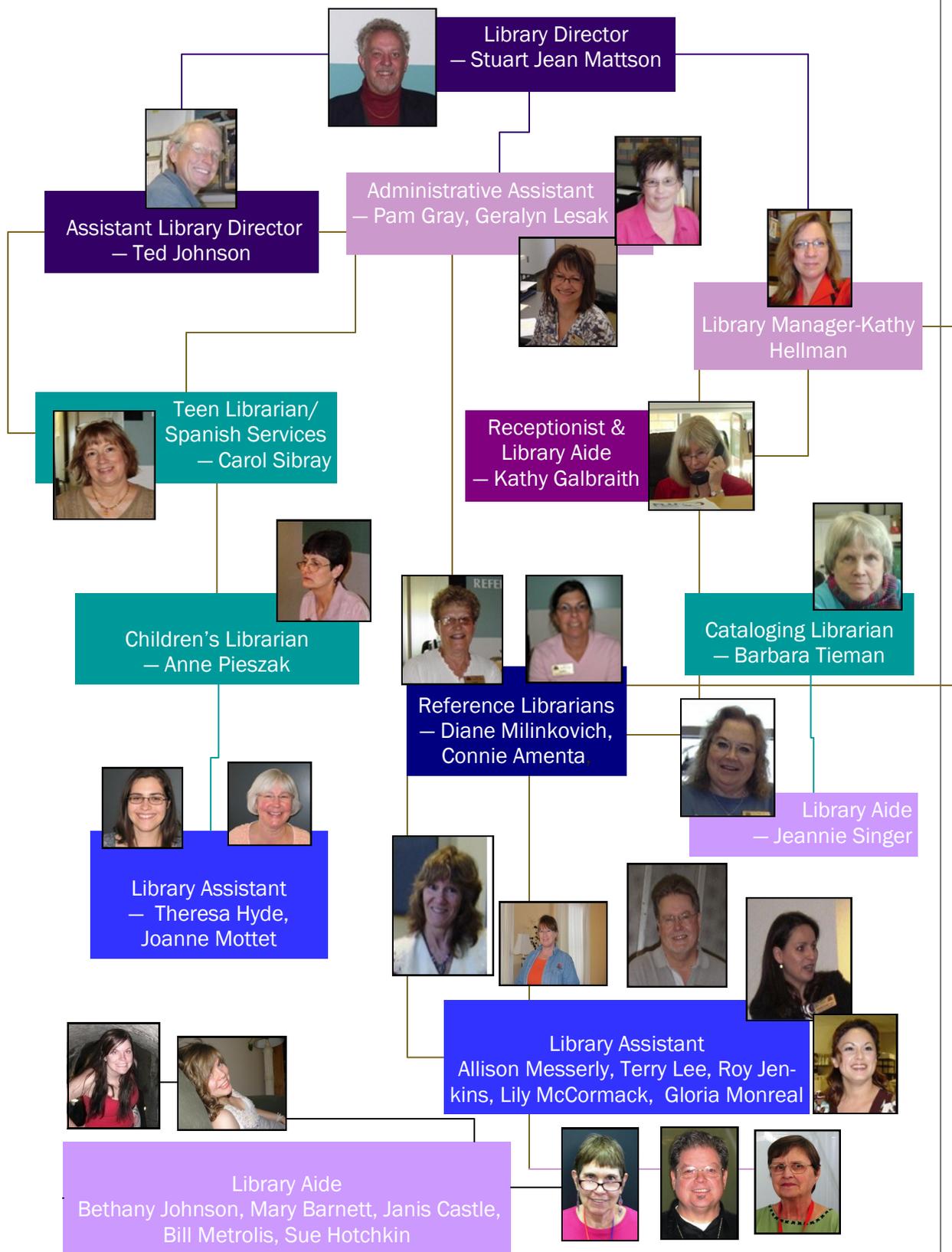
Volunteers recorded 10,566.7 hours for Fiscal Year 2011-2012 which was almost five full time employee hours. Library staff are thankful the volunteers chose to share their talents and skills with the Prescott Valley Public Library.



2012 SPOTLIGHT
VOLUNTEERS



Library Staff 2011/20012



2012 SPOTLIGHT ON LIBRARY STAFF



**THIS REPORT IS RESPECTFULLY SUBMITTED TO
THE GOVERNANCE OF THE TOWN OF PRESCOTT VALLEY**

Fiscal Year 2011

Mayor: Harvey Skoog
Vice Mayor: Patty Lasker

Council Members:

Richard Anderson
Mary Mallory
Lora Lee Nye
Henry Schmitt/Michael Whiting
Don Tjiema

Fiscal Year 2012

Mayor: Harvey Skoog
Vice Mayor: Don Tjiema

Council Members:

Richard Anderson
Patty Lasker
Mary Mallory
Lora Lee Nye
Michael Whiting

Town Manager: Larry Tarkowski

RESPECTFULLY SUBMITTED BY THE
PRESCOTT VALLEY PUBLIC LIBRARY BOARD OF TRUSTEES

Fiscal Year 2011

President: Carole Popaden
Vice-President: Donna Morgan
Secretary: Irene Reed
Elayne Brady
Karyl Colozze
Kenneth Fahlman
Dr. Reneé Ramsey

Fiscal Year 2012

President: Dr. Reneé Ramsey
Vice-President: Larry Martin
Secretary: Karyl Colozze
Elayne Brady
Kenneth Fahlman
Donna Morgan
Herman Schloss

Stuart Jean Mattson, MLS – Library Director
Ted Johnson, MLS – Assistant Library Director
Kathy D Hellman, MLS – Library Manager
Anne Pieszak, MLS – Children’s Librarian
Carol Sibray – Young Adult Librarian
Barbara Tieman – Cataloger
Pam Gray – Administrative Assistant
Friends of the Prescott Valley Library
Cathie Mount – Director, Adult Literacy Group

A special thank you to Casey Van Haren in the preparation and design of this report.

PRESCOTT VALLEY PUBLIC LIBRARY
7401 E CIVIC CIRCLE
PRESCOTT VALLEY AZ 86314
928-759-3040