

---

# 2013 SPOTLIGHT

## on Prescott Valley Public Library



2013 Annual Report  
Prescott Valley Public Library Board of Trustees



## Spotlight on Technology

# Table of Contents

Overview .....	3
Programs .....	4
Children's .....	5
Teen's .....	6
Technology .....	7
Spotlight On Volunteers .....	8-9
Cataloging .....	10
Circulation .....	11
Reference .....	12
Friends of the Prescott Valley Public Library and Adult Literacy .....	13
Volunteers .....	14
Library Staff .....	15

It is the pleasure of the Prescott Valley Public Library Board of Trustees to again present its annual report, The Spotlight, to the Prescott Valley Town Council.

In addition, we would like to express our appreciation and sincere thanks for the Town Council's support and encouragement over the past year. Many of the Library's accomplishments could not have been completed without the backing of the Prescott Valley Town Council.

The Prescott Valley Public Library Board of Trustees expresses its appreciation to the Library staff for their participation in the preparation and completion of The Spotlight.

The 2013 *Spotlight on the Prescott Valley Public Library* was funded by the Friends of the Prescott Valley Public Library.

# 2013 SPOTLIGHT OVERVIEW



## 2013 Spotlight on Prescott Valley Public Library

Fiscal Year 2012-2013 at the Prescott Valley Public Library was a notable milestone in the rapid advancement of library services through technology. The Library touches more people through technology than is realized and this trend will only accelerate. This was accomplished this year with the Library's first staff person dedicated to technology enhancements, a grant to develop a Digital Media Lab, an expanded social media presence, and additional revenue by accepting payment for fines and fees with a credit card.

Changes in staffing gave the Library the opportunity to hire the first person dedicated to technology upgrades and enhancements. Cory Johnson was hired as a full time Town employee in the IT Department with 3/4 of his schedule dedicated to working in the Library. Cory worked closely with staff in Circulation on the sorter and self-checks. Cory installed Windows7 upgrades on public Internet computers throughout the Library, including the PC Lab. Cory took a leadership role working with a new vendor on printing software. Cory also consulted with our new Circulation Supervisor, Casey Van Haren, on specifications for suitable computers for the grant that was submitted to the Arizona State Library to create a Digital Media Lab. Cory's technical expertise has made a significant difference in how well the Library meets patron demand for essential services such as Internet access, printing, and circulation. Thank you Cory!

Casey Van Haren joined the Library team this year and she has made great strides in bringing the Library up to speed in a variety of ways centering on technology. Casey submitted the grant to create a Digital Media Lab DML, designed to enable patrons to make videos associated with school projects, marketing local businesses, as well as personal expression. The grant, for more than \$35,000 will convert the Library's Virtual Reality Room into a digital studio with a green screen, Apple computers, contract staff and volunteers from across the County, sound equipment, and cameras. The Prescott Valley Public Library Foundation contributed \$5,000 to the DML, nearly all of their remaining balance.

As if that wasn't enough, Casey led the way in creating a Facebook page for the Library, the first Town Department with its own social media identity. Communication is key in the high tech world in which the Library lives and Facebook is front and center in this arena. Events, news, and just a feeling of being connected with the community is at the heart of the Library's Facebook page. Citizens share personal stories, express thanks, ask questions, raise issues, and just say "Hi." Casey responds professionally and in a timely fashion to keep this venue personal and alive.

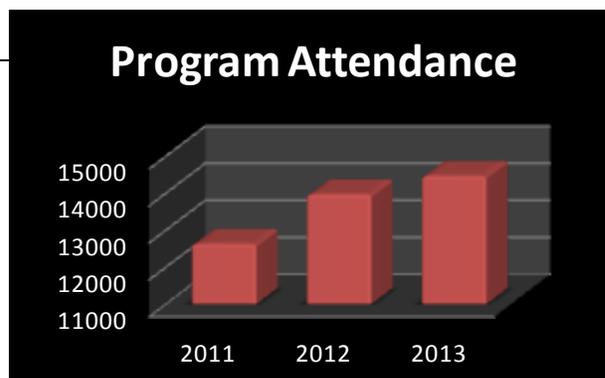
Finally, Casey worked tirelessly to make it possible for patrons to pay their fines and fees with good ole American plastic. Prescott Valley is no where near a cashless society, nor is the Library. However, it is well known that, it is easier to pay with a credit/debit card than with cash. If it is easier, it will happen more often than not, which means more fines and fees and will be paid. That fact, represents an increase in revenue. Thanks Casey!

Additionally, this past year witnessed an ever growing variety of programming events for patrons of all ages and interests. Movies, hiking, summer reading programs, and environmental cleanup efforts were all managed to "Bring people together to get more out of life." Prescott Valley Public Library improves the quality of life for all citizens because "People, Are Our Priority."



## Program Attendance

Participation in Library programs hit a record high this year. Citizens took advantage of a wide variety of programs ranging from traditional book discussion groups and story times to unconventional events like parents night out with a visit from the Grinch and wilderness survival.



## Adult's Programs

Adult programs focused on partnerships with community members, Town of Prescott Valley departments, our local Chamber of Commerce, the Friends of the Library, other municipalities, private groups for profit and otherwise such as the Prescott Center for the Arts with two Readers Theatre programs. The Friends of the Prescott Valley Public Library sponsored many programs, including a members only private showing with the world class violinist and fiddler Marie Rhines. A variety of authors, artists, and activists contributed to the quality of life in Prescott Valley through these Library events suitable for families.

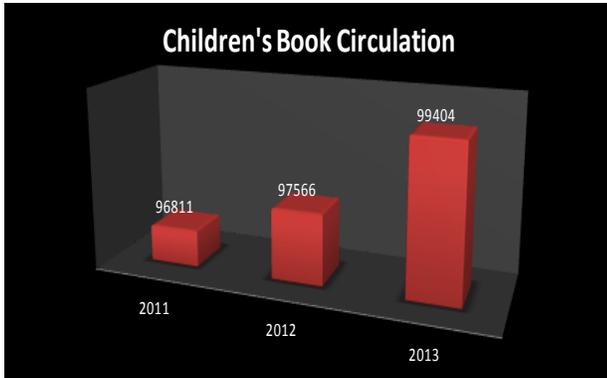
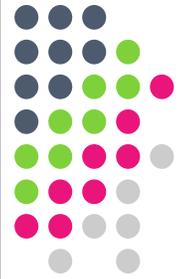
## Children's Programs

Ongoing programs, an integral part of the Children's Library, were designed by Children's Librarians to appeal to children's interests and help them discover the joys of reading and learning. These 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 continues to offer a variety of programs that attract record numbers of teens to the library. The free tutoring program hit new highs in participation highlighted by the drop-in services provided by Dr. Boyd three nights a week. The Kohl's partnership is strong and their "A" Team volunteerism is an outstanding addition to the teen programs we provide, especially working together on the "Green Event" beautifying the Elks Lodge this year. Thank you Kohls. The Anime-Manga Festival special event, one of the most popular ever, included "Taiko Drumming" in the auditorium that virtually raised the roof. The Festival included a Cosplay Competition that was the first ever in Northern Arizona.



## 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 added 1,476 items to the collection between July 2012 and June 2013, including 1,112

books, 92 book and music CDs, 199 DVDs, and 73 children's ebooks. The Children's Library continued to grow as children from babies to school-age visited the Library to check out materials and attend programs. Between July 2012 and June 2013, book circulation in the Children's Library increased 2%. The 2013 Summer Reading Program registered 444 children. Forty-eight percent of those who registered completed the program and received a free book.



## 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 Focus on Helping and Serving Others

An incredible amount of teens stepped forward this past year to participate in the "Helping Hands" program initiated by the Prescott Valley Public Library, designed to promote community service in our Town. Teens were invited to help with "Community Minded Activities" offered by the Teen Library.

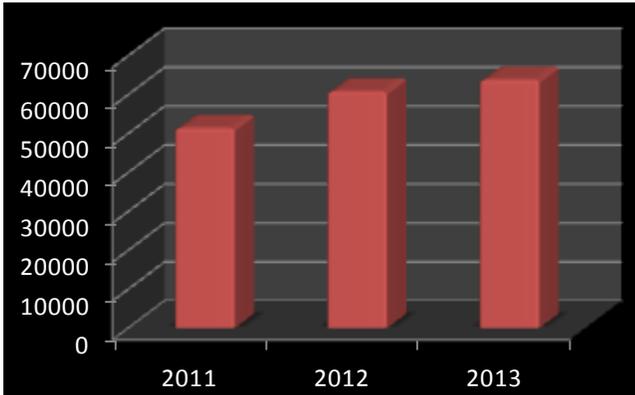
Our Teens visited the Good Samaritan Society facility spending time with the ladies there and brought them a gift of flowers. Our teens made adoption posters for homeless animals and placed these beautiful posters in the Teen Library. The teens tackled graffiti removal. Graffiti was removed under the Stone Ridge bridge and from a tunnel under Navajo Drive. Our teens decorated hats for chemo patients. Sixty teens showed up to volunteer their time and made awesome hats. Our teens were also involved in yard cleanup for seniors. Betty Robinson at Central Arizona Senior Association CASA helped us to identify some much needed cleanup. Our teens visited three locations and the appreciation from the seniors that benefited from their efforts was inspiring.

These events emphasized community service and were greatly encouraged by the parents of our teens. The success of these ventures will be a source of lifetime pride for all.





## Public Internet Computers



Public Internet access and computer use continued to be one of the main reasons patrons visited Prescott Valley Public Library in Fiscal Year 2012-2013. The significant increase in Public Computer use from 2011 shown here, indicates how important technology use was among residents of our community. Individuals and families continued to use Library Internet computers to complete job applications, homework assignments and

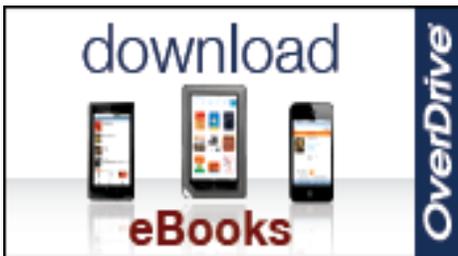
continuing education projects, stay connected with family and friends through social networking platforms,, and many other information gathering / sharing activities.



The Library became the first Town department with its own Facebook presence. We took full advantage of this opportunity to showcase events, programs, and all things “cool” about the Library. More and more people utilize social networking venues and the Library is constantly exploring what is on the horizon. The face of the Library is changing as the community changes. Our vision is to look forward in order to meet our

customers where they are instead of playing catch-up. This is a big challenge but Library staff know how to get the job done in the most efficient and fun way. Future possibilities include Pinterest, Twitter, and an all new Website.

## Electronic Books or Ebooks



The popularity of downloadable books from the online 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 this elibrary, 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 APPRECIATE OUR VOLUNTEERS!

As always, we provide a yearly appreciation party for our volunteers. Our volunteers make a difference not only in our library but







## 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 Radio Frequency Identification (RFID) tagging system was fine-tuned with our vendor Tech Logic. Acquisitions has become a specialized field, made all the more critical by the fact that Prescott Valley Public Library has several selectors, ordering titles in multiple formats from several vendors. This requires a high degree of coordination much like the choreography in a stage performance. We are quite fortunate to have Geralyn Lesak handling this important task.

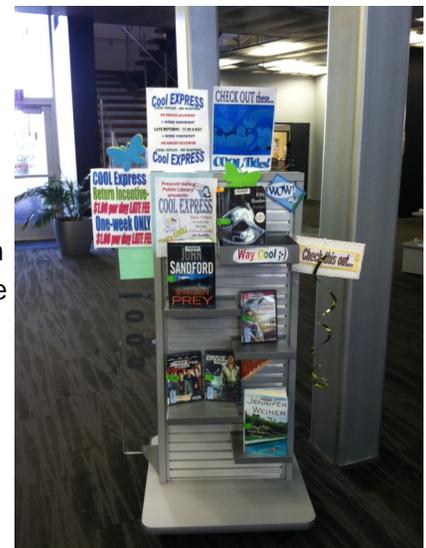


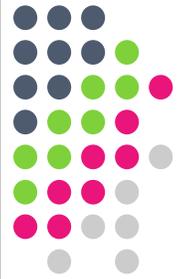
## Collection

The Library's collection increased across all divisions, going deeper in key topics. All formats were represented including, ebooks, print and audio books, music CDs, and DVDs. 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 Free 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 philosophy of the collection continued to focus on popular, high demand materials, rather than items with archival value. Patrons frequently surprise and appreciation for our willingness to purchase items they were recommending. Selectors worked hard to keep the collection relevant and well-balanced.

## 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 continued to meet this challenge with a collection that has been very well received over the past year, 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.

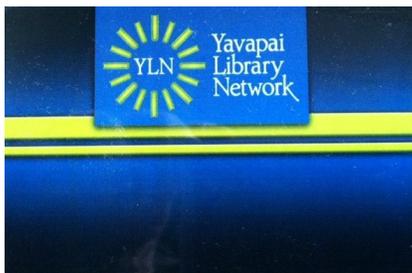
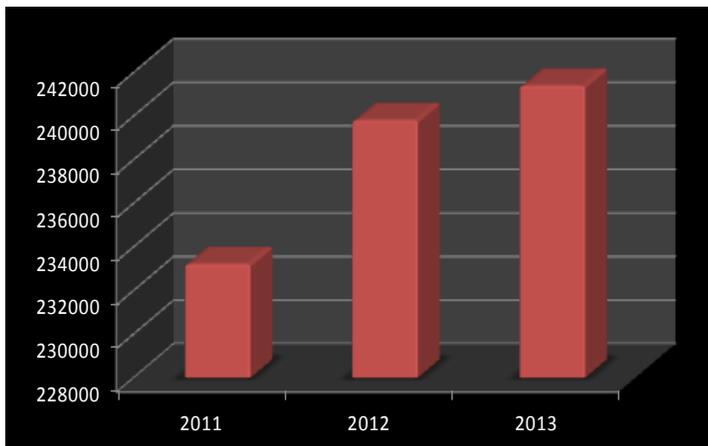




## Traffic Count

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 3,239 library cards were issued in Fiscal Year 2012-2013.

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 articles in research databases.

## Circulation



The Automated Materials Handling System (AMH) processed nearly one half million items.

The conveyor belt sorter saves staff time by checking in these items and sorting them into bins. They are ready to shelve at this point, saving staff a significant amount of time and energy because they don't have to handle so many individual items. The AMH is all about

efficiency as well as enhanced customer service. The time saved can be better spent working directly with our patrons.



## 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. This focus emphasizes quality of service versus quantity of questions answered, which grew slightly this year (5%). One of the greatest challenges facing References Librarians is the expectation among patrons that the best answer will be provided instantly. However, the best answer frequently takes some time to develop, requiring patience, which is ever in short supply. Never the less, Reference Desk staff listen carefully and respectfully, no matter how “strange” the question, such as “How much does a hummingbird tongue weigh?”

## Inter Library Loans

---

Prescott Valley Public Library participates in Inter Library Loans. When a patron requested an item that was not available in a member library of the Yavapai Library Network, a request was made through the Inter Library Loan Network, a nation-wide cooperative of public, academic, and special libraries. Libraries in Arizona and across the country also request items from the Prescott Valley Public Library through the Inter Library Loan program. Since no library “has it all,” libraries continue to meet their patron’s needs by sharing with other libraries. Since an item secured from another library is not under “house rules,” different circulation periods, fines, or fees may be involved. In spite of the additional processing and time involved with these requests, relatively few are handled each year but when someone tries this service for the first time, it is exciting to see the surprise and delight in their eyes when they receive an item from hundreds or thousands of miles away. Often these items are unavailable for purchase or quite costly, such as with genealogical materials. This core service, unique to libraries, continues to distinguish libraries as a truly valuable resource, offering service with a smile that can’t be matched by the private sector of the economy.

## 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 31,408 items to other libraries (down 7%) and borrowed 40,652 items from other Yavapai Network Libraries for its patrons this fiscal year (up 8%). As our budget shrinks, we have less to offer citizens throughout the County, yet we request more from them.



## Friends of the Library—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.

Project	Support
Subscriptions	\$1,142
Programs	\$8,376
Memorials	\$14,637
Name Badges	\$142

The Friends of the Library are engaged throughout the community by being involved in a variety of meaningful programs, from working with the local hockey team, the Sundogs, to make reading fun for small children and providing leadership models for teens to adopting a street to make our community more beautiful for all.

## Adult Literacy



The Prescott Valley Library Adult Literacy Group added 13 new tutors to their organization since February 2013. 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.

The Adult Literacy Group is affiliated with the national organization Proliteracy. One of their key beliefs is that a literate citizenry is the cornerstone of a free and democratic society. Therefore, the work performed by the tutors in this one-of-a-kind program in Yavapai County is quite meaningful. This is not a one size fits all program. Each student is individually assessed and matched with a suitable tutor, who works with their student to meet that individual's goals, whether it be passing the citizenship or GED tests, reading with their children, or enhancing their career prospects..

The Adult Literacy Group continued to get modest but crucial donations from several area groups and businesses and from private individuals.



## Volunteers

Nineteen new volunteers approved by the Town of Prescott Valley Human Resources Department, were oriented and trained to various tasks throughout the library. The Literacy Team welcomed approximately fifteen new volunteers for their program, directed by Cathie Mount.

The new volunteer program: Reading Railroad Mobile Book Service for homebound patrons is currently serving nine Prescott Valley residents, with two volunteers dedicated to this outreach.

In April 2013, the volunteers were honored at the annual Volunteer Appreciation Party hosted in the Crystal Room, with decorations courtesy of Mary Barnett and Bethany Johnson. The event was catered by Tito's Taqueria Guadalajara, serving huge sampler trays of burritos and salsa, with drinks furnished by Stuart Mattson, Library Director, and Ted Johnson, Assistant Library Director.

The Literacy Team had the most people attending this year with approximately sixty total guests representing all three teams including the library and bookstore volunteers. Literacy Director, Cathie Mount, spoke about how important her coworkers, like Joan Renner, and Fran Soucy, are to making the literacy program a success.

A musical group from Scottsdale came with a very positive recommendation, Wayward Millie, and entertained the guests with spirited songs like, "I'm Proud to be a Librarian."

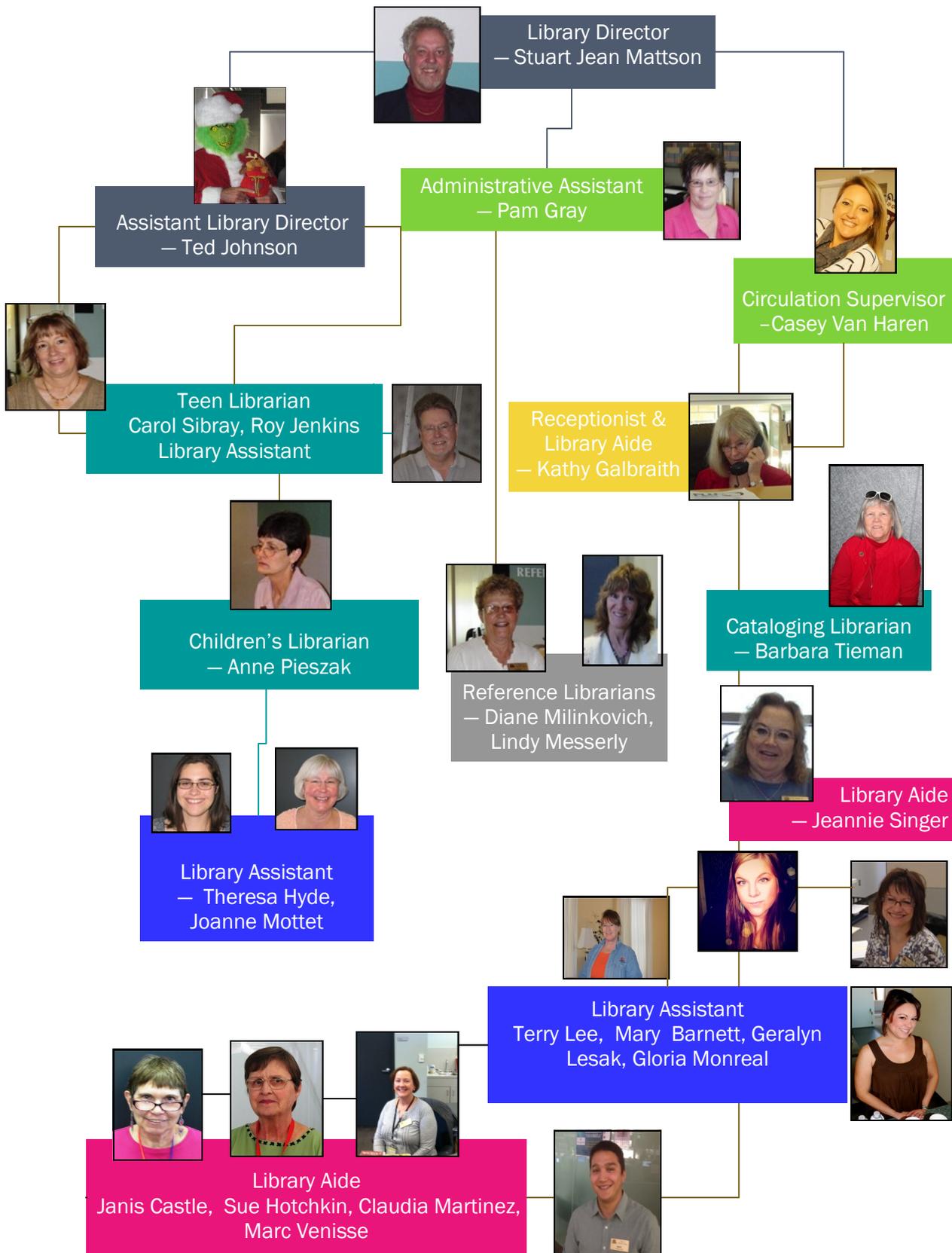
Posters adorned the Appreciation Stations in the Library throughout volunteer week ("You light up our lives at PVPL," "Volunteers are worth a Mint at PVPL," "We're NUTS about our volunteers," and "We can Measure the difference YOU make"). Prescott Valley Ace Hardware contributed generously toward the gifts for our volunteers this year, including flashlights, light bulbs, mints and nuts, yardsticks, and measuring tapes.

Volunteers recorded over 9700 hours of service for Fiscal Year 2012-2013 which is almost five full time employee hours. Each Library staff member is grateful for their gifts of time, energy, and experience, which the volunteers bring to them daily, throughout the year. As Stuart says, "We couldn't do what we do at PVPL without volunteers!"

"People, Our Priority" begins with staff, positioned in the right place to encourage, challenge, and care for one another in the most professional and respectful manner. Therefore, "people skills" are crucial, yet today's workforce across our Country often fails to exhibit a high level of these skills. Prescott Valley Public Library is most fortunate to have a "big-hearted" Director to set the proper tone in this area. Lindy Messerly, as Volunteer Coordinator too, reflects exemplary skills when it comes to working with our volunteers. Volunteers here are not treated as second class employees. They are afforded all the dignity and respect afforded every employee thanks to the examples set by Stuart and Lindy.



# Library Staff 2012/20013



# 2013 BRARY STAFF



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

**Fiscal Year 2012**

Mayor: Harvey Skoog  
Vice Mayor: Patty Lasker

**Council Members:**

Richard Anderson  
Mary Mallory  
Lora Lee Nye  
Michael Whiting  
Don Tjiema

**Fiscal Year 2013**

Mayor: Harvey Skoog  
Vice Mayor: Lora Lee Nye

**Council Members:**

Richard Anderson  
Stephen Marshall  
Mary Mallory  
Marty Grossman  
Michael Whiting

Town Manager: Larry Tarkowski

RESPECTFULLY SUBMITTED BY THE  
PRESCOTT VALLEY PUBLIC LIBRARY BOARD OF TRUSTEES

**Fiscal Year 2012**

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

**Fiscal Year 2013**

President: Larry Martin  
Vice-President: Donna Morgan  
Secretary: Karyl Colozze  
Elayne Brady  
Kenneth Fahlman  
Lucila Mangels  
vacant

Stuart Jean Mattson, MLS – Library Director  
Ted Johnson – Assistant Library Director  
Casey Van Haren – Circulation Supervisor  
Anne Pieszak, MLS – Children’s Librarian  
Carol Sibray – Teen Librarian  
Barbara Tieman – Cataloger  
Pam Gray – Administrative Assistant  
Friends of the Prescott Valley Public Library  
Cathie Mount – Director, Adult Literacy Group

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

