
2014 SPOTLIGHT

on Prescott Valley Public Library



2014 Annual Report
Prescott Valley Public Library Board of Trustees

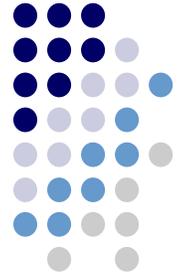


Spotlight on Events and Programs

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2014 SPOTLIGHT OVERVIEW



2014 Spotlight on Prescott Valley Public Library

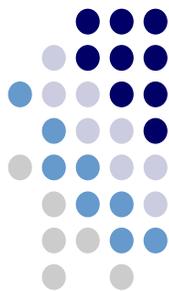
The Prescott Valley Public Library Board of Trustees is once again proud to present the *Spotlight* for the fiscal year 2013–2014 to the Prescott Valley Town Council.

In summary, this past year, the Board of Trustees has served in an advisory capacity to Library administration as well as representing the citizens of Prescott Valley. The Board sought to stay abreast of state and national library issues as relevant to our community. The Board provided a forum for citizen complaints and concerns. Library policies were written and reviewed by the Board in compliance with state and local statutes.

Prescott Valley Public Library Board of Trustees

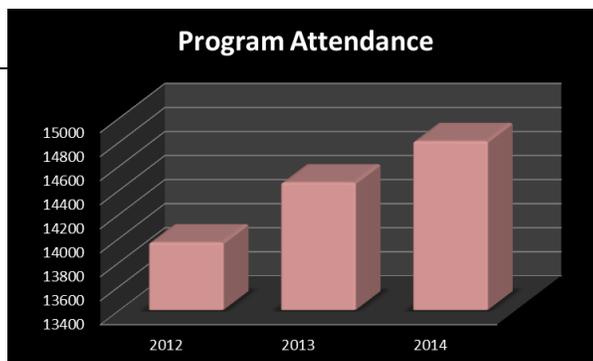
	Board President: Larry Martin
	Board VP: Donna Morgan
	Secretary: Karyl Colozze
	Board Member: Lucila Mangels
	Board Member: Kathy Derry
	Board Member: Ken Fahlman
	Board Member: Joan Adamak

The Board also acknowledges the contributions of past member Kenneth Fahlman. The Board is proud of the role it served as part of the successful operation of our community library.



Program Attendance

Library programs continue to be essential to our community and sought after by our citizens. This past year, citizens took advantage of a wide variety of programs ranging from traditional book discussion groups and story times to eccentric events like upcycling board games, a visit from John Wayne and Canine Chronology, a Prescott Art Docents presentation.



Adult 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 and private groups, for-profit and otherwise, such as the Prescott Center for the Arts and Reader’s Theatre. The Friends of the Prescott Valley Public Library sponsored many programs, including the Adult Summer Reading Program. A 7" Samsung Galaxy Tablet, donated by the Friends, was one of the two grand prizes given for participation. A variety of authors, artists, and activists contributed to the quality of life in Prescott Valley through these family-oriented Library events.

Digital Media Lab (DML)

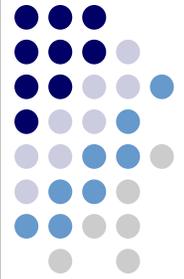


The Digital Media Lab had its Grand Opening this year. A grant of \$30,000 through the Library Services Technology Act (LSTA) enabled the revamping of the Virtual Reality Room. The grant paid for the purchase eight Mac computers, camera equipment, video editing software and the services of Thatcher Bohrman, an instructor from Yavapai Community College. In the short amount of time that the lab has been open, 255 participants have taken advantage of this free technology. Thatcher has also done consulting and worked considerable pro-bono hours to get the lab up and running.



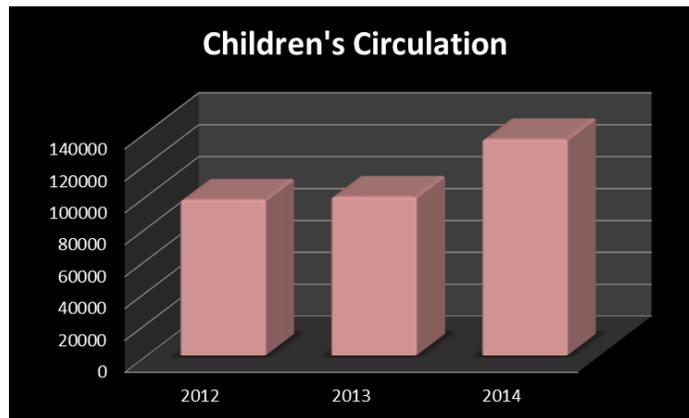
Teen Programs

The Teen Library offered a variety of free programs for teens throughout the year. The free Math, English, and Science tutoring programs were popular among teens struggling with these subjects. Our volunteer tutors provided an excellent service assuring teens of success in school. Our partnership with Kohl’s “A” Team was an outstanding addition to the teen programs we provided, especially working together on the “Green Event” at the Veterans of Foreign Wars post. Last year’s most popular events included: SAFE Con, Halloween Bash, Valentines for Veterans, Short Story Contest, FAFSA Workshop, College Fair, Winter Ball, and Reader’s Theatre. Our newly formed Teen Advisory Board gave teens a voice in planning events and the opportunity to volunteer in the Library.



Children's Circulation

The Children's Library promoted reading and literacy in a variety of ways. Between July 2013 and June 2014, the Children's Library added 1,829 items to the collection, including 1,498 books, 39 book and music CDs, 221 DVDs, and 71 children's eBooks. The 2014 Summer Reading Program registered 444 children. Forty-four percent of those who registered met their goal and received a free book.



Children's Computers

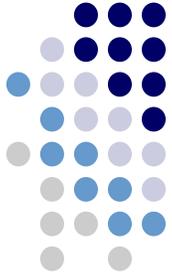
This year, the Children's Library added two new Early Literacy Stations™ (ELS) in the Children's Area. The ELS is a dynamic, all-in-one digital learning system for children ages 2-8. The station comes with more than 60 of the best educational software titles covering seven curriculum areas. It provides school readiness, technology access, and learning fun in both English and Spanish for our youngest patrons. The station can also be used by two people at the same time, making it an educational tool for involving adults as well as children. These two new stations augmented our existing collection of sixteen computers, including eight with educational games and Microsoft Office software for older children, six Internet terminals, and two older-model Early Literacy Stations.™



Children's Programs

Ongoing programs, an integral part of the Children's Library, were developed to appeal to children's interests and help them discover the joys of reading and learning. These programs included toddler and preschool story times, special craft and game activities for school-age children during fall, winter, and spring breaks, and our annual Summer Reading Program for children ages 3-11. Local school classes and home-based Head Start groups visited the Library. Librarians promoted Library materials and online databases and familiarized students and parents with their use.

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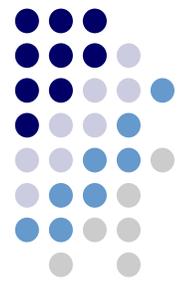
Teen Summer Reading Program

Forty-seven teens ages 12 -18 participated in “Spark a Reaction,” Prescott Valley Public Library’s Summer Reading Program centered on STEM: Science, Technology, Engineering and Math. Teens had an opportunity to read books of their choice and participate in 20 events, including Taiko Drumming, Step’s Junk Funk, Indiana Bones, a visit by author Aprilynne Pike, a PV Police Department Crime Unit presentation, and many hands-on activities that attracted teens and their families. We were excited to pilot new and innovative software developed by the Maricopa County Library District that allowed teens to create their reading accounts, choose avatars, earn badges, log their reading record, and post book reviews. The new system was well-received by teens and will become a standard for the summer reading programs in Arizona next year.

Our teens recorded over 51,000 minutes of reading and enjoyed activities, events, and the new interactive webpage. All who completed the program received awards in the form of t-shirts, bags, books, and games. The “Spark a Reaction” Summer Reading Program was a joyful experience for participants and staff alike.



Public Internet Computers/Social Media



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facebook®



Public Internet access and computer use continued to be one of the main reasons patrons visited Prescott Valley Public Library in Fiscal Year 2013-2014. Individuals and families continued to use Library Internet computers for many information gathering and sharing activities, such as applying for jobs, completing homework assignments and continuing-education projects, and staying connected with family and friends through social networking platforms.

Over the past year, the Library has been expanding its web presence. The Library's Facebook page is slowly but steadily gaining "likes," gaining 68 new followers in 2014 for a total of 275 likes. Library staff is gaining insight from the social media stats, which shed light on what types of posts and information boost community engagement; posts about food and creativity seem to be the most liked and shared among our growing group of followers. The Library also maintains a Pinterest page, which taps into the public interest in books and media-related creative projects. The Library's public website also underwent a dramatic facelift this year. The Yavapai Library Network invested in a new public catalog that allows significant local customization among the member libraries. PVPL has opted to make the new catalog its primary website so that patrons only have to go to one place to view Library information such as opening hours and contact details, access online resources and search the entire network catalog. The website links to the Town calendar and includes a scrolling RSS feed of upcoming events so that the public will always know what's happening at the Library.

In the coming year, we will replace our public computers with new machines capable of running up-to-date software. Keeping pace with continuously changing technology is one of our greatest challenges, and remains a crucial part of meeting the needs of the community.

Electronic Books, or eBooks



The downloadable books through OverDrive have continued to increase in popularity. Not only have our inquiries at the public service desks increased over the last year, but Prescott Valley Public Library digital checkouts have increased from 11,253 to 14,153. Several libraries in Yavapai County contributed to the online collection in the last year, adding 1247 titles. All library patrons in Yavapai County have access to the OverDrive online

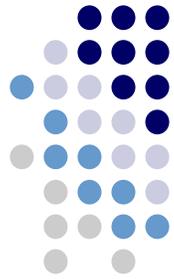
collection anytime and anywhere they can connect to the Internet via computer or mobile device. Digital titles can be downloaded using the following devices and platforms: Androids, Chromebooks, iOS devices (iPhones/iPads/iPods), Kindles, Kobo tablets, Macs, MP3 players, Nooks, and Windows devices. OverDrive offers two types of downloadable books. There are eBooks, which are books that can be read from a device, and audiobooks, which can be listened to with a device. The items are automatically checked back in on the due date, saving the patron any concern over late fees. This is just one more way we strive to make people our priority, which is the essence of all we do at Prescott Valley 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 for our staff.







Cataloging

The Yavapai Library Network consists of 43 libraries, ranging from special libraries, such as the Sharlot Hall Museum Library, to public libraries, such as the Prescott Valley Public Library. The Network includes several school libraries, ranging from the university to the elementary school level. This diversity requires a variety of ways of organizing our collective collection. Not every library uses the same classification system; therefore, you may have noticed shelf numbers with digits only (Dewey Decimal System) as well as numbers that mix alpha and numeric characters (Library of Congress). We also use a controlled vocabulary with assigned subject headings so that like items can be more easily located. It is more complicated than most people realize. It is also a rapidly-changing field due to shifts in technology, language, and the rules governing how information is best organized. Not everyone agrees, but at Prescott Valley Public Library, the Catalog Division strives to use the most natural approach, one that our patrons find meaningful so that it is easier to locate an item on the shelf. This year we cataloged 4,103 items and applied labels, security tags, and protective containers to these items. The shared nature of libraries requires a shift in thinking from how I might handle it to how others might handle it. Thinking out of the “me” box and in the “you” box is challenging, but our patrons are worth the effort!

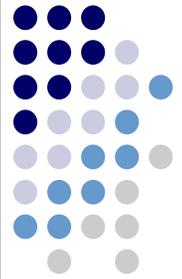
Collection

Collection development at Prescott Valley Public Library is decentralized and designed to meet high demand for popular items. Decentralized selection involves several selectors. Some handle an entire Division, such as in Children’s, while others focus on specific areas, such as Adult fiction audiobooks. Throughout the process, patron requests are given high priority. Consideration is always given to supplying the requested item in the most desirable format from the vendor offering the best price in the shortest time frame. In addition to patron requests, selectors utilize a number of professional tools, such as best-seller lists and reviews. But nothing replaces the time we spend gathering valuable input from our patrons each and every day at our many service points. Our collection reflects our community. Even though the Library is not just a box of books, the collection continues to provide the single most important reason people come to the Library. Therefore, we take this responsibility seriously, working with other libraries across the Network, schools, and private citizens to meet patron expectations for resources that are of the highest quality.

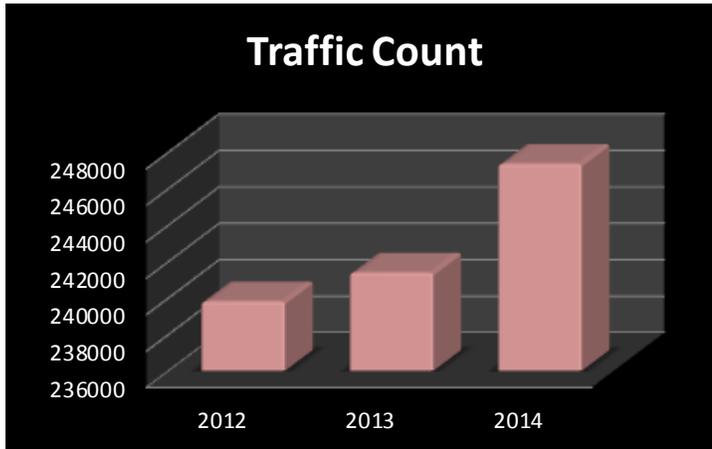
Cool Express

A variety of strategies have been employed by libraries over the years to meet high demand with limited budgets. Prescott Valley Public Library continued to meet this challenge with a collection that was 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 our patrons or 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. The items stayed on the shelves about 24 to 48 hours. Due to the popularity of this program, we had to impose a limit of two items per patron in April. In spite of the limited budget allocated for Cool Express (\$10,000) we were able to order many of the most popular items, significantly reducing hold times for many patrons.





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 accommodated a wide range of programs and activities, which was wonderful for national speakers and movie nights the Library sponsored.



Library Cards

Since 2012, the Universal Patron Card Agreement with Yavapai Library Network member libraries has provided our patrons access to over 1,000,000 items. Over 3,681 library cards were issued in Fiscal Year 2013-2014.

The library card continues to allow patrons access to online resources provided by the Prescott Valley Public Library, such as OverDrive downloadable audiobooks, eBooks and thousands of articles in research databases.



Circulation

Our Automated Materials Handling System (AMH) continues to save wear and tear on staff by significantly reducing the need for staff to individually handle the 424,061 items we circulated. The AMH is an efficiency marvel and is able to process materials in seconds.

Because we have this amazing technology in place, staff is able to spend more time working with patrons.

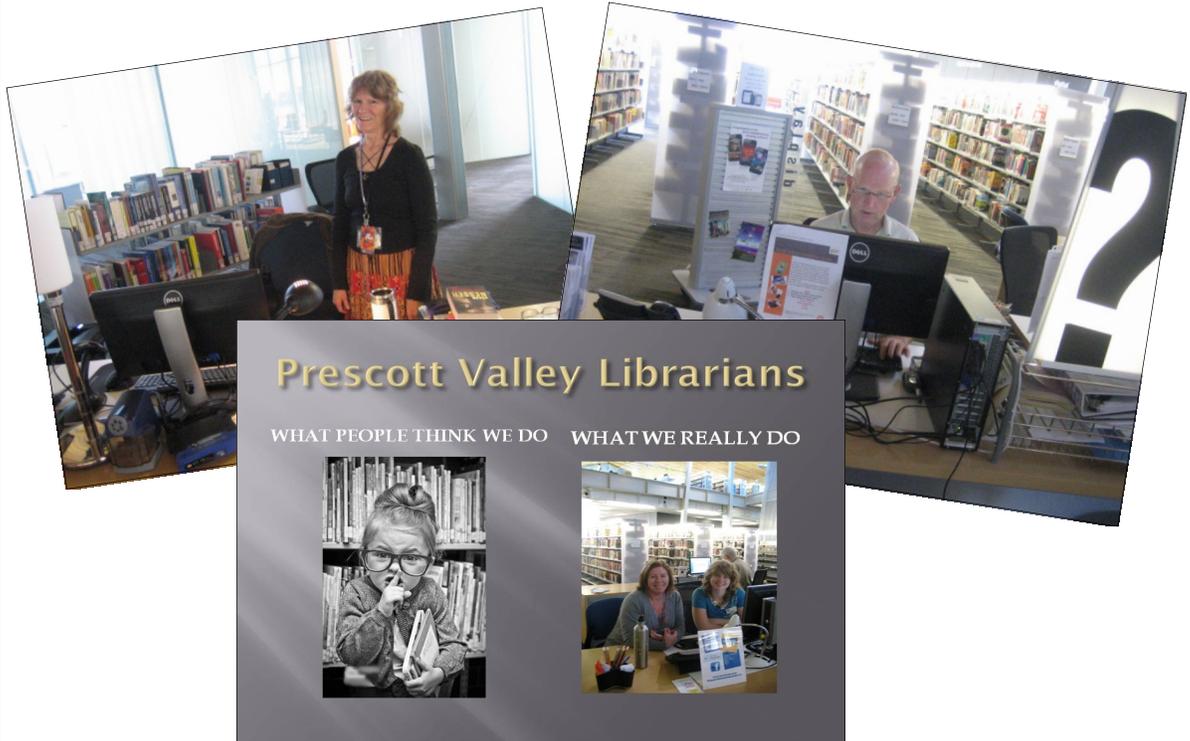


2014 SPOTLIGHT
CIRCULATION



Reference

Reference service on the 2nd floor increases every year. The traffic in this area not only has increased but has become more varied. There are daily patrons that bring their laptops and work for several hours per day, and often every table is occupied with multiple patrons. The Reference desk staff monitors this area so these patrons can work with the least amount of noise possible. The Campsites have become more popular, many times throughout the day all being occupied. The Reference area is also the area where the Adult Literacy program tutors meet with their students, and many times multiple tutoring sessions occur at the same time. One of the Prescott Valley Public Library book discussion groups meets in the Genealogy Room, which is in the Reference area. The Reference area contains the non-fiction collection of the Library. Frequent requests over this past year have included: gluten free and general cooking materials, GED materials, health materials, travel materials, and biographies. Reference staff also assist patrons searching in the databases available through the Yavapai Library Network. Most popular searches include: auto repair, genealogy, and legal issues. The most notable request of the year was: adultery for dummies!



Intra-Library Loans

Libraries across the Yavapai Library Network share resources to save money and to offer the most efficient means to provide the resources our patrons expect. Considering the diversity of libraries across the Network, patrons have access to a rich and varied collection. Electronic books are shared in the same way as print books. Cooperation and collaboration are the hallmarks that make the Yavapai Library Network one of the best library consortia in the nation. Prescott Valley Public Library loaned 32,719 items to other libraries (up 4%) and borrowed 43,278 items from other Yavapai Network Libraries for its patrons this fiscal year (up 6%). This imbalance in items loaned versus items borrowed reflects the diverse interests of the communities we serve as well as the limited budget we have to work with; that's why sharing is so important!



Friends of the Library—Bookstore

The Friends of the Prescott Valley Public Library operated the used bookstore on the first floor of the Library. The bookstore 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 supported the Prescott Valley Public Library by:

- Sponsoring special Library programs and activities
- Purchasing books, equipment and materials for programs
 - Making contributions through fundraising
 - Contributing to the acquisition of early literacy stations
- And supporting the professional development of staff, such as the library development program in Costa Rica with Teen Librarian Jolanta Feliciano.

Project	Support
Subscriptions	\$1,428
Programs	\$4,096
Materials	\$2,918
Staff Development	\$2,170

The Friends of the Library were engaged throughout the community by being involved in a variety of meaningful programs, from working with the local hockey team, the Sundogs, to making 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



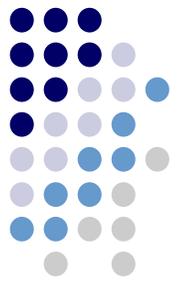
The Prescott Valley Adult Literacy Group has a new director as of November 2013. Our previous director was constantly committed to our group for five years. We will miss her, but she has done an excellent job training our new director.

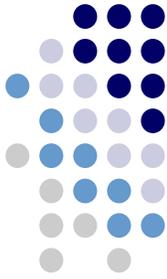
Our new director has made a significant change in the way new tutors are trained. This is now done on an as-needed basis in a one-day training session rather than only once a year as was done in the past.

Currently we have 51 tutors trained. We have added 15 new tutors since our new director began. Some previous tutors have gone on to other activities so we are growing as fast as we can.

We have increased the number of literacy students being served. Now we have 44 students and seven of those are literacy students with three more waiting for an assessment and a tutor.

The director also has just assigned an interested tutor to be our publicity person to let the community know that we exist and to generate donations for this worthy program.





Volunteers

Twenty-three new volunteers were approved by the Town of Prescott Valley Human Resources Department and were oriented and trained to serve in one of the 19 current positions PVPL has identified for volunteer workers. This includes positions from Materials Mender to volunteer at the Circulation Desk or Friends of the PV Library Bookstore Sales Assistant. The Adult Literacy team welcomed 21 new volunteers to their English as a second language (ESL) one-on-one tutoring program.

Reading Railroad Mobile Book Service continues to serve residents in Prescott Valley who are not able to come to the Library to pick up their items on a temporary or permanent basis. Jan Johnson is the current volunteer dedicated to this service. She obtains the Town car in a timely manner and organizes visits to residents when their items become available and schedules item return in the same manner.

The Read Aloud Program is a program dedicated to enriching the reading lives of young children in Prescott Valley. This year the Boys and Girls Club invited PVPL Read Aloud volunteers to read aloud to children ages 5-12 years old. The Read Aloud program has been serving Head Start and Grandpa's Farm for the last several years. Readers choose materials in the PVPL Children's Department and then drive to the respective facility to read aloud to the children.

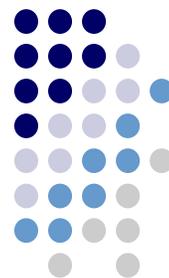
In April 2014, volunteers were honored at the Annual Volunteer Appreciation Party. Thirteen **Volunteers Extraordinaire** were honored by their respective working areas: Computer Help Desk: Kathy Bucklein, Teen Tutor: Ernest Boyd, Materials Mending: Stan Martin, Friends of the Library Bookstore: Dan Van Haren, Circulation Check In: Rae Haynes, Circulation Check In: Nancy Dempsey, Teen Volunteer and Kohl's Scholarship Winner: Joanna Ledesma, Circulation Check out: Jim Howland, Sheer Enthusiasm: Joan Kazubowski, Read Aloud Program: Fran Reinecke, Friends of the Library Bookstore: Lucila Mangels, Multiple team volunteer: Circulation, VIP, and Read Aloud: Elayne Brady, Literacy Team: Cathie Mount.

The awards were followed by a Fifties Sock Hop, catered by Sally B's Restaurant in PV, and serving carhop food: hamburgers and milkshakes. The fabulous music selected by DJ Jimmy Barnett enticed several people onto the dance floor for the entertainment portion of the program. Decorations were provided courtesy of the Teen Department and photos were taken by Mary Barnett. Approximately 60 people attended plus staff.

Appreciation stations were located at the Circulation Desk to honor volunteers throughout Volunteer Appreciation Week. For example "Thank you for your Thyme," thanked each volunteer with a thyme plant. PV Walgreens donated \$100 from their community fund to honor PVPL volunteers. We thanked PVPL volunteers with mints and chocolate gold coins with a portion of this money.

Volunteers recorded over 10,661 hours of service for Fiscal Year 2013-2014 representing 5.12 full-time employees. PVPL staff are grateful for each and every volunteer who chooses to give their time, energy and commitment to help us make this facility the Heart of the Community. As our banner says, We Love Our Volunteers!

Library Staff 2013/2014



2014 SPOTLIGHT LIBRARY STAFF





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

Fiscal Year 2013

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Vice Mayor Lora Lee Nye
Council Members
Richard Anderson
Stephen Marshall
Mary Mallory
Marty Grossman
Michael Whiting

Fiscal Year 2014

Mayor Harvey Skoog
Vice Mayor Lora Lee Nye
Council Members
Richard Anderson
Stephen Marshall
Mary Mallory
Marty Grossman
Michael Whiting

Town Manager Larry Tarkowski

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Jolanta Feliciano, Teen Librarian
Barbara Tieman, Cataloger
Nancy Stephenson, Administrative Assistant
Friends of the Prescott Valley Public Library
Cathie Mount, Director, Adult Literacy Group

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