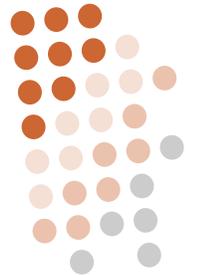

2015 SPOTLIGHT

on Prescott Valley Public Library



2015 Annual Report
Prescott Valley Public Library Board of Trustees

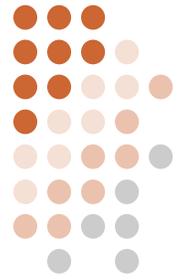


Spotlight on Ageless Opportunities

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2015 SPOTLIGHT OVERVIEW



2015 Spotlight on Prescott Valley Public Library

The Board of Trustees of the Prescott Valley Public Library are honored to present the Spotlight – “Ageless Opportunities” for the fiscal year 2014-2015 to the Prescott Valley Town Council.

We continue to further our mission to educate with multicultural programs, positive increased awareness of the Prescott Valley Public Library, present and future needs and public relations.

The Board of Trustees continues to provide resources and programs that seek to inform, educate, and enrich the community.

A graphic titled "Prescott Valley Public Library Board of Trustees" featuring six members in individual colored boxes. The Board President is Larry Martin. The Board VP is Kathy Derry. The Secretary is Karyl Colozze. The Board Members are Lucila Mangels, Charlotte Bradford, and Joan Adamak.

Prescott Valley Public Library Board of Trustees

Board President:
Larry Martin

Board VP:
Kathy Derry

Secretary:
Karyl Colozze

Board Member:
Lucila Mangels

Board Member:
Charlotte Bradford

Board Member:
Joan Adamak

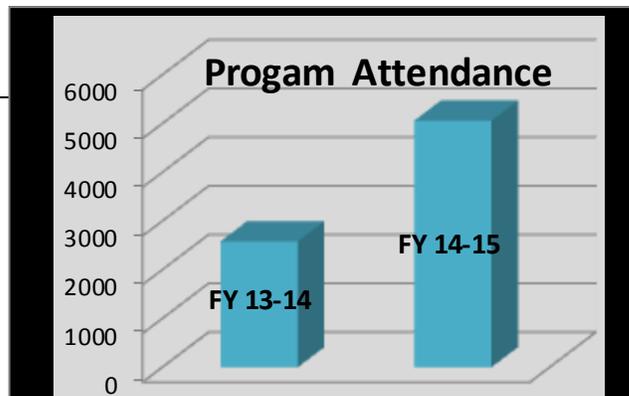


Program Attendance

Library programs continue to be well attended by our citizens and of interest to our community. Participation in library programs reached a record high during the 2014-2015 fiscal year.

The community members attended a wide variety of programs ranging from book discussion groups to story times and diverse events like Pisanki egg decorating and a visit from Dean Cook, a local author whose program celebrated the cowboy's place in

Arizona culture. Prescott Valley Public Library offers our community a welcoming environment of collections, resources and programs that reflect the diversity and interests of our community.



Adult Programs

Adult programs focused on numerous partnerships this past year. We partnered with various departments within the Town of Prescott Valley, the Prescott Valley Chamber of Commerce, Friends of the Library, other municipalities and local businesses, such as the Yavapai Regional Medical Center Speakers Bureau and Community Legal Services. The Friends of the Prescott Valley Public Library sponsored several programs, including the musical talents of Mama's Wranglers- a family of cloggers singing classic western music. The Friends also sponsored the Adult Summer Reading Program, in which they donated the grand prize of a Kindle Fire HD 6. A diverse group of authors, artists, and performers contributed to the quality of life in Prescott Valley through these family-oriented library events.

Digital Media Lab (DML)

The DML continues to hold classes on how to use Apple computers or Apple devices. There are staff who are well versed on Apple products and help patrons navigate their new purchases. Also, available is the recording studio where patrons can make movies, edit photos with Photoshop and use the green screen. The DML is open to all residents who have a desire to learn or expand their business with technology.

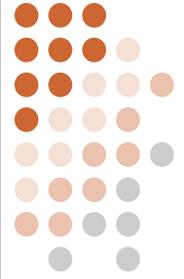


Holds Drive-Up Window

In February 2015, we opened the Holds Pick-up Window. Patrons can put items on hold and chose to pick them up via our drive-up window. This wonderful convenience is made possible by staffing the window with volunteers and, at times, staff. We would like to expand the hours this fall from 10-2pm to 10-5pm. The drive up window has allowed patrons who other wise could not physically make it into the library to pick up items. This quick and easy access to pick up materials has become very popular in the last few months allowing over 1,381 patrons to use this service.



Children's Circulation



The Children's Library promoted reading and literacy in a variety of ways. Between July 2014 and June 2015, the Children's Library added 1,176 items to the collection, including 747 books, 25 music CDs, 26 CD books, 230 DVDs, and 148 children's e-books. A total of 492 children registered for the 2015 Children's Summer Reading Program, including 123 pre-readers (ages 0-4) and 369 kids (ages 5-11). This represents a 10.8% increase over last year's 444 registrants. Of the 492 children who registered, 112 met the State Library's goal of 1,000 minutes for the summer. There were 206 additional children who participated in the program but read fewer than 1,000 minutes. Those who registered and met the program goal of 1,000 minutes read received a free book, food coupons from Chipotle and Del Taco, and certificates for reusable bags from Trader Joe's.

Children's Programs and Computers

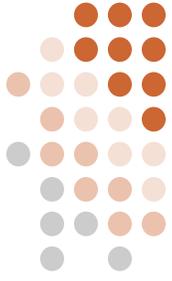


Ongoing programs, an integral part of the Children's Library, were developed to appeal to children's interests and help them discover the joys of reading and learning. These programs included toddler and preschool story times, special craft and game activities for school-age children during fall, winter, and spring breaks, and our annual Summer Reading Program for children ages 0-11. This year, we initiated story times in Spanish with dedicated volunteer, Maria Betancur. We hosted Mrs. Santa during the month of December. In the spring, we participated in the Youth Poetry

Contest sponsored by Professional Writers of Prescott. We also hosted author Gale Leach, winner of the 2015 One Book Arizona selection for children. Local school classes, home-based Headstart groups, and Boy Scouts visited the Library. The Children's Librarian also made 9 outreach visits to area schools. Librarians continue to promote and familiarize students and parents with Library materials and online databases.

We continue to promote the four 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 7 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. In addition, we have 14 Internet terminals which provide access to Microsoft Office software for children's school projects.



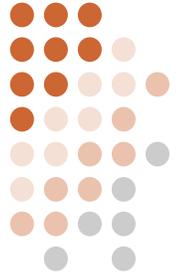


Teens

This year the Teen Department hosted numerous teen events and started three new clubs. The clubs were met with an enthusiastic response and because of that we have an ongoing Anime Club, Art Club, and Teen Writers Guild. We also have an ongoing videogame group that meet several times a month. The Teen Department hosted several events which included a 1950's sock hop, theater workshops, Professional Writers of Prescott poetry contest and a Halloween party. The Teen Writers Guild presented author Austin Aslan for a writer's workshop while Earth Day was celebrated by creating a "green teen". The Teen Advisory Board (TAB) group participated in making Christmas cards for seniors at a local retirement facility and presented a reader's theater for the children in the Children's Department. The math tutor, Dr. Boyd, continued to be popular among the teens, coming 4 days a week. The Teen Department participated in the Town of Prescott Valley's Arbor Day event and planted two trees. The Teen Department continues to grow and looks forward to another exciting year.



Public Internet Computers/Social Media



Public Internet access and computer lab use have jumped to an 8% increase from last year. A total of 4,889 patrons used our computers for homework, resume help, social media interaction and employment services.



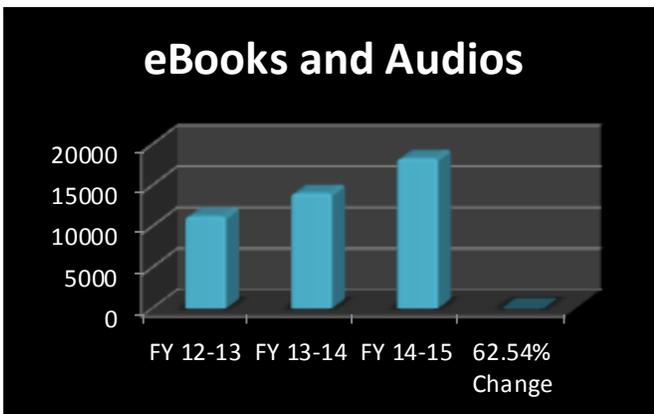
Social media and marketing the library go hand-in-hand. Our Facebook page following has doubled since last year to almost 500 likes. We currently average over 1100 people who view our content weekly. This is a great resource for our public who are social media minded.



We are also proud to be part of the most pin-teresting social network out there: Pinterest. Pinterest is a platform that allows users to share and save content to virtual collections called pinboards. Prescott Valley Library has a collection of pinboards (a.k.a. boards) from current library events, computer & Overdrive help, teen crafts, library humor, and many more. Currently we have 334 followers nationwide, with an average of over 5,000 monthly viewers. If you haven't checked out Prescott Valley Public Library on

Pinterest, simply click on the link found on the bottom of the library webpage under the heading "Popular Links."

Since the opening of our Digital Media Lab, the library team has been able to market our programs through recording videos and then sharing those videos on YouTube. Our public can view these and witness first hand the resourcefulness of our staff, as they guide you through the many facets of LibraryLand.



Electronic Books

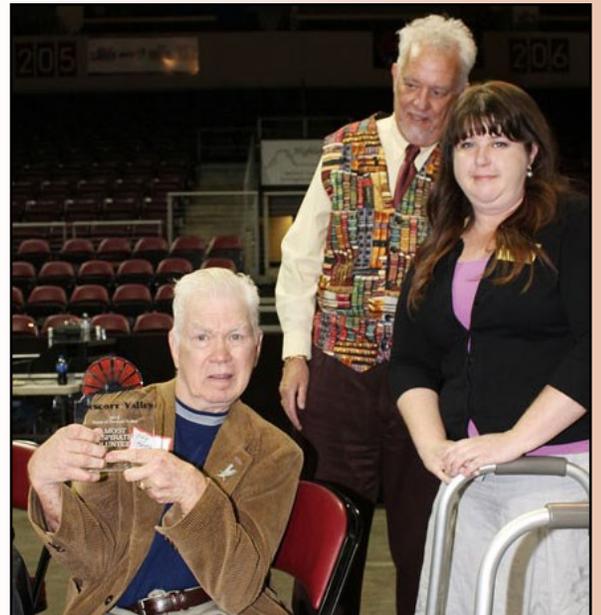
This year has seen a significant rise in e-books and audio book lending. Circulation has almost doubled since FY 12-13. All Prescott Valley Public Library patrons have access to thousands of titles via Overdrive. Digital titles can be downloaded anywhere and at any time on a wide range of devices.



We Present Our Outstanding Volunteers of the Year



**Hertha Koole-Longest Serving
35 years**



Gary Settle-Most Inspirational



**Gayla Wilder-Library
Volunteer of the Year**

Without our large team of volunteers, the Prescott Valley Public Library would not be able to maintain the high level of customer service we provide to our community. We have volunteers in almost every department in the library, from mending to shelving books and DVDs, to helping with special events during the Summer Reading Program, to checking out library materials to patrons on the go at our brand new Drive Up Window.

Volunteers contribute to library outreach programs as well. With the help of volunteers, we continue to serve homebound patrons via the Reading Railroad mobile book service and to read to local children at the Boys & Girls Club and Headstart. Volunteers also act as tutors for the very successful Adult Literacy program, which in addition to helping adults improve their reading skills, also host a weekly ESL conversation event in the library for members of the public who are trying to improve their English.

In April, the Town of Prescott Valley held its first annual town-wide Volunteer Appreciation Banquet. Attendees included volunteers from Parks & Recreation, the Police Department and HR, however the majority of town volunteers are based in the Library. More than 200 volunteers had dinner and mixed with the Town staff, Management, and Town Council at the Prescott Valley Event Center for a fun night of entertainment from The Generations band and the Sweet Adelines, as well as delicious food catered by Jim Cabral of “Gabby’s”.

Library volunteers received four awards.

Hertha Koole and Wini Larson received awards for longevity, having served 35 and 25 years respectively as library volunteers. Hertha’s devotion to the library is well known in our community as well as her sense of humor at the circulation desk. And you can find Wini in the back room almost every day covering new library books, and repairing old ones.

The award for Most Inspirational Volunteer went to Gary Settle, who comes in every Tuesday and Thursday to repair scratched or damaged DVDs. Library aide Jean Singer submitted Gary’s nomination, writing that Gary “comes with a smile and a happy attitude. He is well versed in movies, books and life [...] he makes me feel better about all of my problems. He makes everyone feel good. Gary has a great attitude on everything and everyone.”

The award for Volunteer of the Year went to Gayla Wilder. According to Library Supervisor Casey Van Haren, “Gayla is amazing. She truly has wonderful customer service skills. She is attentive, knowledgeable, and self-driven. Gayla quality checks, puts holds away when we are not too busy [...] Gayla is truly fabulous and always goes above and beyond.”

The Prescott Valley Public Library staff appreciates all of our volunteers. This year 34 new volunteers (including 13 new Adult Literacy tutors) joined the team at the Prescott Valley Public Library. Our 175+ volunteers contributed 10,557 hours which is equivalent to 5 full-time staff members. We couldn’t do all that we do without our devoted volunteers!



Cataloging

Prescott Valley Public Library uses the Dewey Decimal classification system along with the new global cataloging standard called RDA (Resource Descriptive Access) to catalog items. The library has used this new way to catalog for about 2 years. The library still continues to use the Library of Congress subject headings in conjunction with RDA.

From the cataloging perspective, the library strives to use the most natural (common sense) approach when it comes to helping our patrons find what they need in a friendly and proper manner. This past fiscal year, the cataloging/tech services department cataloged 6,847 items, applying labels, security tags, protective covering and containers to these items.



Collection

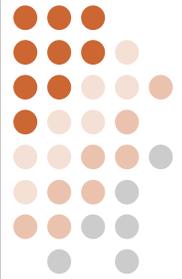
Prescott Valley Public Library is not just a “box of books.” Our collection of materials includes music, movies, magazines, games, pre-loaded Kindles, kits, and several full-text databases. In order to fulfill our mission of providing materials which meet patron demand, we listen to you. Filling your requests is a top priority. Since budgets are limited, we increase our purchasing power by sharing resources in the Yavapai Library Network. Also, selection decisions are made in a collaborative manner. Additionally, donations contributed to our collection this year. We received a very generous donation of \$5,000 from Claire Macewicz in honor of her husband, Stanley, and daughter, Carol. According to the latest report by the Yavapai Library Network, we have 100,910 items in our collection. These items circulated 392,752 times in fiscal year 2014-2015 and were shared with patrons from other libraries within the Network 33,932 times. Library collections are not static, but expand and contract with supply and demand, with changes in reading fashion, shifts in community interest, and changes in the publishing and education industries. We do our very best to keep our hand on the reading pulse rate, which adds great value to living in Prescott Valley.

Kindles



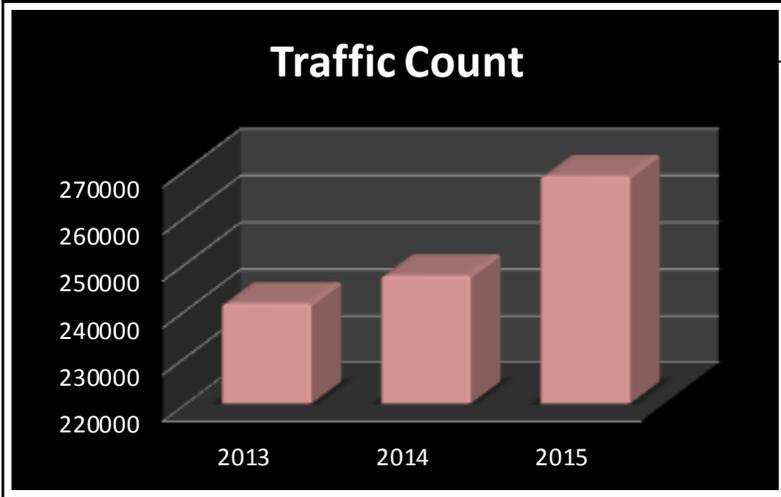
In 2015, Prescott Valley Public Library introduced pre-loaded circulating Kindles for use by our patrons. The program started off slowly by offering only a few Kindles, but the collection has now grown to include ten devices. All Kindles contain new and bestselling titles and a few devices contain particular genres, such as westerns, young adult, or romance. Originally, the devices contained 10 titles with the intent to add new titles every 6 months. This program has proven to be so successful that new

content will hopefully be added every 2-3 months. At present, Kindles check out for 3 weeks and are non-holdable.



Traffic Count

Because of increased programs and other activities, our library has become a community gathering place. In a recent survey of our community, 89% said they have visited the library in the last year. Our community loves our library and it shows with computers constantly being used and an increase in library card users.



Library Cards

Sometimes we define success by how many users are currently registered. That may not be a true indicator of how successful we are. Even though our registration is up, attendance at our programs and computer usage is also very important. Sometimes these trends go hand-in-hand and we are indeed showing all stats rising. By having our cards accessible at all libraries in the YLN consortium, this allows our patrons a wide range of borrowing options.



Circulation

The introduction of our Automated Materials Handler in 2009 has dramatically changed how we work and interact with patrons. Materials are checked in immediately and staff are able to get items back on the shelves and available to patrons within the same day.



Reference

The traffic in the Reference area has increased and become more varied over the past year. Many patrons come on a regular basis, bringing their laptops and working for several hours per day, and often every table is occupied with multiple patrons. Reference Desk staff monitor this area, keeping noise at a minimum so these patrons can work with the least amount of disruption possible. The Campsites have become more popular, many times throughout the day all being occupied. The Reference area is also where the Adult Literacy program tutors meet with their students, and many times multiple tutoring sessions occur at the same time. One of the library book discussion groups meets in the Genealogy Room, located in the southeast corner of the Reference area. Reference staff assist patrons in finding materials in the Library's nonfiction collection, which is located in the Reference area. Reference staff also assist patrons searching the databases available through the Yavapai Library Network. The most popular database searches include: auto repair, genealogy, and legal issues. In order to provide the best customer service possible the Reference staff receive most of the incoming calls on the library's main line. The most common questions are as follows: What are your hours? I placed an item on hold—is it in yet? I've been notified that a hold item is ready—what is the title? My item is overdue—can you renew it for me? I'm looking for a specific item—is it available for check out? With Reference staff covering the phones, busy Circulation staff are able to focus all their attention on walk-in patrons, providing the excellent customer service that Prescott Valley citizens have come to expect.



Inter-Library Loans

Prescott Valley Public Library is an active member of the Yavapai Library Network and not only do we request Intra-Library Loans (inside the Network) we also request Inter-Library Loans (outside the Network), know as ILL'S. These book requests are ordered through World Share, an upgraded system of First Search, used by most libraries in the U.S. Libraries from all around the U.S. also request books from our Library. We borrowed 231 books (up 5%) and loaned out 938 books (up 7%). ILL is a vital service that assists our Library with providing our patrons materials without having to actually purchase the titles. Considering the rising price of books and DVD's this is certainly budget friendly .

Friends of the Library—Bookstore



Friends of the Prescott Valley Public Library operate the bookstore on the first floor of the Library. The bookstore sells used books, magazines, and DVD's. These items are all donated by citizens. Special book sales were held throughout the year.

Project	Support
Subscriptions	\$1,520
Programs	\$4,646
Materials	\$3,160
Staff Development	\$2,380

The Friends of the Library supported the Prescott Valley Public Library this last year by purchasing books, equipment & materials for programs, sponsoring special programs and activities, making contributions through fundraising, contributing to the acquisition of early literacy stations and supporting the professional development of staff.

Adult Literacy

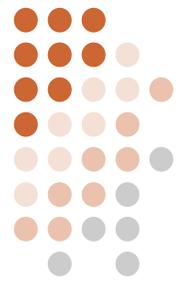


In the past year the current Literacy Director has conducted nine one day tutor training sessions. In addition, a tutor potluck was held at the library and two tutor teas were held at her home. These gatherings were held to encourage the tutors to get to know one another and to share their tutoring ideas. Our tutors have a wealth of experience to share.

Currently, we have 54 tutors trained and only 4 of them are without students. Also, 9 more volunteers are waiting to be trained.

This summer the library's message phone line has been quiet and the Director took a vacation to Yellowstone with her family while another tutor filled her shoes. (Note the photo).

In an effort to notify our community of our program, the Director was interviewed on talk radio by Marnie Uhl of the Prescott Valley Chamber of Commerce. Our plan is to continue finding radio spots as we hope new literacy students will hear about us. Most of our students are ESL learners and we are endeavoring to find more residents who would like to increase their literacy level since a literate population is the cornerstone of a free and democratic society.



First Annual Local Author Book Festival

Prescott Valley Public Library seeks to inspire both reading and writing literacy in our diverse community, by providing a variety of programs. Recognizing there are a number of published authors in our community and that writing is a very lonely endeavor, the Friends of the Prescott Valley Public Library and Adult Programming staff hosted, in partnership with the Professional Writers of Prescott, the first Annual Local Authors Book Festival on May 16, 2015, for four hours. With over 50 authors participating in 22 scheduled events and readings, these four hours buzzed with high energy. Volunteers and additional library staff played an important part in the Saturday event to make it run smoothly.



Author Book Signings



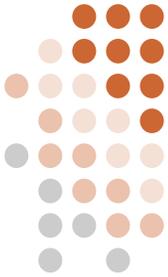
Mad Women Poets

This fun, activity packed event, provided something for families, authors, readers, and want-to-be writers. Families had the opportunity to hear children's authors read from their books, attend author book readings, witness the talented Mad Women Poets perform in round-robin style, attend one of three panel discussions or meet authors and buy autographed books. Authors and readers were able to network with one another, chat with the public, sign and sell books and make new contacts.

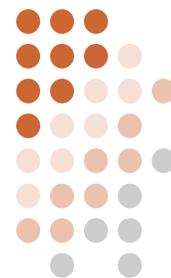
Want-to-be authors could attend panel discussions giving writing and publishing tips or attend a writing workshop presented by two successful, published authors. It is estimated that we had approximately 472 people in attendance, despite the numerous other activities elsewhere in the community and the weather that day. All in all, this was a successful event.



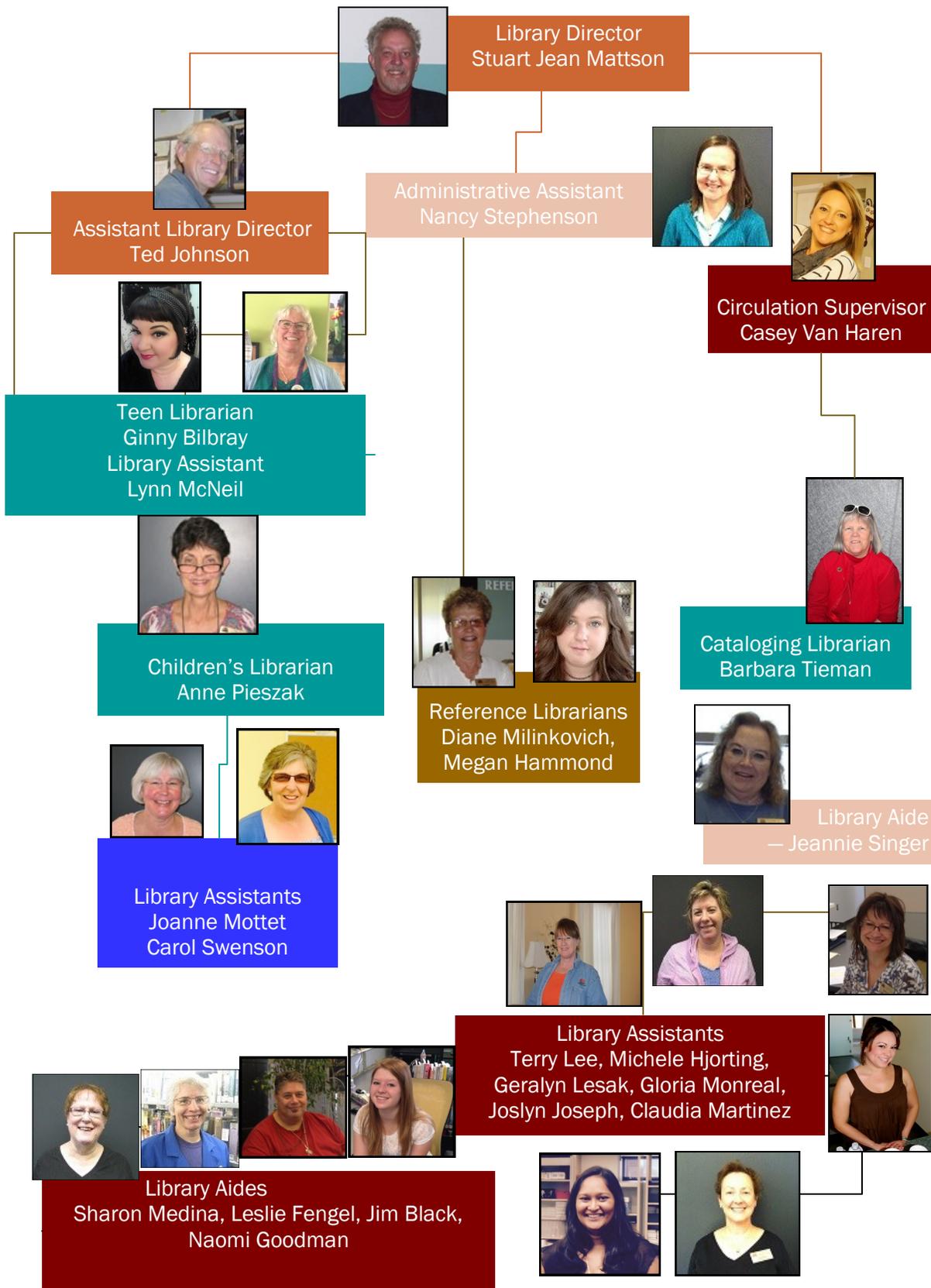
Panel Discussion



Library Staff 2014/2015



2015 SPOTLIGHT LIBRARY STAFF





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

Fiscal Year 2014

Mayor Harvey Skoog
Vice Mayor Lora Lee Nye

Council Members

Richard Anderson
Martin Grossman
Mary Mallory
Stephen Marshall
Michael Whiting

Fiscal Year 2015

Mayor Harvey Skoog
Vice Mayor Lora Lee Nye

Council Members

Richard Anderson
Martin Grossman
Mary Mallory
Stephen Marshall
Michael Whiting

Town Manager Larry Tarkowski

RESPECTFULLY SUBMITTED BY THE
PRESCOTT VALLEY PUBLIC LIBRARY BOARD OF TRUSTEES

Fiscal Year 2014

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Lucila Mangels
Joan Adamak
Charlotte Bradford
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Fiscal Year 2015

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Vice President Lucila Mangels
Secretary Joan Adamak
Larry Martin
Charlotte Bradford
Vacant
Vacant

Management Team
Stuart Jean Mattson, MLS, Library Director
Ted Johnson, Assistant Library Director
Casey Van Haren, Library Supervisor

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