

2016 SPOTLIGHT **OVERVIEW**

The publication of the Spotlight Annual Report is funded by
The Friends of the Library

2016 SPOTLIGHT on Prescott Valley Public Library

2016 Annual Report
Prescott Valley Public Library Board of Trustees



Spotlight on Cultural Enrichment

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The 2016 *Spotlight on the Prescott Valley Public Library* was funded by the Friends of the Prescott Valley Public Library.



2016 Spotlight Overview

2016 Spotlight on Prescott Valley Public Library

The Board of Trustees of the Prescott Valley Public Library has the privilege of presenting the 2015-2016 Spotlight on Cultural Enrichment. Libraries were established in America with a simple goal of keeping the citizenry informed. As Thomas Jefferson said, “An informed citizenry is at the heart of a dynamic democracy”. Keeping the people informed and educated is a privilege placed on the modern library. One facet of this service is to understand our history and culture as a Town, County, State, Country, and World.

Our library was fortunate enough to receive an LSTA grant (Library Services and Technology Act) from the Arizona State Library, Archives & Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services.

The funds from this grant supported cultural programming to the community of Prescott Valley. These programs, and others, help to inform us of our past and present. That knowledge helps us to become better citizens and become better people for the future. We are proud of the accomplishments of the staff of the Prescott Valley Public Library and their ability to bring innovative, educational, and entertaining programs to the people of Prescott Valley. We hope this pride is evident in this year’s Spotlight.

2016 SPOTLIGHT OVERVIEW



Front Row:
Joan Adamak– Trustee Secretary, Larry Martin-Trustee

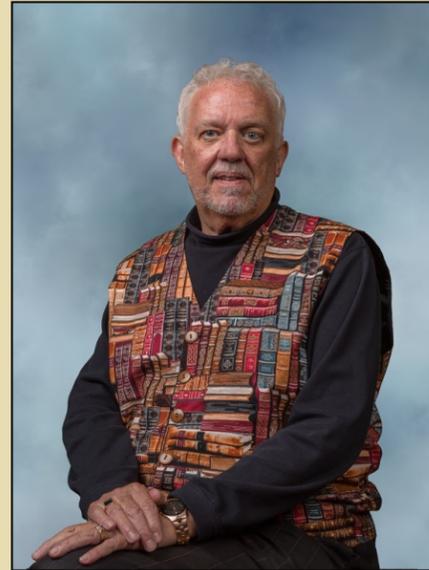
Back Row:
Corey Christians-Trustee, Charlotte Bradford-Trustee,
Kathy Derry-Trustee President

Not Pictured: Lucila Mangels-Trustee Vice President

Dear Friends,

I am pleased to report that the library made significant progress and improvements in our services and programs during the last fiscal year. This was achieved thanks to a \$9,340.00 grant awarded by the Library Services and Technology Act (LSTA) and a generous donation of \$40,000.00 by Northcentral University.

The grant made possible a series of cultural events and programs which served to enrich our library users' informational and learning experience. It drew such attention across the quad-cities that the auditorium was constantly packed to capacity. Based on feedback received, it was heartwarming to read the level of interest and appreciation expressed by our patrons.



The donation made by Northcentral University on the other hand, allowed the library much needed technology updates and upgrades in many areas. The Children's Library received two bilingual Early Literacy Stations (ELS). ELS is a complete educational computer for children ages 2-8. Twenty-five of the outdated laptops in the Computer Lab were replaced with new ones. Finally, the Digital Media Lab was able to add a projector, install acoustic dampening foam panels and ran four video editing related workshops per month for the duration of the grant period.

The common adage these days that the "library is no longer just a box of books" cannot be more true. The library is fortunate and grateful for the ongoing support that enables the staff to implement innovative and creative programs which revolve around information technology, as well as cultural enrichment.

On a personal note, I would like to thank the Town of Prescott Valley, the Board of Trustees, the Friends of the Library, volunteers and staff for their continuing support and commitment to ensuring the library meets the growing needs of the Prescott Valley library users.

Sincerely,

Stuart Jean Mattson, MLS



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

Fiscal Year 2015

Mayor Harvey Skoog

Vice Mayor Richard Anderson

Council Members

Martin Grossman

Mary Mallory

Stephen Marshall

Lora Lee Nye

Michael Whiting

Fiscal Year 2016

Mayor Harvey Skoog

Vice Mayor Richard Anderson

Council Members

Martin Grossman

Mary Mallory

Stephen Marshall

Lora Lee Nye

Michael Whiting

Town Manager, Larry Tarkowski

RESPECTFULLY SUBMITTED BY THE
PRESCOTT VALLEY PUBLIC LIBRARY BOARD OF TRUSTEES

Fiscal Year 2015

President Kathy Derry

Vice President Lucila Mangels

Secretary Joan Adamak

Charlotte Bradford

Corey Christians

Bill Dodge

Larry Martin

Fiscal Year 2016

President Kathy Derry

Vice President Lucila Mangels

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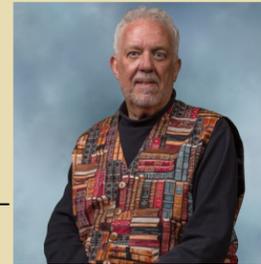
Larry Martin

Vacant

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

PRESCOTT VALLEY PUBLIC LIBRARY
7401 E CIVIC CIRCLE
PRESCOTT VALLEY AZ 86314
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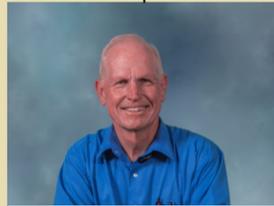
Library Staff



Stuart Jean Mattson
Library Director



Tess Willis
Admin Asst.



Ted Johnson
Assistant Director



Casey Van Haren
Library Manager



Adult Services-Diane Milinkovich, Michele Hjorting, Gloria Monreal, Carol Swenson



Cataloging-Front: Jeannie Singer, Claudia Martinez Back: Geralyn Lesak, Barbara Tieman, Casey V.



Children's-Stephanie Kentala, Anne Pieszak, Leslie Fengel, Joanne Mottet



Circulation-1st row: Naomi Goodman, Terry Lee

2nd row: Doreen Nordine, Sharon Medina, Claudia Martinez, Joslyn Joseph

Back: Dan Deuser, Casey Van Haren, Jim Black, Coleen Bornschlegal

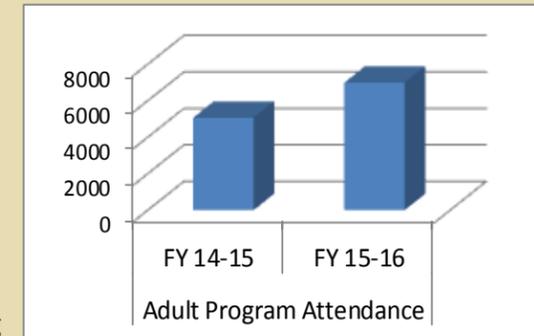


Teens Services-Shelbie Marks, Lynn McNeill

Photography courtesy of Gary Gromer

Adult Program Attendance

Programs for adults showed a significant increase in attendance over last year, 38%. Marketing efforts increased and emphasis on regularly scheduled, high quality events bore fruit. Staff increased efforts to partner with other organizations, in light of additional funding through the State Library. Programs focusing on cultural enrichment were popular and feedback provided direction for continuing success.



Adult Programs

The library partnered with Yavapai Regional Medical Center Speakers Bureau, Community Legal Services, Prescott Writer's Group, and ResCare. Additionally, the library hosted authors, musicians, and various groups, such as crochet, quilting, and gardening. The Friends once again sponsored the Adult Summer Reading Program by donating the grand prize of a Fitbit, 2 Kindle Fires, and official summer reading merchandise

Digital Media Lab (DML)



This year the library was able to provide 16 digital video workshops thanks to funds provided by North Central University. The funds allowed us to hire two instructors from Yavapai College to teach digital media classes. A total of 70 students attended these free workshops. Because the lab is small, the Library can only accommodate up to 10 students. The Library was also able to install acoustic panels, purchase a portable projector and a 3D printer stand for a 3D printer that will be installed.

Holds Drive-Up Window

The Holds Pick-up Window has become very popular over the last year and a half since it opened. The Drive-up holds window allows patrons to pick up their holds without coming into the library. The Library continues to man the window with volunteers and staff. The Library has not been able to expand the hours from 10-2pm to 10-5pm, however the Library anticipates expansion of hours in the fall. This quick and easy access drive-up window has seen over 4,175 patrons pick up their materials in 2015-2016, quadrupling since last year.

Children's Circulation

The Children's Library promoted reading and literacy in a variety of ways. Between July 2015 and June 2016, the Children's Library added 1,892 items to the collection, including 1,419 books, 32 music CDs, 13 CD books, 228 DVDs, and 200 children's ebooks.

A total of 447 children (ages 0-11) registered for the 2016 Children's Summer Reading Program, including 125 pre-readers (ages 0-4) and 322 children (ages 5-11). 198 (44.29%) met the program goal of 1,600 points and received a free book, free food coupons from either Del Taco or Carl's Jr., and a 1-day Arizona State Park pass for up to 4 people.



Children's Programs and Computers

Ongoing programs is an integral part of the Children's Library. They are developed to appeal to children's interests and help them discover the joys of reading and learning. Programs include toddler and preschool story times, special craft and game activities for school-age children during fall, winter, and spring breaks, and the Library's annual Summer Reading Program for children ages 0-11 local school classes, home-based Headstart groups, and children's special needs groups visited the Library. The Children's Department marketed Library events, programs, and services to groups in the Library as well as in the community. Children's library staff continued to promote and familiarize students and parents with Library materials, online databases, and Reading Counts/Accelerated Reader search tools.



The Library continue to promote the six Early Literacy Stations™ (ELS). The ELS is a dynamic, all-in-one digital learning system for children ages 2-8. The stations come with more than 60 of the best educational software titles covering 7 curriculum areas. They provide school readiness, technology access, and learning fun in both English and Spanish for our youngest patrons. The stations can also be used by two people at the same time, making them educational tools for involving adults as well as children. In addition, the Library has 14 Internet terminals which provide access to Microsoft Office software for children's school projects.



Adult Cultural Series Programs

This past year Adult programs mainly supported the Prescott Valley Cultural Events Series. The programming series ran from September 2015 through June 2016, hosted 17 culturally diverse programs, and saw over 1,000 people in attendance. This LSTA grant funded series, was written and managed by our Adult Services Librarians, Michele Hjorting and Megan Hammond, in partnership with Osher Lifelong

Learning Institute (OLLI), Prescott Valley Public Library, and the Town of Prescott Valley. The Friends of the Prescott Valley Public Library supported grant events by providing refreshments. Other program partnerships included Yavapai Regional Medical Center Speakers Bureau, Community Legal Services, Prescott Writer's Group, and ResCare.



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, DVD's and puzzles. These items are all donated by citizens. Special book sales are scheduled throughout the year.



The Friends of the Library supported the Prescott Valley Public Library this last year by purchasing books, equipment and materials for programs. The Friends also sponsored special programs, and activities, making contributions through fundraising. The Library also purchased chairs and tables for the Glassford Hill Room and supported professional development of staff, enabling them to attend library conferences and bring back trends from other libraries.

Adult Literacy

Our Prescott Valley Library Adult Literacy Program usually logs over 200 volunteer hours each month. The 54 tutors that are now active in the program care deeply about the progress of their individual students. They each form great friendships with their assigned student and they work diligently to help them achieve their individual goals.

Most of the current participants in the program are learning English as a second language, but the program also has about eight adult literacy students who are learning to read, spell and write. The Director, Kathy Lewis, was invited to attend a seminar last March on the causes and solutions for dyslexia. This was an eye opening experience for her and subsequently she encouraged the Adult Literacy Board to buy two special teaching boxes filled with lessons especially designed for dyslexic students. They are currently in use in our new trial program. The program is all excited to find another method to use in teaching these particularly challenged adults.

Kathy continues to speak on the radio and on the local TV station with Marnie Uhl from the Prescott Valley Chamber Of Commerce to let our community know about this great program. She also has spoken at a local church and at the Earlybird Lions Club.

She was surprised in April to receive the Spirit of Volunteering Award from the Town of Prescott Valley at their annual volunteer appreciation banquet. What an honor! Kathy says she feels richly blessed to be a part of this wonderful program.

Teens

The Teen department had a very successful year. The Library ran several popular programs, and started a few new clubs. In the fall, the Teen Department hosted a Halloween party, Drama Club and Writer's Guild workshops, and celebrated Banned Books Week. The Library also celebrated Star Wars Day in October with a library-wide party. In the spring, the Teen Department held an End of School party for over 65 teens that included games, prizes, and pizza! The Library also hosted a Game Day every Wednesday as a place for the local teens to hang out after their early school release.

This year the Teen Department started several new clubs for teens. Our Teen Advisory Board had 10 teen participants who helped plan library events for the teens.

Our Minecraft club met weekly to play Minecraft in the PC lab. This club was led by two Teen volunteers who monitored the Minecraft server. The Teen Department also started a Fandom club, which is a club where teens can come and celebrate and discuss their favorite TV shows, Books, and Movies. This year the Library also tried to highlight our incredible Makerspace in the Digital Media Lab. The Library bought several new items that our patrons can use to create projects. The goal of our makerspace is to promote building, crafting, engineering, and other STEM-Science, Technology, Engineering and Math- skills among our patrons. For example, the Teen Department has teens who make Youtube videos using the programs and cameras in the DML, a few teens record their own music, and some teens use the materials to create works of art.

The 2016 Summer Reading Program theme was Get in the Game, Read! The goal was to promote wellness, positive mental health, and reading. This year the Teen Summer Reading Program had 80 teens sign up for the program, and 31 teens that finished the program. This is double the amount of participation we had during last year's SRP!



Public Internet Computers/Social Media

Public Internet access and computer lab usage have increased by 15% from last year. A total of over 65,000 sessions were recorded on the Library's public computers, Wi-Fi and computer lab. The Library's computers make it possible for people to fill out job applications, homework, and social media interaction.



Social media helps to facilitate a close relationship between the library and our patrons. The Library's goal is to make available different social media platforms to communicate the wide variety of programs and cultural events provided. This past year has seen our social media presence grow with over 6,000 people reached with our posts, and over 800 likes.

Our Pinterest page continues to grow with over 6,900 average monthly viewers. Our pinboards have a great collection of book reviews, crafts, DIY and library humor.

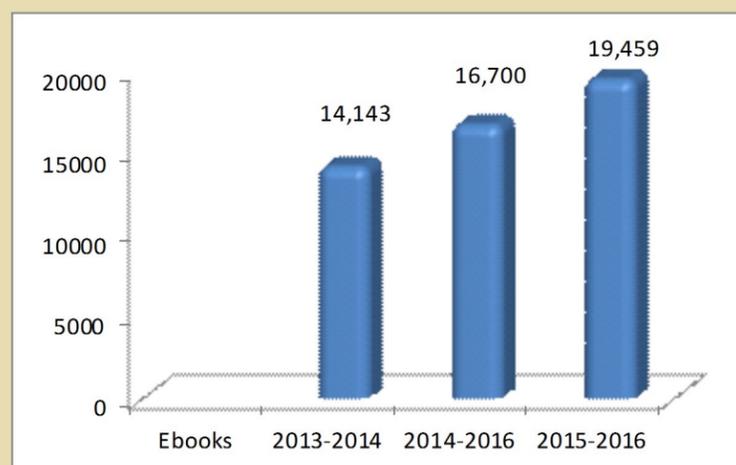


Staff continues to produce YouTube videos to market the Library programs. The public can view our videos and see that our library is more than just a box of books. The Library is about providing resources

that our community can use, be it computers, DVD's, diverse programs or just research help.

Electronic Books

Although print still dominates our library collection, the transition to digital collections continues. During the fiscal year 2015-2016 Yavapai Library Network patrons checked out 19,459 e-books through Overdrive.



Reference

The Reference area had some transformation this past fiscal year. It became the new home of the magazines and newspapers section. There are daily regular patrons that use this area and they were pleased with the change. One of the unique and functional features of the reference area is its Campsites. A Campsite is like a mini conference room. It has earned popularity among patrons as it provides privacy ideal for interviews, webinars and online training. The Reference staff provides library users with guidance and direction on their information needs. The staff answers approximately 3000 reference questions per month. All incoming library calls are answered directly at the



Reference desk. The Reference staff has received compliments that calls are answered by a person, not going to a recording first. The Reference area is also home to the PC Lab. A volunteer offers weekly classes to groups including one-on-one instruction catering to the participants' different levels of knowledge. This past year, Northcentral University donated funds to upgrade all laptops in the PC Lab. The Library was able to purchase 18 new

laptops. This was a much needed purchase as the laptops were over 6 years old and outdated.

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 34,300 items to other libraries (up 5%) and borrowed 50,061 items from other Yavapai Network Libraries for its patrons this fiscal year (up 8%). This imbalance in items loaned versus items borrowed reflects the diverse interests of the communities the Library serves as well as the limited budget we have to work with; that's why sharing is so important!



Traffic Count

In the last year, the Library has had an increase in people visiting the library. Because of our Culture Series grant, community members who never visited us, came in droves to see this series. In a recent survey of our community, 89% said they have visited the library in the last year. Total traffic count for FY 2015-2016 was 257,442.



Library Cards



The library card is your ticket to everything. By having our library card accessible at over 43 libraries in the county, our patrons have a wide variety of materials and resources available to them. The Library is proud to boast that we have 21,761 library card holders in our community. Basically, over half our community are library users.

Circulation

Our Automated Materials Handler –AMH, continues to dramatically change how we work and interact with patrons. The AMH allows for quick check in of materials, and saves staff time by sorting materials in bins. Staff can then shelve materials within the same day, and patrons have quick access to popular items.



Volunteers

Our library volunteers are the lifeblood, heart and soul of our library. 100 volunteers donate 8,940 hours annually to make the library a more efficient and productive place for our community. Research shows that volunteering is not only beneficial to the recipient; it is also good for the person volunteering. Giving of oneself improves self-worth, increases confidence, grants opportunities to learn new skills and become a vital part of the community. Our volunteers provide services in all departments, working closely with the library staff to ensure that patrons experience a pleasant visit each time they visit the library. Volunteers give not only their time; their experience, skills and diversity makes the library a place where everyone is comfortable and able to find answers to questions, solutions to problems, entertainment, education and socializing.

During the 2015-2016 fiscal year, Prescott Valley Public Library averaged 85 volunteers, donating 745 hours a month. Volunteers are interviewed and matched with a position matching their skill level and experience. The volunteer coordinator, works with each volunteer to ensure that they are comfortable in their positions and at times, we adjust their job duties to meet changing needs. Volunteers work with staff members in a variety of positions; for example, mending and repairing books, DVDs and CDs. This meticulous work requires a steady hand and a lot of patience. Repaired items continue to be in circulation, which saves the library money and valuable resources. Volunteers shelve books, man the drive in window, give directions, deliver books and DVDs to homebound patrons, sort donations and assist at special events. The Friends of the Library volunteers work hard to raise money for improvements and education in the library.

The second Annual town-wide Volunteer Appreciation Banquet was held in April. Library volunteers enjoyed food, music and entertainment. Over 200 volunteers from all town departments were recognized for their service. Mayor Harvey Skoog gave an inspiring speech on the value of volunteers in our community.

The Library recognized the following library volunteers at the town of Prescott Valley Volunteer banquet in April.



Carla Clark: Carla has been serving as a volunteer for 15 years now. Through the years, she has consistently delivered a high level of customer service to the patrons. Her pleasant demeanor and her calming presence is a source of inspiration both to the people she serves and works with at the Circulation Desk.

Karyl Colozze: Karyl has been serving as a volunteer for 7 years now. She is the incumbent President of the Friends of the PVPL and is on her second consecutive term. Karyl stepped up to continue her term when there was no one to fill the role.



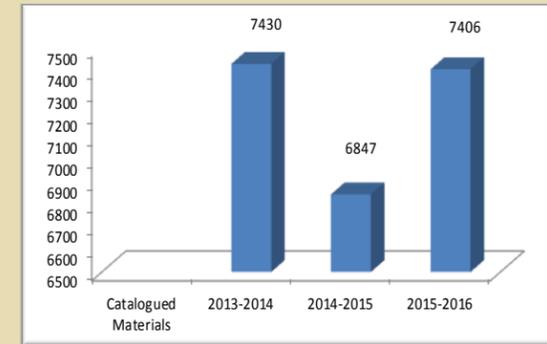
Kathy Lewis: Dedicated. Serious-minded. A bright, lovely smile and a great sense of humor. Put all that together and you get Kathy Lewis, Director of the Adult Literacy group at Prescott Valley Public Library. So, how does her volunteer service impact our community? The national group that we are affiliated with is Proliteracy and they say it this way, "A literate population is the cornerstone of a free and democratic society."

Honorable Mention: Elsa Mejia. Elsa volunteers at the Circulation desk and assists in greeting patrons, shelving holds and issuing library cards. When Elsa enters the room, the energy is lighter and more playful. Elsa always wears her best customer service hat. She welcomes our patrons, informs them of our services, and strives to utilize every available resource, be it staff or her wisdom, to help our patrons. Her smile and laugh is contagious and she always engages patrons and staff with kindness and warmth.



Cataloging

Prescott Valley Public Library uses the Dewey Decimal classification system along with the newly adopted cataloging standard called RDA (Resources Descriptive Access) to catalog items. 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 2015-16, the cataloging/technical department cataloged 7,982 items, 849 over the proposed 7,133 items, applying labels, security tags, and protective covering and containers to these items.



Collections

Although print still dominates our library collection, the transition to digital collections continues. During the fiscal year 2015-2016 Yavapai Library Network patrons checked out 6,140 e-materials 129,957 times through Overdrive. Prescott Valley Public Library's circulating Kindle collection is routinely updated to include new and bestselling fiction and nonfiction titles. Since materials budgets are limited, the Library is grateful for the help from the Friends of the Prescott Valley Public Library, who generously donate funds for new materials. Additionally, the Library received the generous donation of \$5,000 from Claire Macewicz to purchase large print titles. This donation is in memory of Claire's late husband Stanley, and her daughter, Carol. Prescott Valley Public Library is a member of the Yavapai Library Network, and this membership allows our patrons access to 1,305,046 library materials. During the fiscal year 2015-2016, our collection contained 103,915 items. These items circulated 308,223 times and were shared with patrons from other network libraries 34,481 times. With limited shelf space, the library collection is actively managed in order to make room for more high demand items and less popular items need to be regularly removed. These decisions take into account collections at other YLN libraries.

Kindles

Our circulating Kindles offer Prescott Valley Public Library patrons an opportunity to read up to 10 new and bestselling titles with one checkout. Patrons can choose from 9 different pre-loaded Kindles with genres including nonfiction, mystery, young adult and inspirational and cozy titles. The Mystery and Fiction Bestseller Kindles has proven to be the most popular checkouts. Kindles are checked out for 21 days and new content is added every 1-2 months.