

SPOTLIGHT

2009 ANNUAL REPORT

**Prescott Valley Public Library
Board of Trustees**

**ON THE
PRESCOTT
VALLEY**

PUBLIC

LIBRARY

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Spotlight on the Prescott Valley Public Library

The Prescott Valley Public Library Fiscal Year 2008/2009 energies were directed mainly to several areas of change in the new Library. The new Library planned to open with the new Radio Frequency Identification (RFID) technology. Prescott Valley Public Library is a member of the Yavapai Library Network and the new RFID technology would be implemented network-wide. In order for this to occur, there were multiple intensive meetings. Agreements on many facets of the RFID technology had to be constructed. Once this was accomplished with the assistance of a consultant, a Request For Proposal was created. Three firms were interviewed over a three day period. TechLogic from White Bear Lake, Minnesota was the firm the RFID committee chose. Many of the features offered by TechLogic were not offered by any other company. A main feature offered was self leveling book carts. The items that are automatically sorted into the carts always stay at hand level which is an ergonomic feature that will reduce exposure to repetitive motion injury. Another unique feature offered by TechLogic, is the theft identification software. The software works with the security gates to identify items being taken from the Library without being properly checked out.

Another project involving Library Staff time was working with Baker and Taylor, the book vendor that was chosen to supply the Opening Day Collection. The McBride Family donation of \$750,000 was set aside for new items to be added to the Prescott Valley Public Library collection. The items were chosen by the librarians in their areas of expertise. The procedure involved many detailed meetings to coordinate the specific aspects of providing shelf ready materials that would be automatically added to the Yavapai Library Network.

And finally, energy was expended by many people, especially by several Town of Prescott Valley Council Members to expand the volunteer base. The goal was to increase the volunteer base by fifty people. Over fifty people were added to the volunteer base.

The Fiscal Year 2008/2009 patron traffic at Prescott Valley Public Library increased significantly. Due to the economy, patrons used the computers for job searching and families used the Library for entertainment and educational needs. As the end of the fiscal year approached, all computers were in use, most of the lounge chairs and all study tables were full. The appearance indicated the need to move into a larger facility.

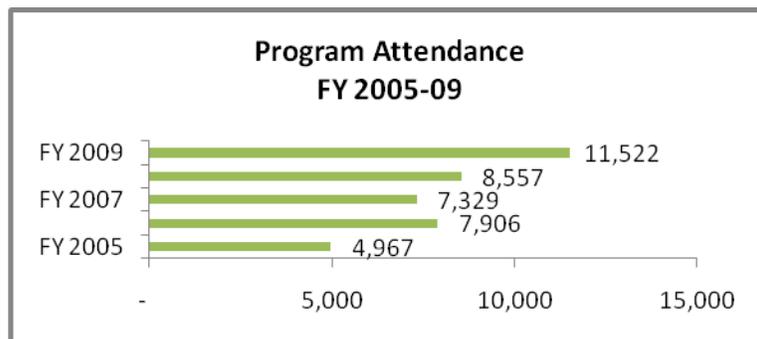
Spotlight on Programs

When people think of a library, books in print come to mind. However, special programs for children, teens, and adults are crucial to shifting this paradigm from a “box of books” to a sense of place where everyone from the community is welcome to gather, to read, eat, shop, surf the web or download the latest best seller book. The Prescott Valley Public Library embodies a vision of the Library as the “heart of the community” where individuals or groups find the Library is here to enhance the quality of life, to save time and money, and to give something back to the community as a volunteer, donor, or advocate among family and friends.

Some citizens might have no reason to visit the Library if it were not for a Christmas story time for the hearing impaired, a workshop on flora for hikers, a craft party for teens, or other special programs. As the “Return on Investment Calculator” (<http://www.nsls.info/roi/?m=patron>) points out, attending one adult program and one youth program in the Library may save the attendees as much as \$75.

Program attendance dropped steadily from 2003 to 2007. The trend was reversed in 2008 and continues to climb, resulting in a 45% increase over the past five years. Library programs ran the gamut of traditional story times for children to a healthy dose of the unexpected in a toilet paper fashion show program for teens. Dia De Los Ninos/Dia De Los Libros represented an example of partnership between the Prescott Valley Public Library and local schools.

Prescott Valley Public Library delivers materials to the homebound. The Arizona State Braille and Talking Book Library partners with Prescott Valley Public Library to assist persons who are visually or physically challenged. Program participants have access to a tape player, receive free catalogs of listening material, and can call a free 24-hour radio service for grocery ads. Applications for this free service are available at the Prescott Valley Public Library. Tape players that do not function properly may be exchanged at the Prescott Valley Public Library.



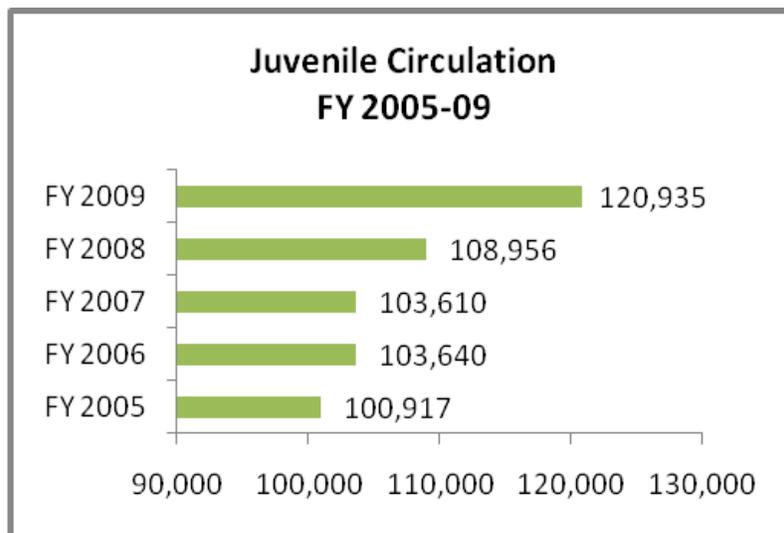
Spotlight on the Children’s Library

The Children’s Library continued to grow as children from toddlers to school-age students were influenced by adults who read to them and vice versa. Over the past five years, Children’s Library circulation increased by twenty percent.

Children’s Librarians helped children (kindergarten through fifth grade) find reference sources in support of school assignments and science projects. Children used the Library computers to search the Library’s online databases, the online catalog, and the Microsoft Office software to work on homework assignments. A variety of schools and classes brought students to the Prescott Valley Public Library for tours and to learn how to use the Library’s resources.

In February 2009, the Children’s Library received two Early Literacy Stations™ for use by young children, 1st grade and younger, together with a parent. Early Literacy Stations™ are computers designed to encourage exploration with its imaginative interface, color-coded keyboard, and child-sized mouse. The software programs provided practice in and awareness of the Six Pre-Reading Skills that support early literacy.

Ongoing programs, such as toddler and preschool story times and the Summer Reading Program, continued to be an important part of the Children’s Library. Due to preparations for the move into the new Library building, the Summer Reading Program was scaled back. Even so, Be Creative @Your Library had 217 children registered. The 100 children who completed the program collectively read 2,802 books.

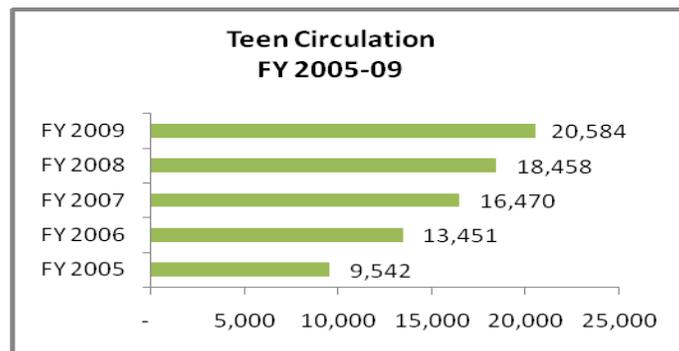


Spotlight on the Teen’s Library

During Fiscal Year 2008/2009, a lot of work went into planning for the Teen Department of the new Prescott Valley Public Library. Blueprints were reviewed, furniture and color schemes chosen and 7,796 new items of all genres were selected for the Teen collection.

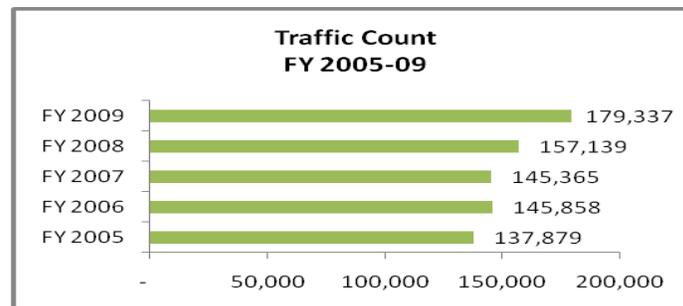
It was business as usual with school visits, such as the area high schools’ Career Fair, the continuation of the teen volunteer program, and other monthly program events. The events included a pizza judging contest, a dance recital, silk screen tee shirts, a silly slipper contest, cap decorating, and many craft workshops. The Teen Summer Reading Program had a movie theme, “Lights, Camera, Read,” with a record number of participants.

Circulation increased in the Teen Library, up 12% over Fiscal Year 2007/2008. The Teen Librarian and Adult Reference Librarians helped teens find reference material in support of school assignments and college research. Teens with permission from parents or guardians used Library computers to search the Library’s online databases, the online catalog, the Public Internet and/or to use Microsoft Office software to complete homework assignments.



Spotlight on Traffic Count

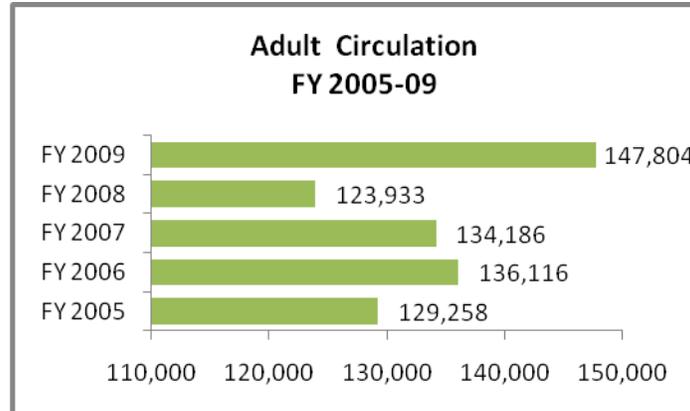
Traffic through the security hoops (entrance counter) showed an increase of 2,198 patrons, which was an increase of 13.9 percent for Fiscal Year 2008/2009. Over a five year period, the traffic count increased by 30 percent.



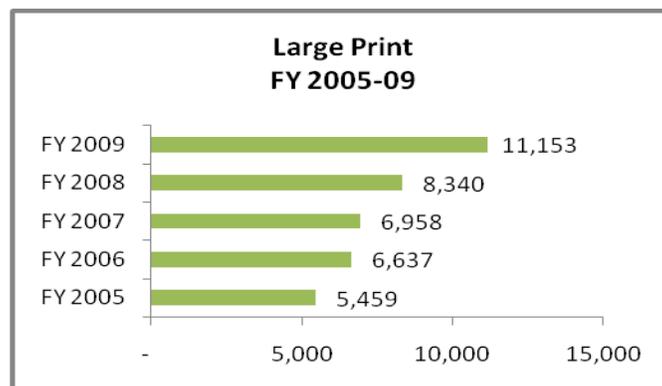
Spotlight on Circulation

Circulation statistics for the Prescott Valley Public Library increased 14% over Fiscal Year 2007/2008 to total 324,625 items checked out. Circulation totals included the checkout of children's and teen's material, adult material, large print and audio/visual media.

Circulation increased in the Adult Library nearly 20% since Fiscal Year 2007/2008. Large print, DVDs and audio books became increasingly popular with Prescott Valley citizens.



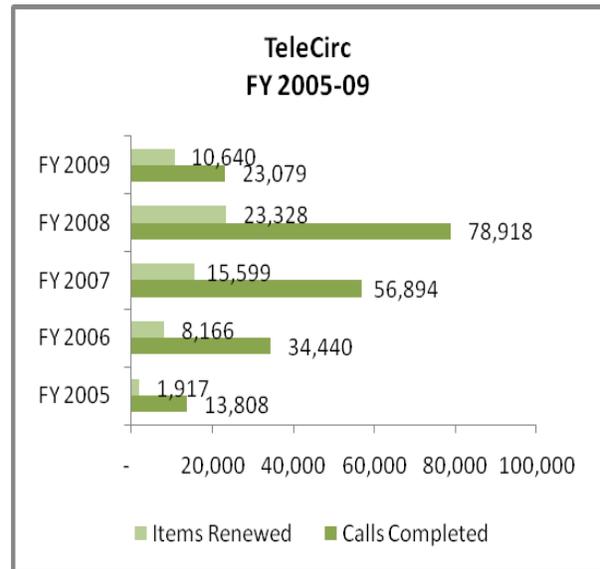
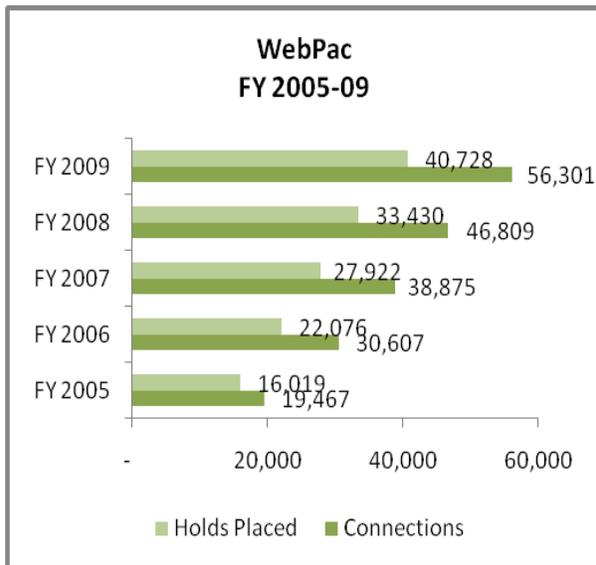
Requests for and use of large print material increased in the Adult Library at Prescott Valley Public Library. Checkout of large print books increased 34% over Fiscal Year 2007/2008. Popular titles in large print had fewer people waiting for items on the holds list so patrons received large print books more quickly. The Prescott Valley Public Library received a \$10,000.00 donation to purchase new large print books in memory of Carol J. Macewicz, a longtime library patron who passed away in August 2008.



Circulation of all formats of audio visual material increased in the Adult Library. DVDs are popular with Prescott Valley citizens and other Yavapai County residents. The use of audio books increased as patrons continued to find ways to keep up with "reading" for pleasure and education amidst their busy schedules.

Spotlight on WEBPAC: Online Catalog

The Prescott Valley Public Library’s online catalog is called the Internet Patron Access Catalog (iPAC), and was accessible from any Internet connected computer 24 hours each day. Patrons used the online catalog from home and at the Library to browse the Prescott Valley Public Library and Yavapai Library Network collections virtually, to place holds, to manage their library account and to renew their own items. Library patrons could checkout and download audiobooks to MP3 players and iPods via the Internet Patron Access Catalog (iPAC).



Spotlight on TeleCirc

TeleCirc is the Prescott Valley Public Library’s automated telephone notification system. The system called patrons to notify them of holds that became available and of overdue items that needed to be returned. Patrons could call the TeleCirc system 24 hours each day to renew their items, to obtain information regarding the status of their holds, and to verify due dates of their Library materials.

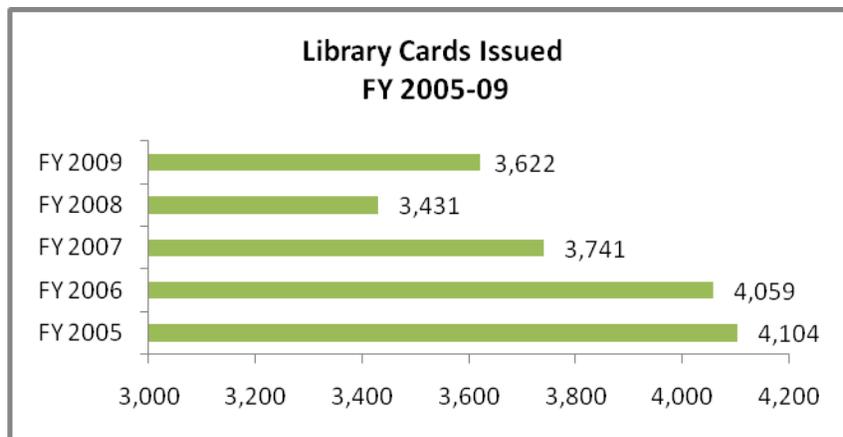
An upgrade to the TeleCirc server in November 2008 changed the way the system tabulated calls every month so the Fiscal Year 2008/2009 statistics decreased in comparison to Fiscal Year 2007/2008 statistics. TeleCirc continued to save the Town money with every completed call, which eliminated the need to mail notices to Library patrons.

Spotlight on Library Cards

There was an increase of 5.3 percent in Library cards issued in Fiscal Year 2008/2009 compared to Fiscal Year 2007/2008 which resulted in an increase of 193 cards. However, over the past five years, a decrease of 12 percent was manifest.

Yavapai County residents received Prescott Valley Public Library cards free of charge, with the exception that lost cards were \$3 to replace. Children under 18 years of age were granted cards with permission of parents or guardians. Children who utilized videos and/or computers did so only with parental approval.

The Yavapai County Library Network honors the Prescott Valley Public Library card.

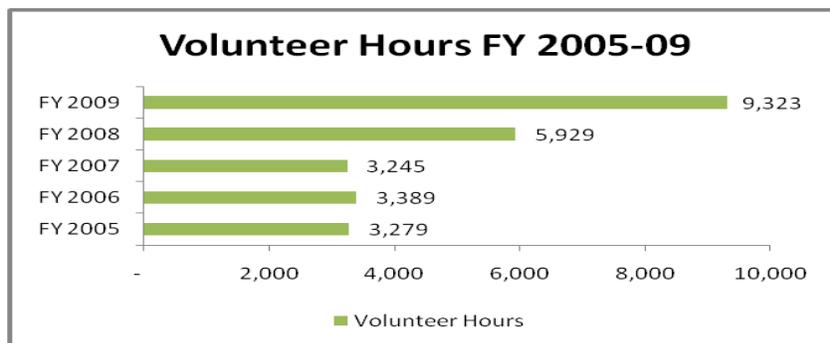


Spotlight on Volunteers

“We love our volunteers and could not do without them” stated one of the Librarians.

Volunteers gave 9,323 hours in FY 2008/2009, an increase of 184% over the last five years.

Volunteers assisted in the following areas: mended damaged and worn materials, processed new materials, circulated new books, drove the Courtesy Cart, shelved books, assisted with book sales and the Teen Summer Reading Program, helped patrons find Library items, checked books in and out for patrons, taught English classes and visited public schools to read to children.



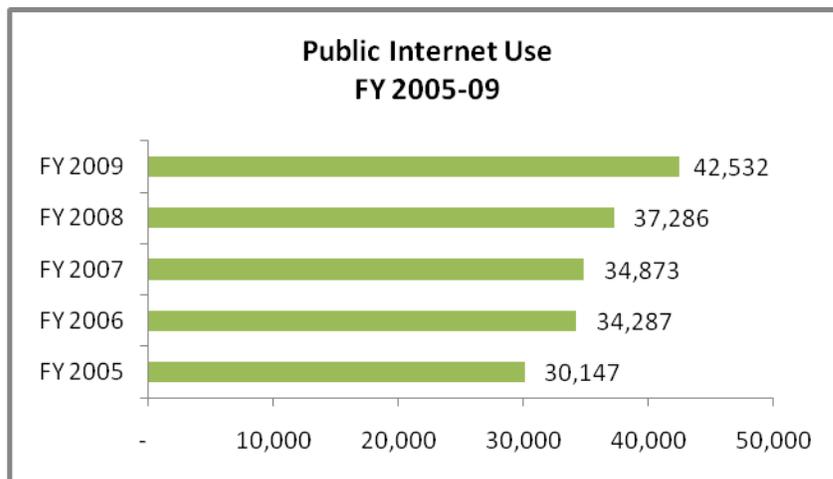
Spotlight on Public Internet

The Public Internet has become a staple of communication and commerce. Prescott Valley Public Library patrons used Library computers to participate in the virtual world of communication and commerce. The Public Internet computers were in high demand for Library patrons, who kept in touch with family and friends via Facebook and email, posted and purchased items on Craig's List and eBay, and researched topics to continue their education. Patrons of all ages used the Public Internet computers and were helped by knowledgeable Library Staff to navigate the World Wide Web or to use Microsoft Office software.

Patrons waiting to use one of the Prescott Valley Public Library's Public Internet computers became a common sight. PC Cop and an electronic waiting list helped Library staff manage Library computer use by patrons. Many parents brought their children into the Library and waited while the children used a Library computer to complete and print school assignments.

Due to the increased demand and need for computer access, the Prescott Valley Public Library planned to double the number of Public Internet computers in the new Library building.

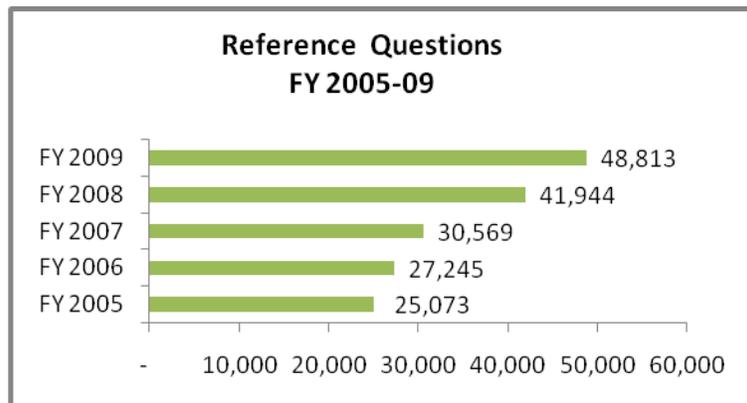
At the end of Fiscal Year 2008/2009, Public Internet use resulted in 42,532 sessions which were accessed on 15 Public Internet computers. To put this in perspective, June 2009 statistics increased by 42%, with 1,114 sessions over June 2008.



Spotlight on Reference

Reference service offered the best opportunity to spend time with patrons, “digging a little deeper” into their search for answers to questions that varied in complexity and in scope. One topical area that continued to dominate the attention of Reference Librarians related to technology: printing, downloading, faxing, email, web connections, wireless connectivity, etc. The second area of concern addressed at Reference involved patron questions (e.g. what to read next, how to handle a matter in court, homework help, etc.). Often the Prescott Valley Public Library’s collection of books or media answered patron requests. At other times, the Library’s online collection of database resources or the wider virtual world was employed to assist a patron, who was often surprised by “what you could find online”. In Fiscal Year 2008/2009, a total of 48,813 reference questions were asked which was an increase of 16% over Fiscal Year 2007/2008.

As Fiscal Year 2008/2009 drew to a close, the Library Staff planned to split the services provided at Reference into the two areas outlined above after moving into the new Library building. The Popular Desk, on the first floor, would address technical issues, since it would become the service point overseeing the Public Internet computers. The Reference Desk, on the second floor, would handle more in-depth queries requiring more time with patrons.



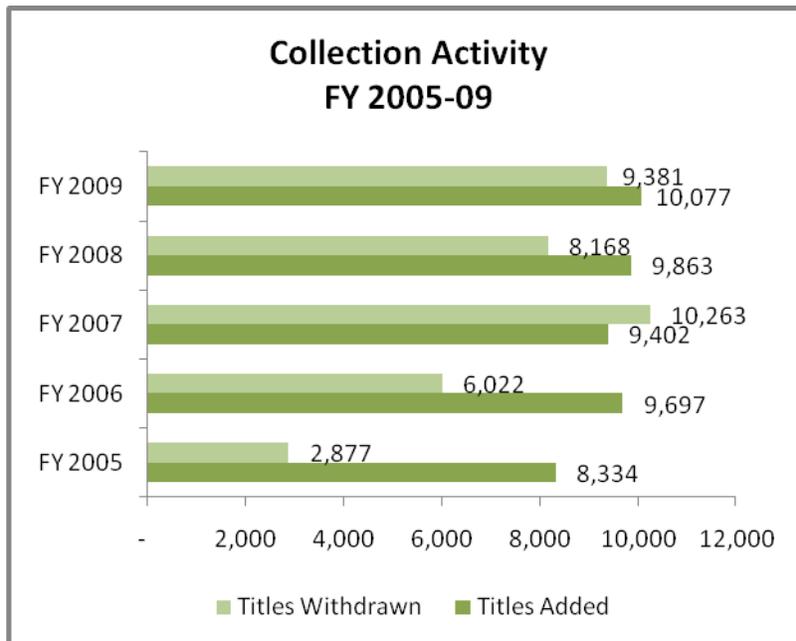
Spotlight on Collection Activity

The process of collection development at the Prescott Valley Public Library consists of both the acquisition of new materials and the “weeding out” or withdrawing of items that are deemed to be in a deteriorated condition or too old for the collection. In principle, the Library selects materials in diverse formats (print, electronic, etc.) in response to the general interests of the community. Materials are to be relevant and timely, rather than archival in scope.

Over the past five years, titles added totaled 21%, while titles withdrawn totaled 226%. The latter percentage reflects the careful and systematic withdrawal of titles and dated media in preparation for the new Library building. The Prescott Valley Public Library received a bequest from the McBride family for \$750,000, which was used to reinvigorate the collection with new books and media for the anticipated Opening Day Collection.

During Fiscal Year 2008/2009, the Library Staff prepared to make new selections for the new Library. Library Staff met with teams from Baker and Taylor, Inc., a library materials vendor, to make decisions about collection development.

One innovative offering to patrons this fiscal year was the “Bag of Books” Project, which helped Library patrons create reading and discussion groups. A portable nylon bag was filled with ten copies of a book in print and in audio, including a discussion guide.

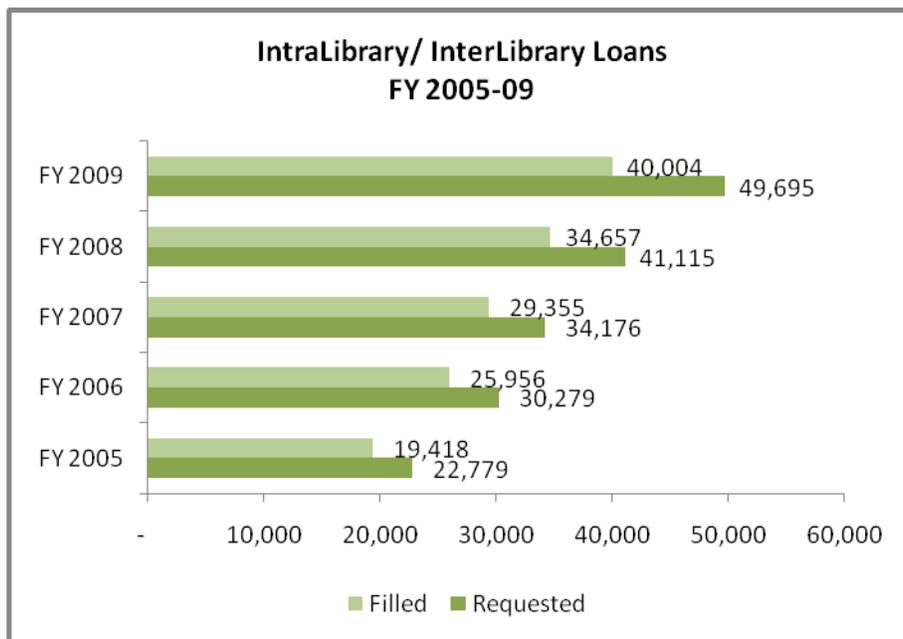


Spotlight on Intra/Inter Library Loans

Libraries developed networks for the purpose of cooperative collection development and resource sharing decades ago, as no one library can “have it all.” Consequently, Prescott Valley Public Library is a member of the Yavapai Library Network , with nearly 50 members, ranging from special research libraries and academic institutions to school and public libraries. Nearly one million items are available to patrons from member libraries within Yavapai County. A courier system was utilized to deliver requested items to Prescott Valley Public Library every day. The Online Computer Library Center nation-wide network of libraries made over 35 million items available from thousands of libraries across the United States.

During the past 12 months, Prescott Valley Public Library patrons requested 50,285 items from Yavapai Library Network libraries and sent 40,925 items to fill requests from Yavapai Library Network libraries. Items requested from libraries outside the Yavapai Library Network group totaled 590 while Prescott Valley Public Library filled 921 of the requests.

Patrons had access to a vast array of items from all over the United States in a variety of formats. There was no cost for the service to the patrons. However, the patrons needed to wait for the items to arrive, which took days to weeks to receive, depending on how far the item had to travel.



Prescott Valley Public Library Foundation, Inc.

**7501 E. Civic Circle Prescott Valley Arizona 86314
(928) 759-3130**



MISSION STATEMENT: To support development of outstanding library services now and in the future through fundraising and outreach to the community.

The Prescott Valley Public Library Foundation, Inc. is a tax exempt 501(c)(3) non-profit organization. The Prescott Valley Public Library Foundation, Inc. is a separate entity formed for the purpose of supporting and enhancing library programs and services with private dollars. The Library Foundation provides a structure for both individuals and businesses to support the new Prescott Valley Public Library building.

Naming opportunities are available to donors who would like a life long commemoration in the Prescott Valley Public Library. Donors may also contribute dollars for rooms, furnishings, programs, and technologies.

This year the Prescott Valley Public Library Foundation initiated a “Buy-A-Book Campaign.” Donors would purchase a book for the Prescott Valley Public Library and a permanent, commemorative nameplate was placed inside the book honoring a loved one, friend or whomever they chose. Information on the program is available on the Foundation website at: www.pvlibrary.info.

With the decline in government funding and the increased public demand for information, current technology and a host of services, Prescott Valley Public Library Foundation, Inc. is striving to make a difference and help take the Prescott Valley Public Library from excellent to outstanding.

Prescott Valley Public Library Foundation Board of Directors

Ellen Babbitt
Megan Hanna
Vicki Mastriani

Linda (Bear) Shimmon
Elisabeth Ruffner
Nancy Thiessen

Spotlight on the Friends of the Library

As in previous years, the Friends of the Prescott Valley Area Public Library continued to provide financial support for Prescott Valley Public Library programs. The funds supplemented the Library program budget for the Children, Teen and Adult divisions of the Library.

Fiscal Year 2008/2009 found the Friends of the Library preparing their operations to be moved to the new Library building. Merchandise was sold at discounted prices or given to different divisions as gifts as part of that division's programs.

The Friends of the Prescott Valley Public Library Board enlarged and began an effort to communicate to the membership at large and encouraged attendance at meetings and programs and involvement in the group. The efforts were rewarded: attendance increased and more individuals were active in the group.

In June 2008 a store manger began working for the Friends of the Library. The store manager prepared for the operation to move to the new Library building. With the presence of a store manager in the store daily, more merchandise sold.

Fundraising funds were spent as follows:

July 1, 2008 – June 30, 2009

Books	\$ 3,903.12
Library Equipment	956.02
Office	542.98
Subscriptions	525.30
Library Staff Training	194.00
Rental Book Program	614.05
Children's Programs	525.00
Teen Programs	136.22
New Baby Program (gift bags for newborns)	1,107.22
Story Time for the Deaf	240.00
TOTAL	\$ 8,743.91



Spotlight on Adult Literacy

The Prescott Valley Public Library Adult Literacy Group had an active year. In addition to training a number of new tutors in March and October and a steady influx of new students, two book grants were awarded.

The training program in March yielded eight new tutors who were put to work with new students. More importantly, among the new tutors were several tutors with the background to assist in tutor training. They became part of the training team when twelve more tutors were trained. The Prescott Valley Public Library Adult Literacy Group was privileged to have them come into the program.

In March 2009, the local chapter of the Daughters of the American Revolution (DAR) presented a grant to purchase a number of titles of biographies of famous Americans to add to the Prescott Valley Public Library's New Reader Collection. In June 2009, a materials grant of over \$1,000.00 from the National Book Fund through New Readers Press was awarded to the Prescott Valley Public Library Adult Literacy Group. Updated English as a Second Language (ESL) books for students and tutors were purchased. The Prescott Valley Public Library Adult Literacy Group will be better able to serve students whose needs are for learning English as a second language rather than for literacy instruction.

Donations from frequent prior sources, such as Hastings, Incorporated, the Prescott Valley Early Bird Lions Club and the James Lum family, provided the funds necessary for procuring a new computer and printer to replace equipment that was 15 years old.

The Prescott Valley Public Library Adult Literacy Group awaits the upcoming completion of a dedicated tutoring campsite on the second floor of the new Library building. The Adult Literacy Group appreciates the support from the Library Administration in providing the facilities.



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

**Mayor: Harvey Skoog
Vice-Mayor: Lora Lee Nye**

Council Members:

**Richard Anderson
Mike Flannery
Patty Lasker
Fran Schumacher
Harold Wise**

Town Manager: Larry Tarkowski

**RESPECTFULLY SUBMITTED BY THE
PRESCOTT VALLEY PUBLIC LIBRARY BOARD OF TRUSTEES:**

Fiscal Year July 2008 – June 2009

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Barbara Tieman - Cataloguer
Pam Gray - Administrative Assistant
Ellen Babbitt – President, Library Foundation Board
Friends of the Prescott Valley Public Library
Cathie Mount - Director, Adult Literacy Group**

Thank you for your assistance in the preparation of this report.

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