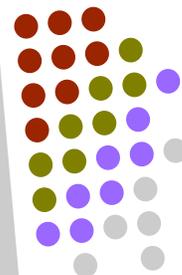


2011 SPOTLIGHT

on Prescott Valley Public Library

2011 Annual Report

Prescott Valley Public Library Board of Trustees



special issue

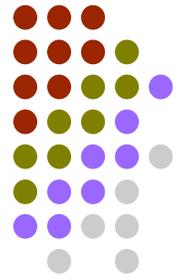
remembering Children's Library Assistant,

Gwen Riley Draper

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2011 SPOTLIGHT OVERVIEW



2011 Spotlight on Prescott Valley Public Library

Fiscal Year 2011 found Library staff, volunteers and Town-loaned (PVHelps!)staff getting comfortable with operations in the new Library. Newcomers who visited saw and often commented on the “wow” factor that was the objective of the Prescott Valley Town Council in the new building. The Library won three International Interior Design Association awards for architects, Richard+Bauer as well as other awards from the American Library Association and Arizona Public Services. The PVHelps! program and the new Library were featured in *Library by Design* and the *Library Journal* in Spring 2011.

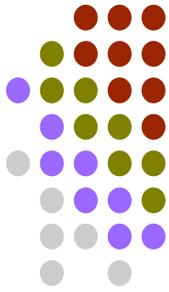
In July 2010, the Yavapai Library Network (YLN) including Prescott Valley Public Library (PVPL) began using a new Integrated Library System (ILS) and online catalog. The new system, Symphony, was a radical change from the old, Classic Dynix. Prior to the migration, library staff and volunteers attended training, but the real test came when the system went live. Librarians relied on their expertise in Library services and operations to become proficient in all aspects of Symphony. Amazingly, not one Library volunteer left us even though the new system presented quite a challenge to several of them. PVPL was fortunate to have Tech Logic self-checkout stations and automated checkin to ease us through the transition to the new ILS.

Library use statistics were affected by the change in the ILS. PVPL still uses Telemessaging extensively, but statistics for this service are no longer available. PVPL patrons use the new online catalog every day, but accurate use statistics cannot be determined for individual Libraries. Statistics for use of audio visual material were separated from the rest of circulation figures so that circulation appears to be down in all departments. However, factoring in the circulation of audio visual material shows checkouts and renewals are up in Adults, Children’s and Teens at PVPL. Though the numbers look lower in some areas, traffic counts and overall circulation figures show that PVPL was busier than ever.

In October, the Town launched the Virtual Reality (VR) Room in celebration of the first anniversary of the opening of the new Library. The VR Room attracted a variety of people including, classes for Osher Lifelong Learning Institute (OLLI) at Yavapai College, accelerated learning students from Liberty Elementary School, a group of students from Korea, and PVPL’s Adult Summer Reading Program. PVPL received 23 Arizona Public Access Grant computers bringing the total number of public Internet computers to an all-time high of 58.

The computer lab was used throughout the year for NAU/YC classes, special adult programs, staff training and YLN committee meetings. Second floor campsites and study tables grew in popularity as people discovered the quiet space for studying,, meeting or connecting to WiFi.

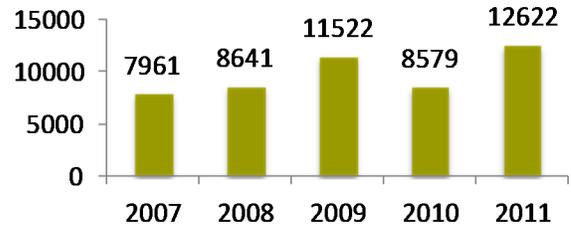
PVPL lost two key people in Fiscal Year 2011. Fortunately, three part-time staff members hired through a NACOG program helped offset these losses. The Circulation Manager left in September 2010 and Gwen Draper, a ten-year Library Assistant, suddenly succumbed to terminal cancer in January. PVPL staff from all departments willingly shifted schedules and duties to help fill the gaps. Then Library staff and volunteers sponsored a Relay for Life Team in Gwen’s name, raising over \$2,000.00 to help counter the feeling of helplessness engendered by her loss.



Program Attendance

Participation in Library Programs hit a record high in Fiscal Year 2011. Citizens increasingly saw the library as offering more than stacks of books. People of all ages visited the library singly or as families to take advantage of the many free resources the Town of Prescott Valley offers its citizens through the Library.

Program Attendance FY2007-2011



Adult's Programs

Adult programming focused on partnerships with community members and Town departments, such as hiking in and outside the Library with Parks & Recreation. The Friends of the PV Library sponsored monthly programs like Parents Night Out and the 4th Friday Flick. Professional employment counselor, Cathy Severson, taught a series of free monthly workshops. A variety of authors, artists, and activists contributed to the quality of life in Prescott Valley through events suitable for families.



Children's Programs

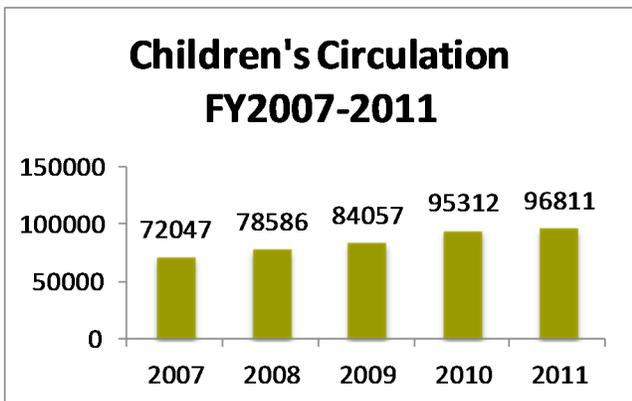
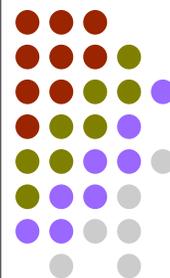
Ongoing programs, an integral part of the Children's Library, were designed by Children's Librarians to appeal to children's interests and help them discover the joys of reading and learning. These programs included toddler and preschool story times, the Summer Reading Program, and special craft and game activities during school breaks. Local schools brought children to the Library as part of their curriculum. Librarians promoted and familiarized students with Library materials and computer resources.



Teen's Programs

The Teen Library offered monthly programs throughout the year with record attendance at several events. Programs included a Hobby Fair, handmade Valentine and Veterans Day cards for hospital patients, Star Gazing parties, Spring Fling, a back-to-school Blast-Off, workshops featuring test-taking strategies, a teen READ poster contest, and teen concerts. Most events included participation from local businesses, schools and organizations. The Teen Department also paired up with the Boy Scouts and Kohl's to make significant improvements at Prescott Valley Old Town Park. Kohl's Department Store was especially generous, participating in Teen events and giving hundreds of dollars to programs.





Children's Circulation

The Children's Library promoted reading and literacy in a variety of ways. This was accomplished by developing a collection of library materials in print, audio and electronic format appropriate to infant through fifth grade reading levels, interests and needs. The Children's Library continued to grow as children from babies to school-age students and their adult caretakers visited the Library. Between July 2010 and June 2011, circulation in the Children's Library increased 2% with a 34% increase in activity in the past five years. The 2011 Summer Reading Program registered 388 children, a 10% increase over 2010.



Children's Computers

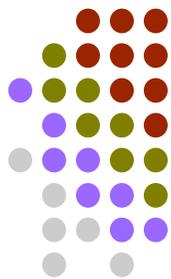
An Arizona Public Access Grant from the State Library allowed the Children's Library to add six Windows7 Internet computers to the eight educational game computers and two Early Literacy Stations™ already in place. The new computers make it possible for parents to work beside or with their children to access the Internet. Children's computers provide access to educational games, the Prescott Valley Public Library catalog and online resources such as Searchasaurus, the magazine and article database—EbscoHost, eBooks, and recommended websites for research. Librarians routinely assisted children with Microsoft Office programs and database searches to complete homework assignments and other projects.

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Children's Interactive Area

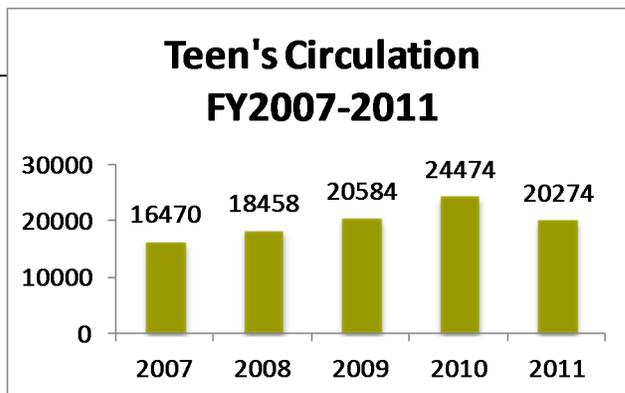
The Interactive Wall in the Children's Library was featured in the Spring 2011 issue of *Library by Design*. The playful interactive area, described by designers, the Burgeon Group of Phoenix, "is an investment in [the] future, as families combine reading with play in a colorful space that is comfortable, exciting, and dynamic. Children can spin a story... touch, listen, create, discover, be amazed."



Teen's Circulation

Statistics showed circulation of material in the Teen Library down 17% from Fiscal Year 2010. Totals from 2007-2009 included Teen audio/visual material but the new automated Library System counts all media separately. There is, however, a healthy increase of 23% over the five year period shown.

The Teen Library continued to add relevant new items in support of teen interests and school reading requirements. Teens came into the Library for a variety of reasons including using a computer, interacting with tutors, getting help with homework assignments, social networking, attending Teen events, and just plain "hanging out."



Teen's Focus on Education

The Teen Library's tutoring program expanded in Fiscal Year 2011 with an increase in volunteer tutors, tutoring sessions and participating students. A TV and DVD player were installed in the Teen Tutor Room to provide tutors with additional methods through which to teach students. Local schools and the public high school counseling department promoted this free program. Numerous on-site school visits were conducted to publicize the Library's tutoring program to teachers throughout the community.

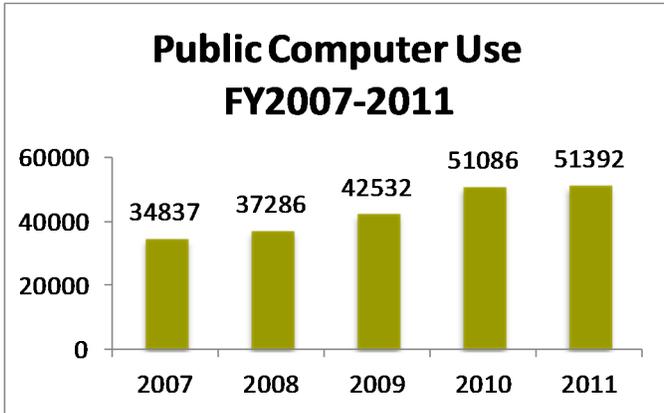


In June, the Teen Librarian took the opportunity to incorporate learning library skills into a series of fun games as part of the Teen Summer Reading Program (SRP). Participation in the Teen SRP was up slightly over Fiscal Year 2010.

Librarians staffed booths at Bradshaw Mountain High School's "Back to School Night" and to further promote critical library reference and tutoring services to students and parents. In addition to the weekly tutoring program, a series of workshops on test-taking strategies was offered at a local charter school.



Substantial acquisitions of specific reading material were obtained to support the curriculum for the anticipated opening of Arizona Agribusiness & Equine Center.

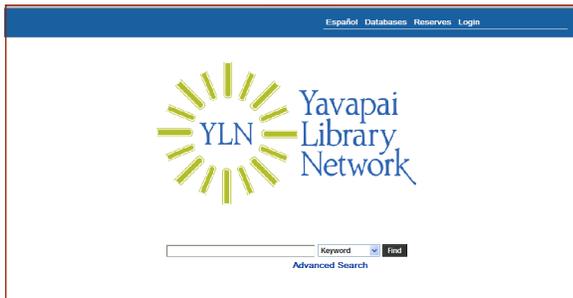


Public Internet

Public Internet access and computer use continued to be one of the main reasons patrons visited Prescott Valley Public Library. Library computers were upgraded from Windows XP to Windows7 when 23 new computers arrived at the library through an Arizona State Library Arizona Public Access grant.

New Windows7 computers were added in the Children's, Teen and Adult areas of the library bringing the grand total to 58 public access computers.

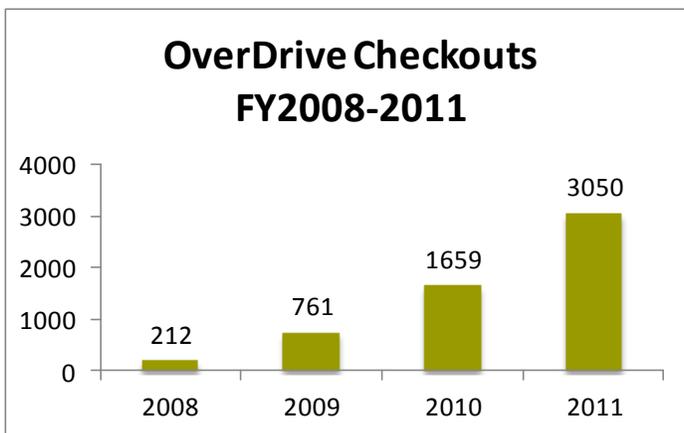
The slight increase in Public Computer Use from 2010 shown here, indicates figures collected by computer monitoring software which was disabled for months after new Windows7 PCs were installed. Individuals and families continued to use Library Internet computers to complete applications, do homework and continuing education projects, perform job searches and many other information gathering activities.



Online Catalog

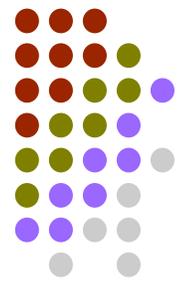
The online catalog at Prescott Valley Public Library was upgraded to eLibrary when the Yavapai Library Network moved from Classic Dynix to Symphony WorkFlows Integrated Library Systems. In the new system, patron usage of the online catalog is no longer

tracked by individual Libraries. Library patrons can manage activity on their own accounts by placing holds, checking status or renewing items and updating contact information wherever they have an Internet connection.



Electronic Resources

In addition to print and audio visual materials, the Library offers downloadable books from OverDrive for a variety of MP3 players, smart phones and iPods. Ebooks for popular devices, such as iPad, Kindle and nook became available in FY2011 to Prescott Valley Public Library patrons through consortial purchases with the Yavapai Library Network.





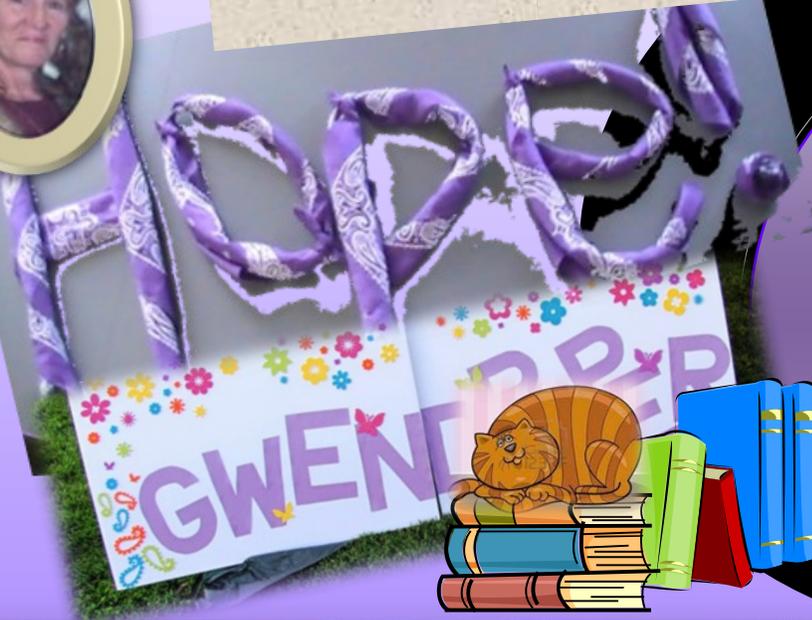
Children



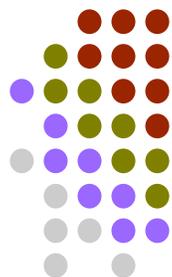
In Spring 2011, Gwen's parents gathered with friends and Library staff to dedicate a memorial plaque, a sculpture and a bench:
IN MEMORY OF GWEN (RILEY) DRAPER 1955–2011



Library Administrative Staff agreed to dye their hair purple if the Relay for Life Team met their goal of \$2,000.00. Team members colored their tresses also.

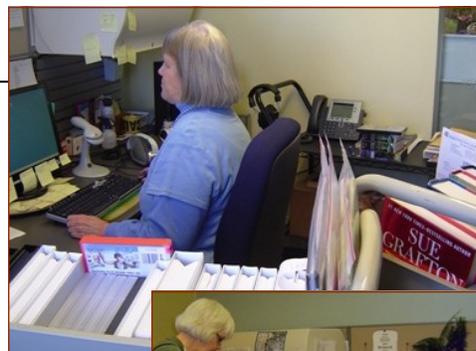


show your **GWENitude!** 



Cataloging

Prescott Valley Public Library's catalogers met the challenge of migrating to a new Integrated Library System with confidence. They attended training classes, tested data loads, met with other YLN catalogers and made critical decisions about how the information they entered into the system appeared to patrons looking for items.

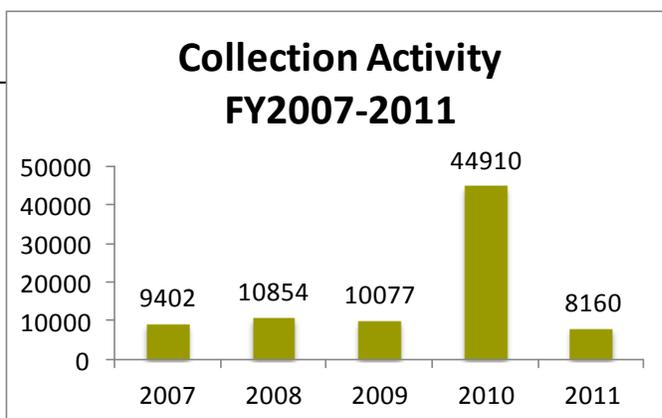


Attention to the details that go into the processing of all varieties of Library materials is important to PVPL Catalogers. As they became more familiar with the Radio Frequency Identification (RFID) technology used by the Library's automated sorting and checkout system, the Cataloging Department improved tagging and packaging processes to increase the accuracy of the sorting and RFID reading systems.



Collection

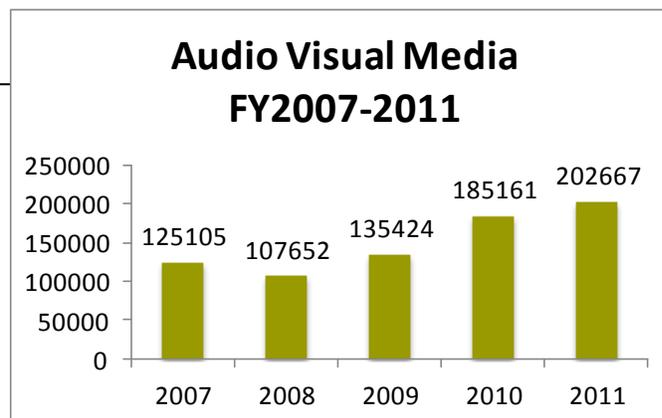
The library's collection of physical material increased across all departments by over 8,000 items. This figure includes books, large print books, audio books, music CDs and DVDs. It does not, however, include electronic books or downloadable audio books which increased by 678 titles. Collection

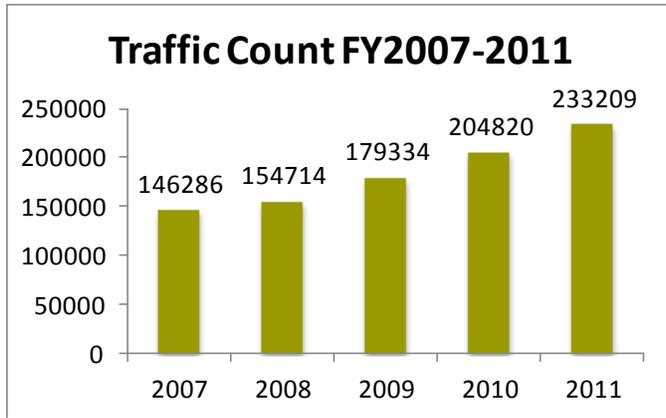


Development Librarians must choose popular titles in a variety of formats like large print, CD books, DVD, music CDs and downloadable files to meet patron needs. Materials purchasing budgets decreased even as demand for a greater variety of formats increased, making thoughtful Collection Development even more critical to Library patrons.

Audio Visual Media

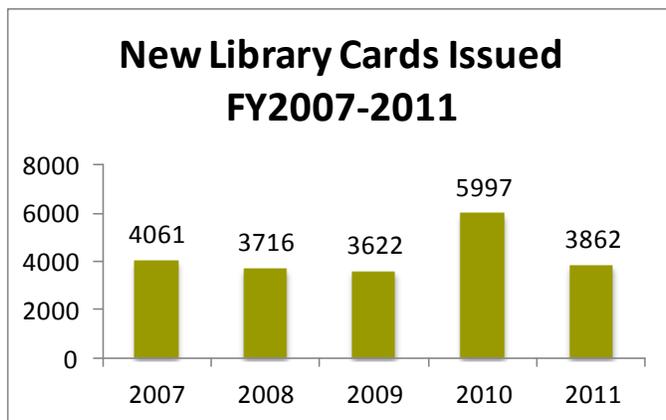
Audio visual material, such as music, movies and audio books, continues to grow in popularity with Prescott Valley Public Library patrons. Circulation of audio visual media made up 43% of total circulation of Library materials in Fiscal Year 2011. Factoring in the circulation of audio visual media increased total circulation figures in the Children's, Teens and Adult departments of the Library.





Traffic Count

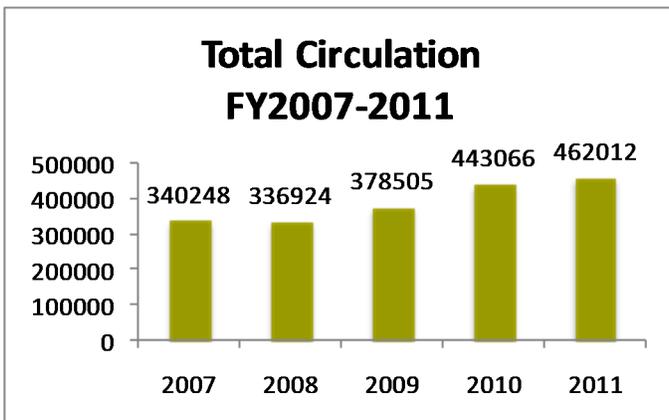
The number of people coming in to use Library resources increased 23% in the past five years. Prescott Valley citizens continued to treat their out-of-town guests to a tour of the new Library capitalizing on the “wow” factor of Prescott Valley’s award winning Library.



Library Cards

New patron registration decreased in FY 2011 as a result of the new Universal Patron Card Agreement between Yavapai Library Network member libraries. When the Network migrated to Symphony WorkFlows at the end of June 2009, it was able, for the first time in over 25 years, to offer a single library card for patrons across Yavapai County to use seamlessly at any member library.

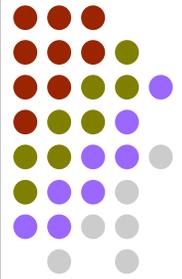
The Universal Library card gave patrons access to over 1,000,000 items and resources at public, academic, school and special libraries. The card also allowed access to online resources provided by Prescott Valley Public Library, such as OverDrive downloadable audio books and ebooks as well as thousands of periodicals and research databases.

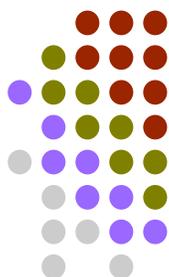


Circulation

Total Circulation includes checkout and renewal of audio visual media and print materials in the Adult, Children’s and Teen departments. Since Fiscal Year 2007, Prescott Valley Public Library has experienced a 59% increase in total circulation.

Everything that is checked out must be returned, checked back in and replaced on the shelves in the right spot. In Fiscal Year 2011, the Automated Materials Handling system processed nearly half a million items. Library Circulation staff with the help of volunteers re-shelved or processed for transit everyone of those 446,830 items.

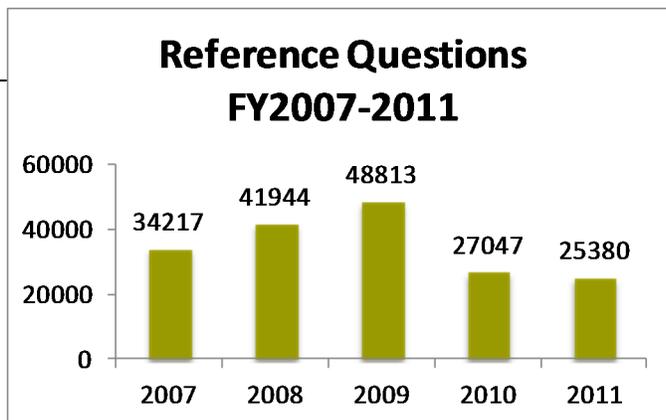




Reference Questions

Reference Librarians continued to spend time helping patrons gain access to specific reference materials. Training patrons to use online databases, answering phone calls, locating legal and homework resources, and taking patron requests were a few of the activities at the Reference Desk in Fiscal Year

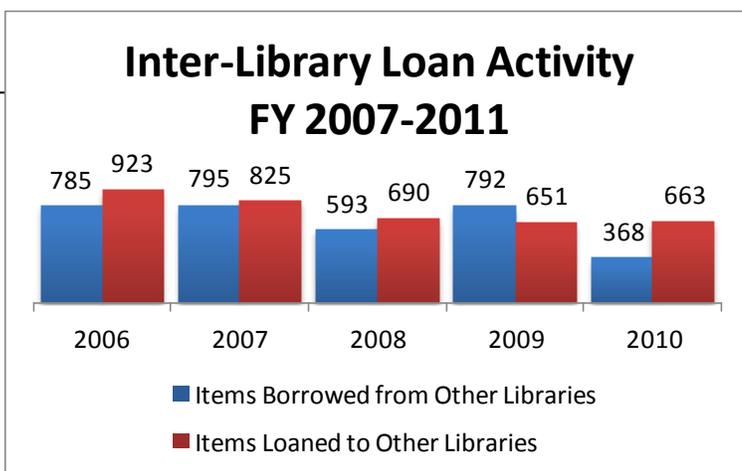
2011. Reference Librarians also assisted Circulation staff by pulling patron holds requests and shelving material in the nonfiction department of the Library as time permitted.



Inter Library Loans

Prescott Valley Public Library participated in an Inter Library Loan (ILL) program. When a patron needed an item that was not available in a Yavapai Library Network library, a request was made through the ILL Librarian. The request was sent to five libraries in Arizona and then went

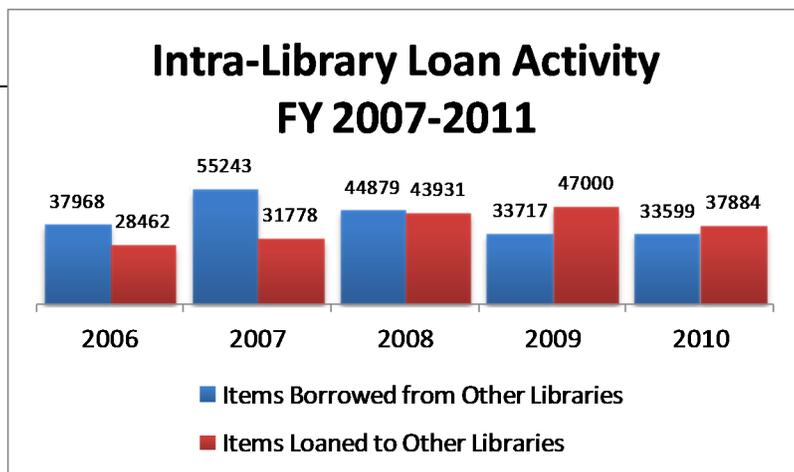
national if no library in the state owned the title. Libraries in Arizona and across the country were requested items from Prescott Valley Public Library through the ILL program. This year Prescott Valley Public Library began requiring patrons pay the postage to request these unique and specialized titles that the Prescott Valley Public Library could not purchase.

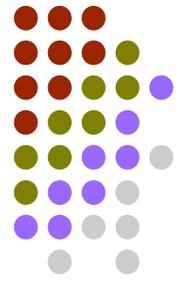


Intra Library Loans

Prescott Valley Public Library was an active member of the Yavapai Library Network, a consortium of over 50 libraries ranging from academic to elementary school and special research libraries. This partnership gave library patrons access to over 1,000,000 titles through Intra

Library loan. Patrons placed a request through the online catalog and the item was transited to Prescott Valley Public Library via a network of courier services.





Bookstore



Friends of the Prescott Valley Public Library operate the used bookstore on the first floor of the Library. The bookstore sells used books and magazines donated by citizens, sells small gift items and study supplies and holds special sales and raffles periodically throughout the year.

The Friends organization exists to support the local community's use of library materials and programs and to support Prescott Valley Public Library by:

- sponsoring special Library programs and activities
 - purchasing books, equipment & materials for children, teen & adult programs
 - making contributions through fundraising

Friends members received a 10% discount on merchandise at the bookstore and had the opportunity to participate in monthly raffles, silent auctions, special sales and special programs.

Event	Amount
Subscriptions for the Library	\$860
Adult Programs	\$300
Children's Programs	\$533
Teen Programs	\$587
Kohl's Partnership Programs	\$4,169
Employee Name Badges	\$239
Other Programs	\$1,666
Memorials	\$86

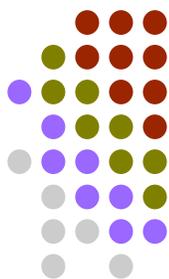
Adult Literacy



The Prescott Valley Library Adult Literacy Group (PVLALG) continued to occupy space in the 2nd floor offices at Prescott Valley Public Library. The group paired about thirty tutors with students. Tutors and students worked together at Prescott Valley Public Library, Prescott Public Library, Chino Valley Public Library, and several other locations.

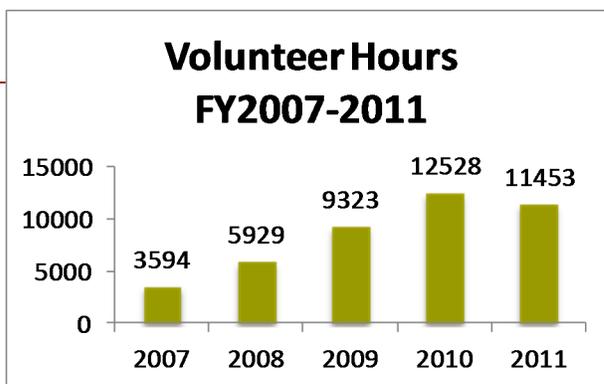
In the last three years student enrollment increased 50%. Students served by PVLALG fell into three categories: the illiterate, the English as a Second Language student and the student seeking American citizenship. PVLALG spent over \$3,200.00 to offer free textbooks to these students. A modest but steady stream of donations provided sufficient income to meet expenses. PVLALG received funding from several local organizations—the DAR, Hastings Bookstore, Emmanuel Lutheran Church in Prescott Valley, as well as from individuals in Prescott and Prescott Valley.

As PVLALG moves forward in the 21st century, they continue to look for ways to improve instruction, fund services and recruit and train new tutors.



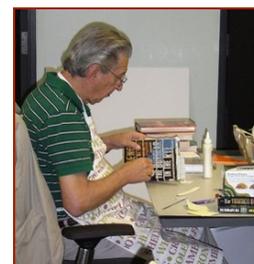
PVPL Volunteers

Prescott Valley Public Library completed another wonderful year with volunteers contributing 11,453 hours to keep the Library open and running smoothly. The hours donated in Fiscal Year 2011 were the equivalent of 5.5 fulltime staff persons. Volunteers represented a stunning pool of expertise, ideas, energy and even future potential employees. Much needed and appreciated daily support was provided in the check-in and quality-checking areas of circulation, in the mending and processing areas, in the shelving of all types of Library material as well as in direct patron contact at the Checkout and Help Desks. Some volunteers helped out in the Friends of the Library Bookstore and some with special events and programs. Adult Literacy volunteers, lead by Cathie Mount, worked with patrons developing reading and language skills.



The Prescott Valley Police Department Volunteers In Policing (VIP) program, under the management of Ken Fahlman, grew as new volunteers were trained and began security patrols throughout the Library. VIPs helped maintain building security, responded to safety concerns, emergencies, and behavior problems on a weekly basis.

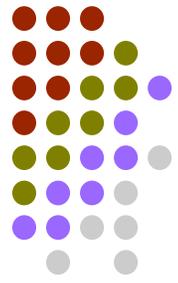
Volunteer Contact, Allison Messerly, developed a Holiday Team, a group of eight volunteers. Each of the eight was willing to come in and work extra hours the day before or after a holiday in which the library was closed. The first open day after a holiday closure is especially busy with patrons and tasks, so the extra help is essential.



Communication to Library volunteers was streamlined so that most now receive the monthly schedule, notice of Checkout openings, announcements and other updates by email. A volunteer newsletter called, "Koole Volunteer News," was designed to highlight volunteer profiles, offer congratulations and keep other library information front and center for volunteers.

Three long-term Prescott Valley Public Library volunteers were honored in April with a Presidential Service Lifetime Award. Each of these three ladies, Jan Christman, Hertha Koole, and Winnie Larson has contributed over 1000 hours of work to the Library.

Library Staff 2010/20011



2011 SPOTLIGHT LIBRARY STAFF



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

Fiscal Year 2011

Mayor: Harvey Skoog
Vice Mayor: Richard Anderson

Council Members:

Michael Flannery
Patty Lasker
Lora Lee Nye
Fran Schumacher
Harold Wise

Fiscal Year 2012

Mayor: Harvey Skoog
Vice Mayor: Patty Lasker

Council Members:

Richard Anderson
Mary Mallory
Lora Lee Nye
Henry Schmitt
Don Tjiema

Town Manager: Larry Tarkowski

RESPECTFULLY SUBMITTED BY THE
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Vice-President: Donna Morgan
Secretary: Irene Reed
Elayne Brady
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Kathy D Hellman, MLS – Library Manager
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Carol Sibray – Young Adult Librarian
Barbara Tieman – Cataloger
Pam Gray – Administrative Assistant
Friends of the Prescott Valley Library
Cathie Mount – Director, Adult Literacy Group

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

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