



Butte County Library

County Librarian's Report
For the Library Advisory Board

July – September, 2014

Administration

It has been a quiet quarter in Library Administration although not anywhere else in the Library. Heidi Mitchell, Caroline Payne and Mel Lightbody have been focusing on day-to-day activities such as facilities, personnel, paperwork and other operational activities.

Heidi Mitchell, the LAB's assistant/liaison, will now be working every other Friday in addition to Wednesdays and Thursdays.

Lightbody is currently Chair of the California County Librarian's Association and also incoming Chair of Northnet Library System. Northnet is a State Library formulated grouping which includes 40 libraries in Northern California. This year, Northnet is re-configuring and Lightbody and Mitchell have been devoting time to this effort and will be working on this through next spring.

Staff Development Day. We have our first day-long Staff Development Day in several years. Chair **Susie Serrano** and her team of **Brenda Crotts, Karen Rigby-Alexander, Kimberlee Wheeler, Sarah Vantrease** and **Sky Campbell** have been hard at work this past few months working on this. It will be held on Monday October 13, 2014.

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Personnel. This was already announced at the last LAB meeting but **Susie Serrano** accepted the position of Branch Librarian for Paradise Library. She officially began her duties on September 13th but began full time in the branch on the 1st of September. This means that **Sarah Vantrease** will be the full time Oroville Branch Librarian with children's librarian duties.

Kristine Macalalad from the Bay area will begin as the Chico's Children's Librarian middle of October. She and her family are looking forward to moving to Chico. Chico is just the sort of place to which they wanted to re-locate.

The Board of Supervisors for the County adopted a new logo. You will see the version developed for the library at the top of this page. It will now appear on all our publications.

Literacy Services – Carey Gross, Literacy Specialist

Sooooo many good things have been happening this quarter!

The Literacy Coach goes to the Fair! During our last report we shared how excited we were to have been granted funds in support of our *Drive for Adult Literacy* project that will serve

to strengthen our outreach efforts to hard-to-reach potential adult learners. One of the strategies of the grant enabled us have a presence at the Butte County Fair for the first time. The Fair was held over four days, August 21st - 24th at the fairgrounds in Gridley.

Our purpose was to reach a broad range of folks in our community, especially those who may not already be using their library and are not aware of the availability of Literacy Services. With this in mind, the Fair proved to be great place for us to be! We had a wonderful location – the thoroughfare from a high traffic food and music/event area into the grand entrance to the midway. Folks seemed happy to see us there and a creative draw meant we got to interact with lots of adults and children (557 and 646 respectively, conservative numbers).

Early in the summer, our intention was that we would get to launch the new exterior look of the Literacy Coach at the Fair and we were really looking forward to it. However when bids, procedures and design time slowed things down and we knew the Coach wouldn't be ready for its debut, creative staff, with **Heather Tovey** serving as the ringleader, decided to 'wrap' the Coach ourselves using black paper and providing colorful chalk markers, thus creating a giant Literacy Coach-sized chalkboard for fair goers, young and old to express themselves; "One day I will . . . "

The sentiments ranged from silly, to many that were heartwarming and inspiring, to those that were heart-wrenching, and they kept coming and coming and coming, filling the side of the Literacy Coach from top to bottom and in some places four layers deep. Here's a photo early on:



We're delighted to report that since the Fair, the progress on the wrap of the Coach has moved forward with much momentum and we are getting to excited to be nearing the final design. Yay! Wait until you see! We feel quite certain that this design will serve to positively raise awareness throughout the community about the availability of services at the library for adults interested in improving their reading and writing skills.

Celebrating 30 years – Adult Literacy Awareness Month! As we also shared in our last report, California Library Literacy Services (CLLS), a program of the State Library is celebrating 30 years and as part of this celebration, one of our wonderful adult learner/tutor pairs was selected to be featured in one of the short videos created in honor of the anniversary. See the clip and meet our buddies Greg and Shauna: <https://www.youtube.com/watch?v=1JvCTqTFvr4>. To hear more about them and other inspiring stories, visit: www.libraryliteracy.org.

The video is also currently on the county homepage www.buttecounty.net and has been shared by staff, friends and family members across Facebook. If you're a Facebook user or enjoy other social media platforms, we welcome your help in spreading the word by sharing the video. It's been very well received and we were so delighted that thanks to help from the County's Administration Office, the video was even played for the Board of Supervisors during their presentation proclaiming September Adult Literacy Awareness Month – yay! The Resolution was read aloud during the September 9th meeting by Supervisor Wahl and may be viewed here beginning at 1:56 http://buttecounty.granicus.com/MediaPlayer.php?view_id=2&clip_id=195 Or read here: http://buttecounty.granicus.com/MetaViewer.php?view_id=2&clip_id=195&meta_id=32792 .

The meeting was all the more of special because some of the folks involved in the program joined in coming out to cheer and express their thanks to the Supervisors for their support through the years. A few are pictured here:



Butte County Library honored as “Early Learning Leader” As each of you know, our new State Librarian, Greg Lucas, made a visit on Friday, September 12th. It was a very pleasant morning as the group gathered and heard a bit about the milestones achieved since 2006 when we first started providing direct services to our youngest community members and their families. An engaged discussion about the importance of such services took place with those attending including: Senator Nielsen’s representative, Jerry Crowe; Butte County CAO, Paul Hahn; First 5 Butte Children & Families Commission Director, Yvonne Nenandal, and staff; Butte County Office of Education, Children’s Development and Program Services Administrator, Heather Senske, and staff, as well as dedicated Butte County Library staff who are committed to providing quality services to families. The morning was rounded out with guests getting to make a visit to the Children’s Room to enjoy the families gathered with **Ricardo Ramirez** for Toddler Time as well as a photo booth featuring the State Librarian which was enjoyed by attendees as well as many of the families.

Upcoming Open House! Phew! The celebrating isn’t over – Literacy Services will be hosting an Open House on **Wednesday, October 15th from 4 to 6pm** in the newly expanded Literacy area of the Oroville Branch Library. Not only will you get to see the new grant funded furnishings of the learner/tutor area, but you’ll also see the unveiling of the new exterior of the Literacy Coach! Refreshments will be served and there is sure to be lots of good cheer! You’re warmly invited to attend – we’d love to see you!

And then of course there is the much anticipated **8th Annual Trivia Bee for Literacy** to be held at Manzanita Place (the Elks Lodge) on **Friday, November 14th**! Things are buzzing as we rev up for the event - we're beginning to receive generous contributions for the silent auction/raffle and to hear from confirmed teams including past champions, 'Da Bookies from Teacher's Book Connection, as well as Butte Literacy Council, the Sheriff's Office, the Paradise Friends of the Library, and a new team - Two Chips Off the Old Block! We're off to a super start and would welcome your taking part any way you like. Brochures are available on the library's website <http://www.buttecounty.net/Portals/28/TriviaBee2014s.pdf> (or we're happy to get some to you in hardcopy, just let us know) and tickets are available at the branches. If you have any questions, please just give us a buzz – 538-7198.

Gridley, Biggs, Durham – Cynthia Pustejovsky, Branch Librarian

Gridley: Several activities and programs were organized for SRP and were well attended. This year we were able to include the Labor Camp. In addition to her weekly story times in the library and at the Labor Camp, **Meybel Van Wagenen** organized 3 activity days for the July Labor Camp's summer school, with an average attendance of 50 students. Meybel signed up 75 students and each were given SRP book bags, reading logs and bookmarks. Meybel recorded their weekly reading activity and gave them the weekly surprises. She also encouraged the families to attend the branch activities and we saw an increase of Spanish speaking families visiting the branch.

We partnered with Butte County Public Health for 3 Yoga, Dance, Movement and Healthy Snacking children's programs. Each month the children were taught different physical activities and made their own snack, ex: fresh fruit and yogurt parfaits, average attendance 22.

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A representative from Senator Jim Nielsen's office spent a day at the library.

Staff member, **Kathleen Tull**, spent two evenings at the fair with Literacy.

Durham: In addition to the weekly story time, **Christy Cooke-Williford** organized several SRP programs, including a weekly craft day and recruited 2 teens to assist her.

Dale Wangberg attended the ARSL (Association of Rural and Small Libraries) conference. He presented a program about Ishi to 3 Durham Middle School classes.

A representative from Senator Jim Nielsen's office spent a day at the library.

Biggs: 25 children, including one teen, signed up for SRP, a big increase over previous years. Monthly Saturday morning story/craft times were held, average attendance was 3. **Pat Nohrnberg** has recruited a volunteer to help with a craft program, hopefully we'll be able to offer the program more frequently.

WiFi is now available at the Biggs branch!

Pat and Cynthia Pustejovsky had a booth at Biggs' National Night Out. We gave out goodie bags to the children. Get the children to visit the booth, parents will follow.

Paradise – Susie Serrano, Branch Librarian

Outreach and Community Involvement. In July Ready Raccoon with Fire Safe Council was a special guest at storytime and we wrapped up the Summer Reading Program, Paws to Read. **Sarah Vantrease** and **Susie Serrano** went to the Upward Bound Career Fair at Chico State and interacted with over 100 North State students promoting the Librarian Profession. **Karen Rigby-Alexander** wrote articles in the local Paradise Post advertising the library and its services. In September Susie attended the Paradise Garden Club meeting and made a brief presentation on the idea of a Seed Lending Library. Serrano also attended the Paradise Town Council meeting to accept the Book in Common Proclamation and to invite the Council members to the Paradise Library Centennial events in October. **Kimberlee Wheeler** hosted many class visits in September and visited Cedarwood Children's Center and Headstart classrooms promoting the library to children and families.

Staff Trainings and Meetings. Wheeler, Rigby-Alexander, Vantrease and Serrano are on the Staff Development Day committee and attended monthly planning meetings for our Staff Day to be held Monday, October 13th, at the Chico Branch. Staff were trained to use Envisionware software for the public internet computers and the reservation and print management launch went live for the public. Staff also attended the Circulation Staff meeting.

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Wheeler attended the Children's meeting at the Gridley Branch in August.

Enhancements and Updates

- 2 new adult volunteers and 3 children's volunteers have started and will assist in shelving.
- Paradise Library now has a full-time Branch Manager after more than 3 years of having one Manager split between the Oroville and Paradise Libraries.
- We are working on starting a Seed Lending Library with help from the Paradise Grange and Paradise Garden Club.

Oroville – Sarah Vantrease, Branch Librarian

Summer was a blast in the Oroville branch with crowd-drawing fun such as Lunchtime at the Library drawing, Summer Reading Program ending on a strong note, and a final finish to the branch remodel project. We also said farewell to **Susie Serrano** and welcomed **Sarah Vantrease** to full-time branch management and children's librarian responsibilities for Oroville. As fall begins, the library is working to increase appropriate, engaging programs and spend more time connecting with people in the Oroville community.

Summer Reading: Children participants recorded an average of nearly 8 books read apiece during the program's two months, a statistic bested only by the Paradise branch (9 books/child) and indicating that these 176 library-involved kids took strong strides against

summer learning slide. Oroville Friends of the Library sponsored exciting performances in the library as well as book prizes for each participant to keep, contributing to a lifelong love of reading.

Lunchtime at the Library: Oliver Allen's two weekday events brought food, bounce houses, community organizations, crafts, and music to the front lawn. Visitors enjoyed free sno-cones and other treats in a very pleasant ambience that drew about 225 people to stop and relax a while.

Branch Remodel: New furniture and shelving arrived in July/August to complete the remodel project. The “oohs” and “aahs” continue with visitors liking the new layout and fresh finishes. All the pieces are in place and now it is time to make final decisions about special collections, directional signage, and allowing space (as always) for new books!

Public Computer Access: The visitor experience is better than ever with refurbished computers installed in August. A new software allows users to create reservations ahead of time and manage their daily time limit more effectively. Because the new software also requires a library card, we made an all-time record of 302 new library accounts in August (44% more than a typical month). Computer users love the faster processors—and staff are glad to interact with more of our library visitors. Many of our regular computer users had never spoken to a staff person, didn't realize they were eligible for library cards, and were delighted to finally become “members” of the library.

New programs: We've brought back Saturday movies, starting with a crowd-pleaser action film and a classic movie based on a “banned book.” Volunteers are now running a weekly e-reader/tablet use program and **Meybel Van Wagenen** has taken over the weekly preschool storytime. We have also added some new activities for school-aged kids, tweens and teens. Families come to LEGO club to build masterpieces with 15 lbs. of LEGO bricks; children and their parents engage in stories and crafts with an international/multicultural theme, and teens/tweens get a break from homework with origami, henna, and other hands-on programs.

Outreach: We are welcoming classes to visit the library, including the entire 7th and 8th grade of Oroville's new Stream Charter School. Branch staff also participated in an outreach to fellow county employees (sponsored by OFOL), tabling at the Salmon Festival/Bounty of Butte County event, and meeting college-ready high school students at Chico State's Upward Bound career fair.

Chico – Brenda Crotts, Branch Librarian

Lunch at the library was new and fun for everyone attending. Good food, fun crafts for children, lots of space for children to play, comfortable seating under the trees for dining and pleasant music to entertain.

Anime movies are an instant hit with the teens with from 10 to 37 attending. Family and impromptu movies are attracting a nice variety of ages with audiences from 10 to 27. Once a month **cultural story time** continued in popularity over the summer from 10 to 30 attendees.

Twice a week **tech help** continued thru the summer by helping 3 or 4 customers in each session.

Big attraction was the **Magic Show** with 300 in the audience. End of summer reading party grew from about 80 to 419 this summer. **Sheryl Hubbard** was so happy she took **Brenda Crott's** suggestion of holding the activities out on the side lawn under the trees. With over 400 attending the whole interior of the library would have been party scene central!

We have a new **Book in Common** to begin programming for in the fall & spring: *The Distance Between Us* by Reyna Grande. The author will be speaking at Laxson in February 2015 – get your tickets now from University Box Office.

We are also beginning to promote the **CalReads grant project: *What it is Like to go to War*** by Karl Marlantes. Programs will be taking place in branches during October & November.

The Chico Branch **LSTA grant to establish a Veteran's Resource Station** is getting off the ground. Items are beginning to flow into the branch and books are being ordered. Crotts will receive training during a CLA Pre-Conference workshop on November 6 & 7. **Crotts is still seeking a volunteer coordinator to attend the November training – all expenses will be paid by the California State Library.** The coordinator will then assist Crotts in training other volunteers to spend time at our station to assist and refer veterans to services to which they are eligible.

We set up an additional **WiFi area** on the other side of the partition from our public access computers.

Chico now has **Envisionware computer reservation software** for reserving public computers, thank you CFOL for the upgraded computers, thank you CFOL for the coin op to assist by having printing paid for prior to release of the print job.

In addition to the reservation software, a new more powerful **mobile printing** allows the public to print from their wireless devices while in the library or remote the print job to the library from home.

We are so proud of our upgrades and new services we can now say, "Yes we have that"! I hear comments like, I have never seen anything like the library's printing service or reservation service outside of the Bay Area!

The last big change for us and the public – and the public caught on to this without any notice or instruction from staff – the patron can now **request new and old materials** which the library does not own directly from their home library account! We then accept the request & place the title to be ordered; pass the e-book requests to Mel for purchasing; or send the request to ILL for either interlibrary loan or ZIP.

Wow what a wonderful summer!

Please note: *this is the last report until we are able to re-fill this position. In order to gain the branch librarian position in Paradise we had to give up a position and this is the position we chose.*

Summer Reading Program *Paws to Read* was a great success in Butte County this year! All 6 branches offered the Summer Reading Program this year and thanks to Meybel Van Wagenen we were also able to reach the Gridley Migrant Labor Camp. Meybel took the summer reading program out to this community by providing sign-ups, library cards, books to checkout and wonderful programs reaching over 90 participants. The library system as a whole had **2,189** children, teens and adults sign-up compared to just 1,668 in 2013. We hosted **248** programs up from 141 last year and **8,735** children, teens and adults attended our programs up from just 6,357 in 2013.

In September we launched our *My First Library Card* campaign to sign-up children for their first library card with a newly designed card designed by **Meybel Van Wagenen**. The school districts were all notified of this new promotion just before school started and the response has been very positive. **Oliver Allen** has also made great efforts to go to the back to school nights in Butte County and sign children up with this new card. For every child that signs up for a new card they also receive a sticker and door hanger to color. A new children's brochure was also designed and is out in the branches.