



MEMORANDUM

TO: Russ Martin, Town Manager
FROM: Kathy Hellman, Library Director
SUBJECT: Monthly Report – February 2017
DATE: 3/9/2017
CC: Department Heads

Despite the rainy weather, the additional door in the south wall was completed this month. It provides an emergency exit to satisfy fire and safety concerns. BWC worked on repairing and patching other smaller items on the punch list, which has grown considerably shorter since the first of the year.

Camp Verde Adult Reading Program & Learn Center (CVARP) has seen an uptick in traffic and activity since moving into the Center at the library. In January, the Center served 33 students with GED and ELAA (English Language Acquisition for Adults) classes and February saw that number increase to 36.

Report from Teen Librarian, Zack Garcia: The month of February was the first month that I started implementing programs for teens. The first was *Game Nights with Zack* (GNwZ). We started February 23 and played from 6-8:00p. Eight kids showed up to play so we will now have GNwZ every Thursday evening. We are open to playing board games, card games, video games, and classics like chess, but will let the teens show us what they want to play. So far, they have been into a game called, Magic: The Gathering. MTG is a trading card game that requires math skills, reading comprehension, critical thinking, strategy, and most importantly, gets teens away from screens and interacting with one another. They love it. I am excited for this program to grow and to see how GNwZ evolves. The second program I am trying to introduce is getting teens involved with Vintage Baseball at Fort Verde. The goal there is to get them working as a team, get them familiar with the Town's history, open doors to volunteering at the Fort and other places, and to have fun. So far I haven't had any teens show, but I will keep trying.

Report from Youth Services Librarian, Nadia Torabi: The Children's Library has become a hangout for local families and families with supervised visitations. There are different crowds depending on the time of day. One thing I've noticed is the immediate and constant use of technology not only with parents, but their children as well. I attended a workshop on what it means to be a



"Media Mentor" and how to provide educational and effective resources through technology for families. These sources begin with but are not limited to audio books, tablets, smartphones and apps. I look forward to becoming efficient in helping families find tools to further learning and literacy outside of the many resources the library already provides. I plan to bring interactive story times through apps into our regular story times and to add literacy game stations through tablets to the Children's Library.

Report from Circulation & Volunteer Coordinator, Alice Gottschalk: An example showing how the community appreciates the beauty of our new library: A patron came in one day with muddy boots. She sat at the computer and when she was done and was going to leave, she asked if she could have something to sweep up the mess her boots made. I offered to clean it up but she insisted. She said she truly enjoyed the beauty of our new library and she wanted to keep it looking good. She didn't want to be the cause of the library looking dirty. Patrons did not show this kind of concern for the appearance of the old library. They left dirt from muddy boots, spilled beverages and more. We appreciate the care people are taking in our new facility.

Report from Adult Services Librarian, Carson Ralston: The two study rooms were used 18 times by 41 people for a total of 38 hours. Patrons used the rooms on a first-come, first-served basis to study, for small group meetings, etc. AARP reserved one room and began offering weekly Tax Aide on Feb 23rd from 4 – 7:30PM. The East Study Room will be used weekly by AARP through April 15th.

Report from Reference & PC Help Librarian, Gerry Laurito: February turned out to be the magic month when we got most of the details of public PC use and printing finalized. The PC Management company, Useful, has resolved many of our issues and we now have the print jobs going through the coin box. One of the new features we have setup is wireless printing. Patrons can print from their own devices, including phones and tablets, straight to our printer where the job is held for 48 hours or until they pay for it and pick it up. It's as easy as visiting our website at <http://www.cvlibrary.org/services> and going to Computers & Internet.

Report from Friends of Camp Verde Library: The Friends' Book Nook held a special sale in February and moved hundreds of used books. At 5/\$1, BOGO Free and the normal price of \$.50 - \$3.00 they sold \$1,679.32 worth of material from January 1 – February 24. The grasshopper basketball concession netted \$311. All of the work in both of these venues is being done by volunteers. The mission of the Friends is "to promote understanding and appreciation for Camp Verde Community Library as a center for learning and social interaction for all ages."

Be sure to follow our blog: <https://cvcltalk.wordpress.com/>. To really keep up with what is going on at the library, don't forget to like us on Facebook at: <https://www.facebook.com/campverdelibrary>

FEBRUARY 2017 Camp Verde Community Library Use Statistics

	Feb-17	Feb-16	% change	YTD-FY17	YTD-FY16	% change
In-Library Uses						
Traffic Count	8,726	5,254	66.1%	56,357	44,345	27.1%
New Cards Issued	161	30	436.7%	900	429	109.8%
Public Computer Use	1,414	1,392	1.6%	12,589	13,376	-5.9%
Early Literacy Computer Use	45	42	7.1%	386	573	-32.6%
Requests for Computer Help	158	116	36.2%	954	802	19.0%
Reference Questions	193	199	-3.0%	1,243	1,261	-1.4%
Total In-Library Use	10,697	7,033	52.1%	72,429	60,786	19.2%
Library Programs						
Adult Programs	26	22	18.2%	178	166	7.2%
Adult Program Attendance	352	112	214.3%	1,499	689	117.6%
Adult Program Hours	9	7	28.6%	47	51	-8.8%
Youth Programs	21	17	23.5%	128	182	-29.7%
Youth Program Attendance	206	198	4.0%	1,317	2,310	-43.0%
Youth Program Hours	4	24	-83.3%	65	248	-73.8%
Programs Off-Site	1	1	0.0%	15	23	-34.8%
Total Library Program Attendance	558	310	80.0%	2816	2999	-6.1%
Circulation						
Items Checked Out	4,759	3,921	21.4%	34,430	36,199	-4.9%
Items Checked In	5,635	4,369	29.0%	36,853	40,896	-9.9%
Items Used In-Library	363	238	52.5%	4,537	2,021	124.5%
Renewed Items	736	778	-5.4%	5,808	7,000	-17.0%
Total Circulation	10,757	8,528	26.1%	75,820	79,116	-4.2%
Total Number Library Patrons	4,568	3,828	19.3%			
Circulation Areas of Interest						
Audio Books	219	170	28.8%	1,443	1,426	1.2%
DVDs & VHS	1,835	1,454	26.2%	12,893	13,283	-2.9%
eBooks	337	252	33.7%	2,796	2,189	27.7%
Youth eBooks	12	31	-61.3%	309	311	-0.6%
iPads & e-readers	9	14	-35.7%	39	97	-59.8%
Large Print	285	148	92.6%	1,721	1,498	14.9%
Magazines	82	144	-43.1%	642	812	-20.9%
Kids & Teens Material	1,340	1,013	32.3%	10,561	11,046	-4.4%
Transits, HOLDS & InterLibrary Loans						
HOLDS Filled	713	833	-14.4%	5,053	6,418	-21.3%
Transit Items Sent & Received	1,207	1,504	-19.7%	9,793	12,113	-19.2%
CVCL ILL Items Going Out	24	39	-38.5%	152	227	-33.0%
ILL Items for CVCL Patrons	2	7	-71.4%	19	44	-56.8%
Total Transit, HOLDS & ILL Activity	1,946	2,383	-18.3%	15,017	18,802	-20.1%
Library Volunteers						
Number of Volunteers	37	28	32.1%	301	267	12.7%
Number of Hours Given	688	461	49.2%	4,971	4,478	11.0%
Average Hours/Volunteer	18.6	16.5	12.9%	16.5	16.8	-1.5%
Collection & Development						
New Kids & Teen Material Added	66	11	500.0%	342	259	32.0%
New Books Added	90	97	-7.2%	916	899	1.9%
New Audio-Visual Material Added	120	51	135.3%	482	476	1.3%
Total Items Added	210	148	41.9%	1,398	1,375	1.7%
Total Items Owned	30,948	31,265	-1.0%			
Mending & Donations						
Items Mended or Repaired	86	67	28.4%	441	567	-22.2%
Donations Processed	1,338	61	2093.4%	7,193	4,001	79.8%
Donations Cataloged	192	47	308.5%	823	640	28.6%
Online Public Access Catalog						
OPAC Searches	10,550	89,665	-88.2%	84,472	151,612	-44.3%

Average
Circulation
Activity
per Open
Hour

46.0

Number
of Items
Owned
per Capita
(pop 11,500)

2.7