



## CAMP VERDE COMMUNITY LIBRARY

130 Black Bridge Road Camp Verde AZ 86322 | 928-554-8380

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### MEMORANDUM

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**TO:** Russ Martin, Town Manager  
**FROM:** Kathy Hellman, Library Director  
**SUBJECT:** Monthly Report – June 2017  
**DATE:** 8/6/2017  
**CC:** Department Heads

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**The Discover NASA: From Our Town to Outer Space** was packed up July 28 and shipped out Monday, July 31. We owe Camp Verde Town Maintenance and Facilities a big **Thank You** for storing the exhibit shipping containers and for showing up to unload and load the exhibit pieces when the shipping company arrived. In total we offered 20 additional programs associated with *Discover NASA: From Our Town to Outer Space* that were attended by 1,062 participants.



**The 2017 Summer Reading Program** concluded with a pool party and picnic, thanks to Camp Verde Parks & Recreation. Luckily, we didn't get rained out this year! Winners were announced and prizes given out. The children, ages 11 and under collectively finished the program with 102,256 minutes of reading! The teens, ages 12-17 collectively read 92,644 minutes. Congratulations to our winners:

Infants & Toddlers

1st Place: Julia Sams, 2nd Place: Charlotte Sabbagh, 3rd Place: Rebekah Freeman

Cook Kids

1st Place: Bayley Dykstra, 2nd Place: John Taylor, 3rd Place: Brian Laxton

Teens

1st Place: Brice Gorda, 2nd Place: Steven Moore, 3rd Place: Ty Holman

Adults

1st Place: Glenna Wadsworth, 2nd Place: Nancy Raistrick, 3rd Place: Deanna Frank

**Report from Youth Services Librarian, Nadia Torabi:** July was not only the peak of our Summer Reading Program, but also marked the end of it and the Discover NASA exhibition. We had many new children join SRP this year. It was great to see both newcomers and regulars come in to the library weekly to pick out new books and continue reading throughout their summer. STEAM was a blast with a visit from the Arizona Science Center and a unit on STOMP Rockets. The children learned about the parts of a rocket and created their own which they launched them from stomp pads to see whose could go the highest/furthest. The children also learned about the different types of telescopes we use to study our universe and made and painted their own personal refractor telescopes from kits funded by Friends of Camp Verde Library.

**Report from Teen Librarian, Zack Garcia:** July brought the end of our summer reading program, and my first go at running the teen portion of the program. I think the program was a success. Some events were more successful than others. Two of which, Chainmail fabrication and teen coloring, will carry over into regular ongoing programs. Over the course of the month, each event averaged nearly 10 kids. My SRP 1st place winner said, "I hate reading" when I first met him six months ago. I am very proud of how hard he and the other teens worked over the course of the summer. Our goal was 1600 points, 1 point per minute of reading...my top three racked up over 20,000 each!

**Report from Reference & PC Help Librarian, Gerry Laurito:** We have streamlined our statistics gathering techniques and are working on a log for reference questions/calls. With multiple people working the PC Help desk, this will help eliminate handwritten notes that easily get lost and allow us to track questions from start to finish.

**Report from Circulation Librarian, Alice Gottschalk:** In Circulation, our number one goal is excellent customer service. In support of this I will participate in a webinar, "*Re-Energize your Volunteer Program by Designing Mission-Driven Opportunities.*" I will also attend the "AZ Get Involved Volunteer Engagement Institute," a 3-day professional development program in Prescott. The institute is geared toward improving volunteer engagement, especially when it comes to utilizing highly skilled volunteers to increase the library's impact in our community. These opportunities are provided, free of charge, to me through the Arizona State Library Archives and Public Records.

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

When you shop Amazon, use this [link](#) and Amazon will donate .05% of your sale to Friends of Camp Verde Library. It costs you nothing extra and the Town gets the sales tax. A win-win!!

## CVCL JULY eNews - Highlighting What's Happening

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### Summer Reading Programs & Activities Winding Down

*Last day to log points for reading and program participation is Thursday, July 20 by noon.*

You are invited to come celebrate all the reading and participation with a Pool Party & Picnic, Friday, July 21 at the Camp Verde Community Pool. A big Thank You to Camp Verde Parks & Recreation for partnering with us on this event! Don't forget to log your progress for a chance at one of the prizes.

- Adults: 1st, 2nd, 3rd Picks: Kindle Fire, Multi-function tool, \$30 Gift card to Ace Hardware
- Teens: 1st, 2nd, 3rd Picks: Magic: the Gathering Amonkhet Bundle Box with 10 Booster Packs, \$25 Amazon Gift Card, and more
- Cool Kids: 1st, 2nd, 3rd Picks: Kennedy Space Center Visor Virtual Reality Headset, \$50 Lego Gift Card, KiB Intelligent Balance RC Robot, or Microscope Kit
- Little Kids: 1st, 2nd, 3rd Picks: Think & Learn Coda-a-Pillar, Happy Giddy Caterpillar Tunnel, Nexus C-8 Spaceship Play Tent or Discover Kids Space Projector.

The AZ State Library plays a big part in funding for our Summer Reading Program. Please take a few minutes to fill out the [survey](#) that helps inform future SRP funds that trickle down to Camp Verde Community Library. Thank you!

If you have any questions about participation in the Pool Party and Picnic, please call Nadia at (554-8387) or Carson (554-8391).

## Highlighting Resources for Readers

*Von's View, Books & Authors, NoveList Plus, and ALA Book Club Central*

Yes, libraries today are community centers with programs and activities for all ages. But, they also house books and still appeal to people who like to read, just as they always have. Access to reading material and literacy is the central foundation of the library.

If you are reading this, you must be a reader! Did you know we have resources (besides the titles on our shelves and e-titles on [Overdrive](#), our virtual shelves) that may enhance your reading enjoyment? Here is some of what we offer:

### Von's View: Random Book Reviews

A couple of years ago, library staff started writing random book reviews. We were hoping to interest some of our reader/writers in participating but never did. Von, a Library Clerk in the Teen Library, was the only one passionate enough about it to keep it going. He definitely has a unique style and even if you are not into the kind of books he reads, you will enjoy his insightful reviews.

### Books & Authors

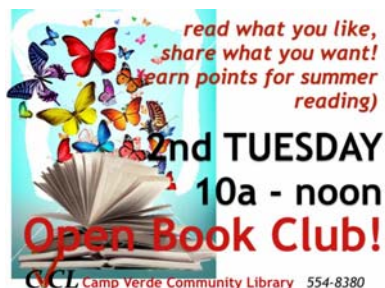
This is a site provided by the AZ State Library that is linked on the eResources page on our website. A Gale/Cengage product, it is known for expert book reviews, recommendations and author biographies. All you need to access it, is your AZ zip code. Just follow the links or go to [www.cvlibrary.org/search-learn](http://www.cvlibrary.org/search-learn).

### NoveList Plus

Another site provided courtesy of the AZ State Library, NoveList is an online tool to help readers of all ages find new books to read based on books they've already read or topics in which they are interested. All you need to access it, is your AZ zip code. Just follow the links or go to [www.cvlibrary.org/search-learn](http://www.cvlibrary.org/search-learn).

### ALA Book Club Central

A brand new site just launched by the American Library Association, Book Club Central is a one-stop-shop for book clubs, featuring book recommendations, reviews and resources and tips for moderating a book club.



One longstanding book club that has been meeting at the library for years, is the Open Book Club, moderated by Amber Polo. It's a book club where participants share information about whatever they are reading and meets monthly, the 2nd Tuesday from 10a to noon.

Join this group or start your own, either way...sharing a good book doubles the pleasure!

## Children's Library Programs

**Story Time Wednesdays @2:30p:** We bumped story time up 30 minutes so more children can participate in Lego Club afterward.

**Dance Play w/Ms. Jenny Tuesday, 07/18 @2:00p** Understanding rhythm and patterns is an important part of learning to read. Join Ms. Jenny for this relaxing, musical program designed to teach pre-literacy skills.

**Lego Club Wednesdays @3:30p:** Get together with other kids who like Legos and take the weekly challenge to build something unique from our collection of colorful blocks.

**Friday S.T.E.A.M. Schedule Fridays @1:00p:** Every Friday from 1:00p to 2:30p, the Library's first floor Terracotta Room becomes a STEM learning lab. Informal out-of-school learning reinforces science, technology, engineering, (we add the arts), and math concepts through hands-on projects for kids of all ages. With the *Discover NASA: From Our Town to Outer Space* exhibition in the library and summer reading points to earn, July's S.T.E.A.M. Time schedule is as follows:

- 07/14 FRI @1:00p S.T.E.A.M. - Make & take a simple telescope from a kit.
- 07/21 FRI NO S.T.E.A.M. Time!
- 07/28 FRI @1:00p S.T.E.A.M. Time TBD

## Special Request: Call for LEGO Donations

Our Wednesday afternoon LEGO Club is very popular with kids and parents. What started with 5 kids, quickly grew to 24. Needless to say, we are looking for Lego donations. We know it's hard for Lego-lovers to part with the little bricks, but know that your donation would mean a lot to us and help foster future Lego lovers. Please call Miss Nadia at 928-554-8387 if you have Legos you can bear to part with for a good cause.



## Early Literacy Tips

*from Jana Truman, Outreach Coordinator for First Things First*

Summer is a great time to instill the early literacy skills that will make the transition to school smoother. Kindergarten has changed a lot since most of us started school. Did you know that standards are higher than ever before for today's kindergartners? Today, they are expected to arrive with basic academic and social skills so they are prepared to start learning to read, write, and do basic math. So, what can you do?

Children develop language and vocabulary skills from birth. Implementing simple interactive activities with your children will help them be prepared for school:

**TALK** The more you talk with your baby or young child, the better. Research shows it helps prepare them to do well in school. Share lots of words throughout the day.

**READ** Read to your child every day. This is the best way to build the language skills they'll need to learn to read. So cuddle up with a book and read together. Bring your young children to story time every week, then pick out books that interest them.

For more information on helping your child develop, visit, [www.firstthingsfirst.org](http://www.firstthingsfirst.org).

## Teen Library Programs

**Fridays @ 2:00p SRP Build a Better World:** From constructing chainmail armor/jewelry to discussing your latest reads, there is something for a variety of interests and talents in the Teen Library this summer.

**Thursdays @6:00p Game Night w/Zack:** Play games with Teen Librarian, Zack. You will enjoy yourself so much, you won't even realize you are using mathematics, reading, logic

and critical thinking skills need to succeed in school and life.

**Experience Virtual Reality with the Oculus Rift:** During Teen Library open hours, interact on another dimension through the Oculus Rift, a virtual reality headset on loan for a limited from the AZ State Library. *The Teen Library opens Tuesday - Saturday at noon and closes when the main library closes.*



### **Friends of Camp Verde Library: Always Up to Something!**

There's something new at the library that, thanks to our awesome Friends group, we are proud to present to you - a vending machine. It's located on the second floor near the Teen Library. In this machine, you will find cool drinks, candy and healthy snacks. Every purchase benefits the Friends of Camp Verde Library as they work to raise funds to help the library. They have already donated \$2,000 to the Summer Reading Program and \$15,000 toward getting the author names put up on the inspirational panels on the outside of the library.

So double your enjoyment of snacks and drinks in the designated eating areas of the library as you support the Friends of Camp Verde Library - your library!

### **July 20 @5:30p Essential Oils & Aromatherapy for Pets**

Learn how to safely and effectively use essential oils and aromatherapy for your dogs, cats or horses. A thorough and stimulating look at how your pet can benefit from these well-researched, carefully formulated, scientifically proven tools from nature's medicine cabinet. Call or text Sarah at 928-451-4847 or Honey at 404-626-5535.

### **FREE Friday Movies Continue**

The Children's Library is sponsoring free family movies rated PG13 or lower every Friday evening at 6:30p. Enjoy theater-quality sound and pictures in the Library's 1st Floor Terracotta Room. Munch on complimentary popcorn and purchase candy or a drink from Friends of Camp Verde Library. Bring your own folding chair or use one of ours. Let us know if there is something you would like to see. The July movie schedule is:

07/14 NO MOVIE  
07/21 NO MOVIE  
07/28 Apollo 13

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Camp Verde Community Library, 130 Black Bridge Road, Camp Verde, AZ 86322

## JULY 2017 LIBRARY USE STATISTICS

	Jul-17	Jul-16	% change	YTD-FY18	YTD-FY17	% change
<b>In-Library Uses</b>						
Traffic Count	9,199	6,101	50.8%	9,199	6,101	50.8%
New Cards Issued	143	78	83.3%	143	78	83.3%
Public Computer Use	1,498	1,729	-13.4%	1,498	1,729	-13.4%
Early Literacy Computer Use	83	37	124.3%	83	37	124.3%
Requests for Computer Help	140	113	23.9%	140	113	23.9%
Reference Questions	214	163	31.3%	214	163	31.3%
Study Room Uses	95	n/a		95	n/a	
Study Room Use - Hours	143	n/a		143	n/a	
Study Room Use - People Served	122	n/a		122	n/a	
Community Room Uses	27	n/a		27	n/a	
Community Programs Attendance	207	n/a		207	n/a	
<b>Total In-Library Use</b>	<b>11,277</b>	<b>8,221</b>	<b>37.2%</b>	<b>11,277</b>	<b>8,221</b>	<b>37.2%</b>
<b>Library Programs</b>						
Adult Programs	16	21	-23.8%	16	21	-23.8%
Adult Program Attendance	214	73	193.2%	214	73	193.2%
Children's Programs	17	n/a		17	n/a	
Children's Program Attendance	190	n/a		190	n/a	
Teen Programs	7	n/a		7	n/a	
Teen Program Attendance	68	n/a		68	n/a	
<b>Total Library Program Attendance</b>	<b>472</b>	<b>266</b>	<b>77.4%</b>	<b>472</b>	<b>266</b>	<b>77.4%</b>
<b>Circulation</b>						
Items Checked Out	5,691	4,325	31.6%	5,691	4,325	31.6%
Items Checked In	6,087	5,050	20.5%	6,087	5,050	20.5%
Renewed Items	965	682	41.5%	965	682	41.5%
<b>Total Circulation</b>	<b>12,743</b>	<b>10,057</b>	<b>26.7%</b>	<b>12,743</b>	<b>10,057</b>	<b>26.7%</b>
<b>Circulation Areas of Interest</b>						
Audio Books	311	207	50.2%	311	207	50.2%
Playaway MP3 Books	128	127	0.8%	128	127	0.8%
DVDs & Movies	2,202	1,660	32.7%	2,202	1,660	32.7%
eBooks	388	381	1.8%	388	381	1.8%
Laptops & iPads	11	3	266.7%	11	3	266.7%
Large Print	339	195	73.8%	339	195	73.8%
Magazines	88	113	-22.1%	88	113	-22.1%
Spanish Material	2	7	-71.4%	2	7	-71.4%
Children's Material	1,091	1,184	-7.9%	1,091	1,184	-7.9%
Teen's Material	228	508	-55.1%	228	508	-55.1%
<b>Transits, HOLDS &amp; InterLibrary Loans</b>						
HOLDS Filled	947	660	43.5%	947	660	43.5%
Transit Items Sent & Received	1,556	1,427	9.0%	1,556	1,427	9.0%
CVCL ILL Items Going Out	36	21	71.4%	36	21	71.4%
ILL Items for CVCL Patrons	26	2	1200.0%	26	2	1200.0%
<b>Total Transit, HOLDS &amp; ILL Activity</b>	<b>2,565</b>	<b>2,110</b>	<b>21.6%</b>	<b>2,565</b>	<b>2,110</b>	<b>21.6%</b>
<b>Library Volunteers</b>						
Number of Volunteers	38	19	100.0%	38	19	100.0%
Number of Hours Given	542	463	17.1%	542	463	17.1%
<b>Average Hours/Volunteer</b>	<b>14.3</b>	<b>24.4</b>	<b>-41.5%</b>	<b>14.3</b>	<b>24.4</b>	<b>-41.5%</b>
<b>Collection &amp; Development</b>						
New Kids & Teen Material Added	82	19	331.6%	82	19	331.6%
New Books Added	119	75	58.7%	119	75	58.7%
New Audio-Visual Material Added	48	54	-11.1%	48	54	-11.1%
<b>Total Items Added</b>	<b>167</b>	<b>129</b>	<b>29.5%</b>	<b>167</b>	<b>129</b>	<b>29.5%</b>
<b>Mending &amp; Donations</b>						
Items Mended or Repaired	74	144	-48.6%	74	144	-48.6%
Donations Processed	1,912	175	992.6%	1,912	175	992.6%
Donations Cataloged	205	59	247.5%	205	59	247.5%

<b>Online Public Access Catalog</b>							
	OPAC Searches	15,255	21,848	-30.2%	15,255	21,848	-30.2%
<b>Library Website</b>							
	Sessions	3,500	n/a		3,500	n/a	
	Users	2,300	n/a		2,300	n/a	

**NOTE:** We decided to track a few additional areas for the next few fiscal years. #1 - The use of the small study rooms and the use of library meeting rooms by community groups combined with traffic counts is a good indication that the demand on staff time has increased. Excluding the newly added "Small Study Room" stats from the totals, our in-library use is up over 37% from last July. #2 - Now that we have a distinct Teen Room we will begin separating statistics for Teen and Children's programs instead of combining them under Youth Services. This means, for the next 12 months, we will only compare Total Library Program Attendance figures since we have that total from previous years. #3 - Statistics for programs sponsored by the library will be reported separately from those reserved by community organizations. **Finally,** the Yavapai Library Network migrated to a new reporting software. This may affect the results of some the reported stats. For example, OPAC Searches.