

# LIBRARY

## Description

The Henrico County Public Library (HCPL) delivers a variety of informational and recreational services to residents of all ages. These services include professional information staff who expertly answer customers' questions, a comprehensive and timely materials collection, programming for children, teens, and adults; computer classes, book discussion groups, and more.

HCPL also offers a number of electronic and online services at more than 424 public workstations and loanable laptops and netbooks located throughout the system, including a web-based Library Catalog, access to the Internet and electronic information resources. All electronic databases are available remotely. Wireless access (wifi) is available at all public library locations. The library also provides mobile library services to daycare centers and retirement communities.

## Objectives

- HCPL customers will be offered a responsive and relevant collection that is available in a timely manner.
- The Library System will offer services and programs that reach out to Henrico County's changing population in ways that respond to their unique and diverse needs.

- To provide customers with a positive experience that meets their needs and expectations and that enriches community life.
- To supply citizens with information related to services provided by community agencies and organizations.
- All libraries will be welcoming and engaging places that provide maximum accessibility and an array of spaces to meet the community's growing needs.

## Budget Highlights

Henrico County Public Library's (HCPL) mission is to promote reading and lifelong learning, connect people with the information they need, and enrich community life. HCPL accomplishes this by delivering excellent library service and providing access to a varied collection of materials. HCPL anticipates and responds to the needs of the community that is focused on literacy and education.

The library serves the County's diverse community by assisting customers in finding the information that they want or need often using a variety of formats. This service is available not only through the

## Annual Fiscal Plan

<u>Description</u>	<u>FY11 Actual</u>	<u>FY12 Original</u>	<u>FY13 Approved</u>	<u>Change 12 to 13</u>
Personnel	\$ 10,127,273	\$ 10,696,787	\$ 10,819,303	1.1%
Operation	4,049,280	5,176,129	4,195,194	(19.0%)
Capital	52,577	45,000	45,000	0.0%
Total	<u>\$ 14,229,130</u>	<u>\$ 15,917,916</u>	<u>\$ 15,059,497</u>	<u>(5.4%)</u>
Personnel Complement	168	168	166 *	(2)

\*Two vacant positions are being moved to the "hold" complement in FY2012-13.

*Library (cont'd)*

<b>Performance Measures</b>				
	<b>FY11</b>	<b>FY12</b>	<b>FY13</b>	<b>Change 12 to 13</b>
<b>Workload Measures</b>				
Annual Circulation of Materials	3,905,151	3,983,254	4,062,919	79,665
Customer Visits	2,046,163	2,097,317	2,202,183	104,866
Program Attendance - Children	50,508	50,508	51,013	505
Program Attendance - Teen/Young Adult	3,168	3,168	3,200	32
Program Attendance - Adult	8,900	8,900	8,989	89
Number of Holds Requested by Customers	325,610	333,750	350,438	16,688
Number of Holds Filled - Inside Library	254,626	260,992	274,041	13,050
Number of Holds Filled - Drive Up Window	53,980	55,330	58,096	2,766
Number of Library Cards Issued	19,212	19,404	19,598	194
Number of Classes Taught	235	235	237	2
Total Class Attendance	1,922	1,922	1,941	19
Number of Volumes Added	114,422	114,422	114,422	0
Outside Use of Meeting Rooms	85,382	87,517	89,704	2,188
Outside Use of Study Rooms	31,064	31,996	32,956	960
Materials Provided to Other Library Systems	2,020	2,020	2,020	0
Materials Provided by Other Library Systems	1,693	1,693	1,693	0
<b>Efficiency Measures</b>				
Number of Self-Service Check-Out Transactions	1,529,077	1,605,531	1,685,807	80,277
Number of Self-Service Check-In Transactions	1,209,787	1,270,276	1,333,790	63,514
Number of eBook Transactions	31,588	47,382	71,073	23,691
Number of Library Catalog Visits	826,159	908,775	999,652	90,877
Number of Library Web Site Visits	1,312,103	1,443,313	1,587,645	144,331
Number of Database Document Retrievals	385,804	424,384	466,823	42,438
Total Number of Library Cards	245,029	249,930	254,928	4,999
<b>Effectiveness Measures</b>				
Reference Questions Answered	818,857	900,743	990,817	90,074
Number of Customers Using Public Workstations	185,892	189,610	193,402	3,792
Number of Sessions Using Public Workstations	535,166	545,869	556,787	10,917
Number of Public WiFi Connections by Customers	193,622	232,346	278,816	46,469
Number of Titles in Collection	324,527	324,527	331,018	6,491
Number of Volumes in Collection	860,640	869,246	886,631	17,385
Number of Electronic Databases Available*	26	26	26	0
Number of Volunteer Hours Used	7,451	7,600	7,752	152

\*Includes Find It VA databases from the State

traditional customer visits to any of the 11 library facilities, but also through the expanding “virtual branch” available online 24/7 that provides the community with expanding e-services. To accommodate these changing needs, Henrico libraries are home to over 424 public computer workstations, including 63 public laptops and minibooks that are available for checkout at the desk to use in the

library. Color and black and white printers, scanners, and Wi-Fi access are all available as well.

The Department’s approved budget for FY2012-13 totals \$15,059,497. This represents a decrease of 5.4 percent or \$858,419 from the approved FY2011-12 budget, attributable to reductions in the operating component of the budget. Significant line

### *Library (cont'd)*

item decreases include the removal of technology replacement in the amount of \$670,036, as well as an 8.2 percent, or \$150,000 reduction in Books and Subscriptions. In addition, two vacant positions are being moved to the hold complement in FY2012-13.

Listed below are some of the Library System's highlights:

#### **Henrico County's 400<sup>th</sup> Anniversary**

The Henrico County Public Library (HCPL) has continued to partner with other Henrico County agencies as the entire community celebrated Henrico County's 400<sup>th</sup> Anniversary throughout 2011. The library offered special historical programs, book discussions, author visits, and participated in county-wide community events to highlight Henrico County's heritage. One of the children's librarians created a Time Machine so that "Richard Byrd," appeared at the County's special Aviation Day Celebration at the Airport to highlight Henrico's past. Children and adults both enjoyed the Time Machine's appearances at the Hunt for Henrico History events when Patrick Henry and other colonial celebrities entertained and educated the audience. Children enjoyed the American Girl parties for young girls that also celebrated Henrico County's historic past.

#### **Notable Henricoans Database**

As a special project for the County's 400<sup>th</sup> Anniversary, the Notable Henricoans Database was launched October 1, 2010, and has become a valuable online resource for the community and beyond. Working with members of a 400<sup>th</sup> Anniversary Commission special committee, library staff did significant research to identify deceased Henrico citizens who met the criteria for inclusion in the database. Information about these local individuals was scattered throughout many documents and now has been pulled together into this database for easy access. This project will serve as a model for online publishing of local historical information. The database has approximately 200 individuals, and there have been approximately 2,609 visits to the pages. HCPL is proud to continue to support this valuable and unique community resource.

#### **ALL HENRICO READS**

The ALL HENRICO READS event held on April 5, 2011, at Glen All High School was sponsored by the Henrico County Public Library and Henrico County Public Schools with a special focus on the Henrico County 400<sup>th</sup> Anniversary. The internationally and nationally renowned author, David Baldacci, who is a native of Henrico County, was the featured speaker. With significant funding support from the Friends of the Henrico County Public Library, a reception for special guests and members of his family was held prior to the evening program. Over 1,300 individuals from the entire Richmond area and beyond attended the evening event, with approximately 2,000 Henrico middle and high school students coming to hear him during the day. After the evening event, he stayed until nearly 400 books were signed. This literary celebration would not have been possible without the support of the 400<sup>th</sup> Anniversary Commission, the Friends of the Henrico County Public Library, Henrico County Public Schools, and the Henrico Education Foundation.

#### **Summer Reading Club**

The Summer Reading Club also capitalized on Henrico's 400<sup>th</sup> Anniversary Celebration, with its theme of "What's Your Story," featuring programs highlighting Henrico County's story from the year 1611 to 2011. A record number participated in the Summer Reading Club, with another record broken for those who completed their reading goals. Nationally-known children's entertainer, Bill Harley, was the Summer Reading Club kick-off performer. Bill's hilarious performances were presented to enthusiastic crowds. Capitalizing on the previous year's suggestions from the community, prizes were streamlined, with only one theme and logo, instead of different ones for each age group. The extremely sought-after grand prize, an iPad, was bought by the Friends of the Library for each age group's winner. Children's participation increased by 109 percent, teen's 765 percent and adults' increased by 1,125 percent! The number of library participants who completed their reading goal doubled in this one year to over 6,800.

#### **OverDrive Digital Bookmobile**

Responding to the overwhelming interest in eBooks and eAudiobooks, the Henrico County Public Library

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hosted the OverDrive Digital Bookmobile in October at the Tuckahoe Area Library parking lot as part of its national tour. The high-tech 74-foot, 18-wheel tractor-trailer came equipped with broadband Internet-connected PCs, high definition monitors, premium sound systems, and a variety of portable media players. Hands-on learning stations gave visitors an opportunity to search Henrico library's digital media collections, use mobile devices, and download and enjoy eBooks, eAudiobooks, and more. Over 700 members of the community visited the truck and learned more about HCPL's digital collection. A Nook eReader was given away each day as part of a raffle sponsored by the Friends of the Henrico County Public Library. HCPL has already offered eReader "clinics" for the public, and one trained librarian at each site will be the "go-to" person for troubleshooting problems with the e-formats.

#### **The Library as a Place in the Community**

The library also serves as a community gathering place. Some customers come seeking a quiet haven from the noise of shopping areas or traffic. Others are interested in using the newest online technologies to research a topic or reserve a meeting room for their group's program. Library cardholders being able to reserve one of the library's conference, meeting and/or study rooms has proven to be one of the libraries' most popular features. This past year the reservation process was streamlined. Approximately 89,398 members of the community booked rooms, reflecting a 3,000 person increase in use with a significant decrease in staff time previously used to manage the rooms. The change to a more self-serve model has worked well. All of these services are available to anyone who has an HCPL library card.

#### **Gayton Library Closing**

The Gayton Branch of the Henrico County Public Libraries, located at 10600 Gayton Road, Henrico, VA, temporarily closed for renovation work on April 23, 2011, and will reopen sometime in 2012. This Henrico County construction project was made possible by the 2005 General Obligation Bond Referendum. Library services to the Gayton Library customers will continue to be provided at the Tuckahoe and Twin Hickory Area Libraries. The Gayton Branch Library, which opened in 1988, will have a more comfortable, open interior, new teen space, an updated collection, remodeled meeting

room with new technologies, an improved study area, more self check machines, and an automated book return.

### **CUSTOMER SERVICE/PUBLIC SERVICE ACHIEVEMENTS**

#### **Library Cafés are Back**

After closing briefly, the Tuckahoe and Twin Hickory Cafés have reopened into a more self-service format with vending machines. Families enjoy having an area to sit with their family and enjoy food and a beverage, and teens have used the space to chat and work on homework together.

#### **Redesigned Website**

The HCPL website continues to be updated and redesigned to respond to the community's needs and to reflect the community's growing interest in e-formats. The homepage now has large icons that directly link to digital content. Library visitors can link directly to eBooks and eAudiobooks available from Overdrive. An icon for the free music download service Freegal, has already provided 685 individuals over 5,200 songs, which they have download to their personal computer or listening devices. Immediately after adding this icon to the homepage, use of the service significantly increased. The youngest children's e-collection called Tumblebooks has also been moved to the Homepage for parents to find easily. Icons for HCPL's social media pages (Facebook, Twitter, Flickr, and the library blog) are also prominently featured.

In an effort to better advertise library programs to the community, the monthly program highlight press release can be accessed directly from the home page, and the eNewsletter carried the notice that this feature will continue to be available. This will give customers another option instead of looking for programs through the library software, Evanced.

#### **Improved Computer Availability**

At Sandston and Varina libraries, physical space had limited the number of computer workstations that was available for the public. This year netbooks were purchased that may be checked out from the desk for library members to use in the library, which provides greater access to the web. This strategy has greatly increased the computer availability at these two libraries.

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### **WiFi Continues to be Popular**

WiFi continues to be extremely popular in all libraries, particularly with the ongoing economic challenges facing the community. With the increased numbers of citizens cutting back on their personal expenses at home, this has proven to be a valuable service. Using their HCPL card, members can come in with their laptops and use the library network to access email and the Internet. Many individuals are using this service to look for and apply for jobs using the Public Library's online resources. There have been over 224,615 WiFi connections in 2011 (almost doubling last year's number), reflecting an enormous growth in the public's use of this service.

### **Social Media**

HCPL exhibited a leadership role in researching how social media could enhance communications with the community and has offered workshops for various county agencies interested in using social media. The public library continues to offer help to members of the community that are still new to the Web 2.0 technologies. These sites have already captured significant online subscribers. Facebook followers now number 541 with 71 added since September 2011. More and more are subscribing each week, and there are currently 307 followers on Twitter. The Public Library's blog had 4,758 views from the community, with May 2011 being the busiest. Flickr photos featured on each of the library's branch pages continue to attract the most visitors, with 3,172 photos having a combined total of 81,000 views in 2011. This tool has become particularly effective in keeping the community up-to-date when a public library is undergoing reconstruction or remodeling such as Gayton.

### **New Online Newsletter**

With an ongoing commitment to explore new ways of communicating with the community, HCPL launched an online monthly email newsletter in October. With the stipulation that the subscribers must opt-in to receive the newsletter, over 500 people are already subscribed and there are incentives provided for subscribing. After two editions, the most popular feature so far has been the Book & Author Question of the Month where the first person getting the correct answer wins a \$25 gift certificate, provided by the Friends of the Library, to a local bookstore.

### **NATIONAL AND LOCAL AWARDS**

Henrico County Public Library again was honored to have been recognized with one national and two state awards. Henrico County Public Library (HCPL) was recognized once again with a NACo (National Association of Counties) award for the 400th Anniversary Notable Henricoans Database in celebration of Henrico County's 400th anniversary. The unique database can be used by people of all ages throughout the world who have interest in persons important to Henrico County history. Following the commemoration year, the database will continue as an online resource through Henrico's public library website.

The public library received two awards from the Virginia Public Library Directors Association (VPLDA) at its conference held in April. HCPL received the Outstanding Public Relations Award for the Henrico County 400th Anniversary Database that serves as a model of online publishing that other public libraries or county agencies may copy. The database provides quick and easy access to local historical information. The library also received the Outstanding Service Innovation award for development and implementation of workshops for childcare providers. Staff conducted these workshops so that childcare providers could improve their knowledge and skills about using books with preschool children. Twelve workshops were held over a nine-month period last year, which were attended by 202 participants. This training fills their need for continuing education credits, and continues to highlight the educational role that the public library plays in the community.

### **PARTNERING OPPORTUNITIES**

#### **Henrico's Department of Recreation and Parks**

For the third year, HCPL Youth Services has collaborated with Henrico County Division of Recreation and Parks to augment the summer camp programs with books and book-related activities. Teen and Children's staff made presentations to camp staff during Recreation and Parks' annual training week at Deep Run Recreation Center in late June.

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The presentation for the 2011 Summer Blast program for elementary children featured books and activities based on the themes for the camp sessions. The resource manual for camp staff included a section of books and activities that was compiled by a committee from children's services. Camp staff were encouraged to include reading aloud as part of the daily activities at the camps. In addition, a box of 50 books was provided to each of the 25 camp locations so that the campers would have access to books during the summer program. The boxes rotated throughout the summer, so that fresh titles were available during each camp session.

The Teen Scene camps included presentations about books and reading. The program encouraged teens to read during the camp day. Bins of 100 teen paperbacks were provided to each camp. Teens who read a book were able to fill out a slip and put it in a box during each session to qualify for a raffle. Teen library staff visited each camp to draw prizes during the second week of the session. Teen participants had an opportunity to win journal notebooks, and one \$10 Target gift card was also awarded at each drawing. All teens who read a book also received a glitter temporary tattoo. The program was held at each of the six Teen Scene locations throughout the county.

## VISITING AUTHORS

### Bill Lohmann

As the final Friends of the Library annual meeting and author event, local journalist, Bill Lohmann, entertained over 100 Friends members at the Tuckahoe Area Library on May 20 with his charming stories about his travels across Virginia. His first book, *Are We There Yet: A Modern American Family's Cross-Country Adventure*, was an extremely successful narrative about his family adventures traveling across the US. He came back to this familiar format with *Backroads & Byways of Virginia* that shared stories from some of the most remote areas. The book is also filled with a rich heritage of folklore and family sagas.

### Meg Medina

In celebration of Hispanic Heritage Month, children's librarians invited local author, Meg Medina, to talk about her new book, *Tia Isa Wants a Car*. Ms. Medina shared stories from her childhood about her own "Tia Isa" and explained how those memories became the basis for this book. She also displayed sketches from the illustrator, and talked about how an

author and illustrator work collaboratively to create the final product. After her presentation, the children designed personalized license plates and bookmarks to go along with the automotive theme. *Tia Isa Wants a Car* was named as a Junior Library Guild selection last fall.

## 400<sup>th</sup> Anniversary Authors & Programs

Library staff worked to identify local authors whose works were in some way related to Henrico County's history as support for the 400<sup>th</sup> Anniversary Celebration. Ruth Doumlele's book, *The Randolph Women & Their Me*, shares an intriguing inside look at the secrets, sorrows and triumphs of this celebrated Henrico family from 1780-1840. Local paranormal author, Beth Brown, presented the history and haunts of several of the county's most notable locations including battlefields, taverns, homes, and more. Also, storytellers Donna Washington, one of America's most celebrated storytellers, and Katherine Louis, a local storyteller, dramatized tales about contemporary African American culture as part of Black History Month.

Jeffrey Ruggles, local historian and author of *Photography in Virginia*, explored the role of photography in Virginia history using visual materials. He described not only the technological progress of photography, but also who was making pictures and why. John Wiley, Jr., co-author of *Margaret Mitchell's Gone with the Wind: Odyssey of a Bestseller from Atlanta to Hollywood*, offered a dramatic and humorous look at the 75-year history of the most popular American novel of all time. In addition, an exhibit of rare items from Wiley's *Gone With the Wind* collection was on display at Tuckahoe Library.

## PROGRAMS AND ACTIVITIES

### Technology Workshops for Seniors

Teen Advisory Board members from Dumbarton and North Park libraries assisted Seniors seeking to improve their computer skills, with a unique opportunity for one-on-one assistance. Participants learned from the savvy teens how to play computer games and discovered that these games are a great way to improve motor skills, memory and just have fun. Other sessions covered Email and Skype.

### Babysitting

The Henrico Extension Office once again offered their annual babysitting workshops at the Dumbarton,

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Sandston, and Twin Hickory Libraries. The workshops continue to be well attended.

### **Money Camp**

The Virginia Credit Union presented a weeklong Teen Summer Money Camp highlighting the importance of saving and budgeting, selecting a career, buying a car, renting vs. buying a home/house, and the basics of investing.

### **Multicultural Community Outreach**

HCPL continues to explore its role in helping to support families whose native language is not English. This year's focused efforts to reach out to the Latino and Hispanic communities were highlighted with three signature community events.

### **ESL Conversation Cafés**

The Henrico County Public Library continues to work with the Welcome Center for Henrico County Public Schools to distribute flyers to families of ESL students to inform and attract those new to the Henrico community to participate in the library's ESL Conversation Cafés. Although the attendance has been steady, the true success of the program has come in the stories of how this opportunity has helped these members of the community to get jobs, to open their own businesses, and to be more comfortable communicating. Programs have continued two evenings a month at Dumbarton and Tuckahoe Libraries.

### **Virginia Hispanic Chamber of Commerce Job Fair**

On Saturday, July 16, 2011, HCPL participated in the **Virginia Hispanic Chamber of Commerce Job Fair** held at the Arthur Ashe Center. The Multicultural Committee members and the Bookmobile staff distributed information about job searching to event goers. Children enjoyed spinning HCPL's prize wheel for prizes. The annual job fair was a great opportunity for HCPL to meet and greet the Hispanic community. Approximately 3,500 participated in the event.

### **¿Qué Pasa? Festival of Virginia**

Library staff once again participated in the Virginia Hispanic Chamber of Commerce's ninth annual ¿Qué Pasa? Festival at the Science Museum of Virginia in celebration of National Hispanic Heritage Month. HCPL was one of the more than 100 exhibitors who collectively featured games, prizes, program

handouts, and information about becoming a library member, and this information was shared with approximately 5,000 people who attended the festival.

## **STAFF TRAINING**

HCPL continues its commitment to ongoing staff development and professional improvement for all employees so that they can better serve library patrons and keep abreast of the rapidly changing information technologies that are available for consumers.

### **Staff Development Day**

The third annual event for all library staff was held in December 2011 at the Deep Run Recreation Center. The keynote speaker was Mickey Coalwell, the Library Development Consultant for the Northeast Kansas Libraries, who talked about how library staff can become advocates in the community and beyond. The event also highlighted the Library's Excellence in Public Service Award winners, and an update on the pending Library Services Plan and survey. Cindy Angus, the Wellness Director of the YMCA of Greater Richmond, concluded each day's session with a lively and fun session on stress management.

## **COLLECTION**

HCPL continues to provide a collection of materials in a variety of traditional and newer formats – print, electronic, online, multimedia, etc. Based on the responses from the recent public library survey, the community is extremely interested in having e-formats available in the public libraries. The library members like the idea of being able to not only access digital content such as database information 24/7 from home, but also being able to check out books online and download them to their personal computers or other digital devices 24/7 from wherever they are. Visitors to the OVERDRIVE exhibit at Tuckahoe this past fall expressed their delight in still being able to check out books and even read them during inclement weather, without having to drive to the library.

The online version of Morningstar Investment Research Center was added to the money management databases this past year, replacing the former print version. These resources provide historical and current information about the value of investments, a variety of professional opinions and

## *Library (cont'd)*

advice regarding financial questions, and personal money management tools.

Many of the library databases include eBooks as a separate format to accompany the unique research and information developed for that resource. For example, Grolier Online (America the Beautiful, Encyclopedia Americana, New Book of Knowledge), Encyclopedia Britannica, and Gale Virtual Reference Library are a few that now include eBooks for research and reference purposes.

### **E-Formats**

Acknowledging the popularity of e-formats, HCPL's total e-book collection size is over 16,660. The e-audiobook collection size is now over 3,000, and the collection of popular downloadable e-audiobooks that are compatible with the iPod is now over 1,200 and will continue to grow. HCPL will continue to monitor publishing trends, working to purchase the formats that are stable, popular, and that are available to public libraries.

Henrico also continues to modify and update its database collection. With currently 45 databases available to all library members 24/7 from any location with an Internet connection, the public library's education role has significantly expanded. Immediately updated information concerning business and finance, health and medicine, travel and foreign languages, and careers and job assistance has become extremely popular as community members need to retool, learn new skills, and update their knowledge in a given field. Even the youngest library members have a children's book database available to teach them early literacy skills.

### **TECHNOLOGY**

IT staff has recently completed updating the library's computer systems with large, clear display monitors and machines loaded with Windows 7 and Office 2007 products. Upgrades were made to the network that resulted in reduced costs and increased speed at

most locations. All self-check equipment at the libraries has been updated and expanded making these operations much more reliable and easier to use.

Responding to community feedback, HCPL expanded filtering to allow Facebook and Twitter accounts to be accessed by teens and on the check-out laptops. New library kiosk payment centers have been installed that are easier for our library members to use to deposit funds, check their account balances, and even print receipts.

Working with Henrico's security team, overhead paging and announcement systems were installed at older libraries to broadcast emergency messages to the library.

One of the most requested technologies – a mobile app for phones – will provide online visitors a brand new mobile tool with amazing flexibility. Library members will be able to use their phones to easily scan the catalog, get a program listing, pay a fine, or even reserve a room. Henrico Public Library is in the final stages of making this newest technology available for the community.

### **Summary**

Despite the challenges of the economy, the Henrico County Public Library is aggressively growing and changing to meet the information needs of the community. As one of HCPL's top priorities, library staff will continue their efforts to provide the exceptional public service that was repeatedly recognized in the recent public library survey. As evidenced by the many new initiatives, HCPL will continue to look for new ways of reaching out and serving the community, as new educational opportunities are provided for all Henrico citizens. As many customers come to the library to retool, to look for a new job, or to find a book that helps them to escape, library staff are ready to serve their needs and to identify sources and programs that will inform, entertain and inspire them.