

LIBRARY

Description

The mission of the Henrico County Public Library (HCPL) is to deliver excellent customer service through access to a variety of materials, innovative technologies, programs, and attractive facilities. The Libraries serve the county's diverse community by assisting customers in finding information that they want or need, often using a variety of formats that are available to customers in any of the 11 facilities. The public's desire for remote information services through the website, which is available 24 hours-a-day, continues to grow.

To accommodate these changing needs, Henrico libraries are equipped with over 376 public computer workstations, and 14 public laptops are also available for loan, in addition to printers, scanners and WiFi access that is available to users.

- To provide materials and services for self-directed personal growth and development opportunities.
- To maintain a strong web-based information presence to serve residents more effectively and efficiently.
- To supply citizens with information related to services provided by community agencies and organizations.
- To provide a place for people to meet and interact with others in their community and to discuss community issues.
- To maintain excellent materials collections in both traditional and electronic/online formats.

Objectives

- To assist citizens of all ages with information and answers to questions on a broad array of topics related to work, school, and personal life.
- To meet children's, young adults', and adults' needs for recreational reading and associated services.

Budget Highlights

Citizens expect high standards of public service, and it is this high standard of quality that the HCPL system continues to strive for. Free and easily accessible information is a vital component of the continued personal growth of the individuals, families, and businesses in the community.

Annual Fiscal Plan

<u>Description</u>	<u>FY09 Actual</u>	<u>FY10 Original</u>	<u>FY11 Approved</u>	<u>Change 10 to 11</u>
Personnel	\$ 10,651,530	\$ 11,185,523	\$ 10,670,460	(4.6%)
Operation	4,875,991	5,203,516	4,938,796	(5.1%)
Capital	78,899	10,000	25,000	150.0%
Total	<u>\$ 15,606,420</u>	<u>\$ 16,399,039</u>	<u>\$ 15,634,256</u>	<u>(4.7%)</u>
Personnel Complement	183	183	173 *	(10)

*10 vacant positions have been eliminated.

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	Performance Measures			
	FY09	FY10	FY11	Change 10 to 11
Workload Measures				
Annual Circulation of Materials	3,584,375	3,673,984	3,857,864	183,880
Customer Visits	1,865,118	1,911,746	2,007,333	95,587
Program Attendance - Children	52,152	52,674	53,200	526
Program Attendance - Teen/Young Adult	4,879	4,928	4,977	49
Program Attendance - Adult	9,537	9,632	9,729	97
Number of Holds Requested by Customers	265,458	305,277	351,068	45,791
Number of Holds Filled - Inside Library	226,932	230,336	264,866	34,530
Number of Holds Filled - Drive Up Window	38,526	44,305	50,951	6,646
Number of Library Cards Issued	23,246	23,478	23,713	235
Number of Classes Taught	360	364	367	3
Total Class Attendance	2,832	2,860	2,889	29
Number of Volumes Added	92,008	92,008	92,928	920
Outside Use of Meeting Rooms	83,540	85,629	87,769	2,140
Outside Use of Study Rooms	25,447	27,992	30,791	2,799
Materials Provided to Other Library Systems	2,760	2,760	2,788	28
Materials Provided by Other Library Systems	2,924	2,924	2,953	29
Efficiency Measures				
Number of Self-Service Check-Out Transactions	1,340,638	1,474,702	1,622,172	147,470
Number of eBook Transactions	15,697	16,482	17,306	824
Number of Library Catalog Visits	491,445	540,590	594,648	54,058
Number of Library Web Site Visits	547,950	657,540	789,048	131,508
Number of Database Document Retrievals	350,731	438,414	548,017	109,603
Effectiveness Measures				
Reference Questions Answered	665,594	732,153	805,369	73,216
Number of Customers Using Public Workstations	189,788	189,788	199,277	9,489
Number of Sessions Using Public Workstations	588,210	588,210	599,974	11,764
Number of Public WiFi Connections by Customers	26,333	31,600	37,920	6,320
Number of Titles in Collection	330,712	326,186	332,710	6,524
Number of Volumes in Collection	803,477	811,512	827,742	16,230
Number of Electronic Databases Available*	55	55	55	0

*Includes Find It VA databases from the State

Library use is up across the nation, including the HCPL. Throughout the day, every public computer workstation is often occupied with customers filling out job applications, looking for jobs, developing resumes and taking advantage of the unique educational and entertainment opportunities offered by HCPL. The HCPL has teamed with the Capital Area Training Consortium (CATC), as well as Goodwill Industries to connect job seekers with training and employment opportunities, as well as provide assistance as necessary for those individuals seeking additional help during their jobs search. The libraries also serve as community gathering

places. Some customers come seeking a quiet haven to read a book, newspaper or magazine, while others are interested in using the newest online technologies to find out about a job, research a topic, or reserve a meeting room for their group's program. Nearly 109,000 individuals used the conference, meeting and/or study rooms last year. All of these services are available to anyone who has an HCPL library card.

The expansion/renovation project for the Glen Allen Branch Library, approved in the 2005 G.O. Bond Referendum, is underway. After the library's

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closing in June 2009, library services for users of the Glen Allen Library community have continued to be provided by all other Henrico libraries. The closest full-service locations are the Twin Hickory, Tuckahoe, and Dumbarton Area Libraries. Also, the Bookmobile has operated from the Glen Allen Library's parking lot on alternate Fridays for three hours, and will continue to do so until construction is complete. Library materials can be returned to the Bookmobile on these days, or can be returned to any other Henrico library. The renovations to Gayton Branch Library, another 2005 G.O. Bond Referendum project, are currently in the design phase.

The Department's approved budget for FY2010-11 totals \$15,634,256. This represents a decrease of 4.7 percent, or \$764,783 from the FY2009-10 budget. Personnel costs reflect a decrease of 4.6 percent, or \$515,063, due to the elimination of ten vacant positions, and budgeting of a vacancy savings. The operating component reflects a decrease of \$264,720, or 5.1 percent, and \$25,000 has been budgeted for capital outlay. It must be noted that the reductions would have been greater if \$327,120 in additional funding had not been allocated for operating costs related to the Glen Allen Library Renovation and Addition, general obligation bond project. The Glen Allen Library is anticipated to reopen in FY2010-11. Without the additional funding for the expanded facility, the budget would have decreased by \$1,092,103, or 6.6 percent.

The majority of the decreases were due to the elimination of ten positions, budgeting vacancy savings, as well as reductions in technology replacement and other areas such as printing and binding, lease of vehicles, and materials, which can be made without impacting the quality of the services provided by HCPL.

Public Service Achievements

Building on the success of the laptop checkout program at Fairfield Area Library, Dumbarton Area Library is now offering this service to provide users with additional computer workstations.

Wireless Internet access has been a very popular feature in all libraries. This service continues to

provide HCPL patrons with easy email and internet access. With the increased numbers of citizens cutting back on their personal expenses at home, this free internet connection at the public library has truly become a value added service. Patrons may come in with their laptops and use the library network to access email and the internet, and many are using this service to look for and apply for jobs. This filtered access is exactly the same as children's, young adult, and computer lab areas of the public library. There were 26,333 WiFi connections in 2009, an increase of nearly 100 percent.

The online summer reading program provided the opportunity for all age levels to keep track of their reading and print out a list of the books that they read. Teens and adults also had the option of writing reviews to share with other participants. Of special note is the participation by childcare centers during the summer. Teachers at childcare facilities were able to register their classes as a group and read aloud to them. Each child is eligible for receiving the incentives, just as they would if they were doing the program individually at home. This provides a great service for children who are in a childcare program during the summer.

The children's summer program kickoff was provided by well-known Virginia musical duo, Kim and Jimbo Cary. This family program was well received, with 350 citizens attending throughout the system. Also, noted children's book illustrator Michael P. White gave a series of drawing programs to children at each library, that were also well-attended, with over 350 children attending 10 programs, including one at a Connect site that is funded for at-risk children through Mental Health/Developmental Services. Teens were treated to Manga drawing programs by local cartoonist and art teacher, Kirk O'Brien, which were attended by over 100 teens.

Summer Reading activities concluded with the final Family and Friends Photo Night sessions held at all libraries. Families who participated received a free 5" x 7" photograph. Over 100 families participated, and those who signed release forms now have their photos featured on the homepage of the library's website.

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Enhanced Website

HCPL website was completely re-designed to improve the content and organization for ease of use by online customers. In particular, both the teen and children's web presence was made more appealing and more user friendly for young patrons. Both sites have new and improved homework help pages, and there is a teacher request feature where educators can let us know about homework assignments, or request a library visit.

On the children's site, an online book club, fun pages, and information for parents were added. Several interactive features were also added, such as the "Ask a Teen Librarian" button which appears on every page, a weekly poll, and a suggestion box. New and improved booklists were also added, as well as author spotlight to feature popular teen authors. A Teen Creations page has been added where teens can post their writing and artwork. The new teen site is heavily promoted at the County's middle and high schools.

Henrico County Public Library was extremely fortunate to have been recognized with national and state awards in 2009.

National Association of Counties Achievement Award - Books on Wheels Program

Henrico County Public Library established a partnership effort with a local literacy and transportation non-profit organization called *Books on Wheels*, which distributes books, bikes, and bike repair services to needy areas in Virginia and all along the East Coast. The Twin Hickory Area Library and the Bookmobile wanted to support this effort by hosting the organization for a day in the library's parking lot and over 1,700 books, 31 bikes, and 12 helmets were donated to the organization.

National Association of Counties Achievement Award - Linking Libraries, Communities, and Cultures Program

The American Library Association's theme of "Linking Libraries, Communities, and Cultures" became Henrico's theme for last year's *All Henrico Reads* event featuring the Latina author, Julia Alvarez. In partnership with the public schools and the Friends of the Library, this initiative not only

focused on the books that the author had written for all ages, but also provided a forum for discussion about the immigrant experience in the United States.

Many of our libraries offered follow-up activities to help communities understand their Hispanic neighbors better, and the Bookmobile continues to make visits to two apartment complexes whose populations are predominantly immigrants.

Virginia Library Association's George Mason Award

Henrico County Public Library also received the highly coveted George Mason Award from the Virginia Library Association for the 2008 *All Henrico Reads* Julia Alvarez event, "Linking Libraries, Communities, and Cultures." The award is made to a public library that has made significant contributions in the promotion and development of improved public understanding of library and information services.

Henrico County was recognized for its continuing efforts to support the Hispanic and Latino communities through various outreach efforts of the public library, and was commended for achieving its goal of educating the community about the immigration experiences of their local Hispanic families.

Virginia Public Library Director's Association Outstanding Service Innovation Award

Henrico's public libraries were recognized for the laptop initiative that began at Fairfield Area Library to provide enhanced public access to email and the Internet. The program has now expanded to Dumbarton Area Library as well.

Virginia Public Library Director's Association Outstanding Library Friend Award

A former president of the Friends of Henrico County Public Library was recognized for her role as a major catalyst for the rebirth of this organization. Her energy, relentless spirit, and a totally focused commitment helped build a strong group that is now a major sponsor and underwriter of the public library's *All Henrico Reads* events.

All Henrico Reads

Once again, the Henrico County Public Library partnered with Henrico County Public Schools,

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University of Richmond, and the Friends of Henrico County Public Library to present the 2009 *All Henrico Reads* event and hosted the nationally acclaimed author, M. T. Anderson, for the event. His award-winning young adult book, *FEED*, was the highlighted title for more than 350 members of the community who attended. A local bookstore sold nearly 100 titles to all ages who were intrigued by his contemporary topics and his literary discussion. In addition to the evening event, Mr. Anderson discussed his writings with two middle school groups of more than 250 students. The next *All Henrico Reads* will feature author, David Baldacci in 2011.

Kids Who Read Succeed

The HCPL joined with the Henrico County Council of PTAs to present a Spring Break reading program entitled "Kids Who Read Succeed." Families were encouraged to read together for one hour, or about 10 minutes a day, during the break. Once they had logged their time online, each child received a coupon from Chick-fil-A. In addition to the reading program, the HCPL also provided information to the PTA council and School's PTA presidents about library services. In addition, HCPL presented information about the library system at local school PTA meetings as requested.

Summer Blast

HCPL created a notebook of book related activities to support the Recreation and Parks Summer Blast program, and presented an in-house training session at the orientation for all summer recreation leaders. The notebooks were focused on the four themes that the recreation department chose for the summer camps. Each of the 27 elementary summer camp locations received a notebook.

Offsite Computer Classes

Librarians from Dumbarton Area Library visited Westminster Canterbury, a local retirement community, to promote their library's outreach program. The program offered an opportunity to provide off-site computer classes to those who cannot easily visit the library. One of the librarians taught an introductory Microsoft Word class for an hour, once a week, in Westminster Canterbury's

computer lab over a period of six weeks. The initial project was presented on a trial basis with plans to continue the program as staffing permits.

Child Care Providers

Childcare providers continue to appreciate and attend the monthly programs that emphasize pre-school literacy and school readiness. These programs meet state requirements for continuing education credits, and are awarded in cooperation with the Virginia Department of Child Care and Development. Since September 2008, HCPL has presented 15 programs, through which participants could earn 20 hours of continuing education credits. In addition, hundreds of early literacy brochures and Mother Goose posters and booklets were distributed to educate and inform both providers and parents about early literacy development. Also, in the past year, HCPL has partnered with the county's office for foster care and adoption to assist with a holiday party for families and to provide information about the library.

Visiting Authors

In addition to the 2009 *All Henrico Reads* selected author, M.T. Anderson, HCPL hosted a number of other talented authors. The Library hosted a book discussion featuring author Jacquelin Thomas. Ms. Thomas is the author of over 29 books, including the hugely popular *Divine* young adult series. Ms. Thomas shared her newest title, *The Ideal Wife*, with an enthusiastic audience of 27 library patrons, and then opened the floor to questions about her life and work in general. Afterwards, she signed copies of her books for the audience.

Over 100 Friends of the Henrico County Public Library members heard local author, Dr. Christopher Brooks, talk about his book, *Follow Your Heart: Moving with the Giants of Jazz, Swing, and Rhythm and Blues*, at their annual author event held at the Tuckahoe Area Library. Jazz musician, Joe Evans, who is featured in the book, attended as an honored guest and thrilled his audience with a few of his stories about playing with jazz greats such as Billie Holiday, Cab Calloway, Charlie Parker, and Duke Ellington. Members of the Henrico High School Jazz Band also performed for the attendees.

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Programs and Activities

The final series of teen Manga cartooning workshops, presented by local cartoonist, Kirk O'Brien, were held in August at the Fairfield, Dumbarton, and Twin Hickory Area Libraries. The workshops were well-attended by teens, who gave good evaluations about the presenter.

The Library teamed with the Henrico County Public School's Department of Transportation to present four school bus safety programs in August. Children who were entering kindergarten had the opportunity to climb aboard a school bus and listen to a safety presentation. They were then invited to the library for a story or activity, and were given a bus safety coloring sheet to take home. Information was also provided for parents. Attendance for the four programs was 216 (parents, kindergartners, and siblings). In addition, four active teen groups, which serve as Teen Advisory Boards, continue to provide unique and innovative services to the library and to the community. Some of their activities during the past year included assisting with Halloween and other holiday parties for children, collecting and sorting books for the Henrico Christmas Mother program, and volunteering as aides in the children's department to help with summer programs.

The library also offered two special *Story Times for Mothers* in the Henrico Healthy Families home visitation program. This program identifies and serves women and children in high-risk categories, prenatally through age five. The mothers were treated to a story time and a library tour, and also had the chance to get a library card.

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 two signature community events.

A multicultural survey was conducted in the fall 2008, which targeted the multicultural community. The objective was to solicit input on the types of library programs and services the community would like to see offered. HCPL's Multicultural Committee received 270 completed surveys, including several in Spanish. The results were

entered into Survey Monkey that enabled the data to be compiled and analyzed by the committee. While reviewing the data, the committee members noted that many respondents were interested in learning or improving their English language skills. The committee developed a list of *English as a Second Language* (ESL) classes offered in the area, and plans are underway for a series of ESL conversation cafés at Dumbarton and Tuckahoe Area Libraries.

Members of HCPL's Multicultural Committee participated in *Feria de la Oportunidad*, the job fair presented by the Virginia Hispanic Chamber of Commerce. The job fair held at the Arthur Ashe Center in July 2009, was attended by more than four thousand people. The event brought together more than fifty partners, employers, sponsors, service providers, and educational resources supporting the Hispanic community. HCPL staff promoted library services and shared information about how the library can help job seekers.

In September 2009, staff from HCPL's Multicultural Committee, Bookmobile, Tuckahoe Area Library, and Library Headquarters participated in the Virginia Hispanic Chamber of Commerce's eighth annual ¿Qué Pasa? Festival at the Science Museum of Virginia in celebration of National Hispanic Heritage Month. HCPL's exhibit featured games, prizes, program handouts, and information about becoming a library member. The Bookmobile offered stories and children's activities throughout the day. The Chamber estimates that 9,000 people attended the festival.

Web 2.0

As a result of the HCPL staff training for Web 2.0, a special Web 2.0 team met with the County Manager to propose the launch of some of these new technologies in Henrico's public libraries. As a result of this meeting, the County Manager requested that presentations be made to all deputy county managers and department heads. HCPL then offered to provide the educational support for any departments interested in learning more about the Web 2.0 applications.

Job Search Workshops for HCPL Staff

In April 2009, a series of "refresher" workshops were designed to ensure that reference staff was

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prepared to meet the increasing demand for job seeking services. In response to citizen demand, and given the increasingly online driven environment, a webpage dedicated to this topic was revamped and renamed "Job Hunting @ the Library." Participating staff was provided with the latest handouts, advice, tips, and job search suggestions in order to better assist citizens in their employment seeking efforts. As part of this comprehensive refresher training, the workshops included exploration of the Virginia Employment Commission portal so that staff could help the unemployed apply for benefits online.

Training for Circulation Staff

To meet the ongoing needs of the circulation staff members who deal with customers on a continuous basis, a new training method was introduced and titled "Circ Chat." Circ Chats are informal yet practical discussions on the latest circulation hot topics in a brown bag format. Depending on the topic, sessions may be conducted at a library site or through GoTo Meeting. Online evaluations indicated that these training sessions have been an effective way to provide circulation staff with the opportunity to become better informed about the organization as well as specific policies and procedures.

New Employee Orientation

Using a series of *Camtasia* presentations, new staff members continue to be introduced to all aspects of working in library services. All HCPL staff members are required to complete the unique, self-paced online training, which focuses on the organizational structure. Special support services from the library's administrative team and specific skills involved in customer service for patrons are highlighted. The online orientation method has been well received by staff. Using this technology, travel time, and expense have been greatly reduced.

Playaways

Playaways are self-contained audio books no larger than a deck of cards needing only headphones and batteries to operate. Using only a few buttons, a listener can easily navigate back and forth through a chapter, adjust volume up and down, and even alter the speed of a narrator's voice. It has an automatic bookmark feature that remembers where you

stopped listening and resumes at that point when turned on again. With 73 titles and over 300 copies, these new items have proven to be exceedingly popular.

OneSearch

In an effort to provide a more efficient method of searching the electronic databases, the HCPL has purchased new software called One Search. This software will now allow library users to search for subject information from multiple electronic sources at the same time, including the library catalog, databases of articles and news, and premium content unavailable using a standard search engine on the Web. One Search offers one-stop searching and saves the patron time and effort.

Technology

Responding to many requests from library users interested in using a debit or credit card for payment of fines, public service staff worked closely with the Library's business office and the Department of Finance to implement debit card operations. This new feature has proven extremely successful and now provides another payment option for library patrons. Since its inception in September 2009, payments for library fines have increased 20 percent.

In an effort to conserve resources and reduce costs, online meeting software called Go To Meeting (GTM) was implemented to deliver staff training and conduct meetings. GTM provides simultaneous audio conferencing, using Voice over Internet Protocol (VOIP), desktop sharing, and online chat functionality. The software is also used for other conferencing needs and by the Library's IT Help Desk to resolve minor computer issues using the online screen sharing function. Demonstrations of the online meeting software, including Web 2.0 tools such as blogs and wikis for staff training, as well as the online New Employee Orientation, were presented to County HR Staff by the HCPL Staff Training Coordinator.

Upgrades to the HCPL servers have made the network faster and more efficient. SIRSI upgrades have allowed for better integration with the RFID software which has streamlined employee workflow and communication and improved functionality for

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catalogers. Newly installed self-check machine software has given the screen design a new, more user-friendly design, and library patrons can see the status of their account before they check out their items. The installation of new diagnostic software has provided a method of tracking technical problems and identifying performance issues with the network.

Henrico County Public Library continues its efforts to provide excellent public service not only to its

patrons but also to the community. The staff encourages their community members to take advantage of the services their library provides, particularly those services that may help citizens in these financially difficult times. As many customers come to the library to retool, look for a new job, or 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, or inspire them.