Agenda

Dover Public Library Advisory Commission
March 19, 2013
5:00 PM
Conference Room

I. Call to order

II. Old business

A. Minutes of January 15, 2013
B. January and February statistics
C. Building Construction status
D. Staffing status
E. Council on Libraries report
F. Friends of Library report

III. New Business: Status of Dover Library Foundation

IV. Other

Next meeting: May 21, 2013

MINUTES

Dover Public Library Advisory Commission
JANUARY 15, 2013 at 5:00 PM
Conference Room at the Dover Public Library

IN ATTENDANCE: Zach Carter, Margie Cyr, Gertrude Jackson, Scott Koenig, Sean Lynn, Annie Scott, Dorothy Snyder, NC Vasuki

Meeting called to order at 5:01pm by Dorothy.

Zach made a motion to accept the November 20, 2012 meeting minutes, Beth seconded the motion. The motion was unanimously approved.

In discussion about the November and December statistics, Margie said that the Delaware Division of Libraries is researching people counters for all the libraries. Our current people counter was brought over from the old building and is located at the entrance from the lobby into the library. This location does not account for people using the meeting rooms or visiting the Friends bookstore. We are investigating the possibility of installing people counters at the entrance doors. Access to electric outlets is needed in order to do this. December visitor statistics reflected the two days the library was closed as well as two days closing early.

The benches for the Reading Garden were being installed today. The "skin" around the Friends bookstore will be installed on Thursday as well as the Capitol Room and a reading room signage replaced. Upright signage on the CD bins will also be installed. EDiS is working with the roofing contractor to fix the leaks in the building. Scott said that the DNREC steps will be repaired soon and the M & T signage should be in place soon as well.

Margie said that the Board of Adjustment will meet tomorrow at 9AM to discuss an error made by the surveyors. The building was built seven feet too close to Loockerman Street and has a two foot encroachment.

Margie said that interviews have been completed for the Library Assistant position. A job offer was made; waiting for the candidate to return paperwork to Human Resources. Currently on the second round of interviews for the Library Clerk II position. Out of 176 applicants, only a small percentage meets the qualifications.

Margie announced that Wanda Nesbit resigned her Librarian I position as of December 31. She has taken a job at Delaware State University. Human Resources are working on getting a job posting out.

Previously Scott had asked Margie for staffing recommendations. Margie suggested that we hire two part-time Library Assistants to work in the Adult Services Dept. Part-time is desirable because of the flexibility in scheduling and is also is a cost savings to the City.

Zach said that the Council on Libraries are preparing for budget requests. Legislative Day is April 23 at 11AM. The Bear Library Grand Opening is on this Friday, January 18.

NC said that the Friends Book Store is running very well. Reporting approximately $40 in sales each day which is approximately three times what the Carriage House was making. NC said the Friends are very grateful to the library staff for their help with running the cash register. The Friends will continue to assist the library. Membership is up to 138. NC reported that Friend, John Bochnowski, had recently passed. A reading nook will be named in his honor.

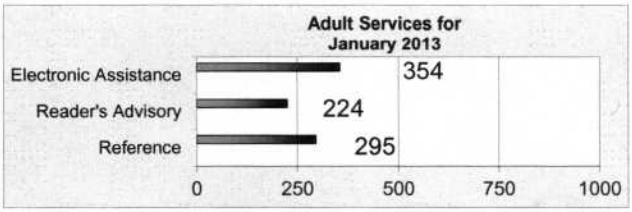
Margie said that we have many bricks waiting to be installed. EDiS has ordered a brick extractor for us.

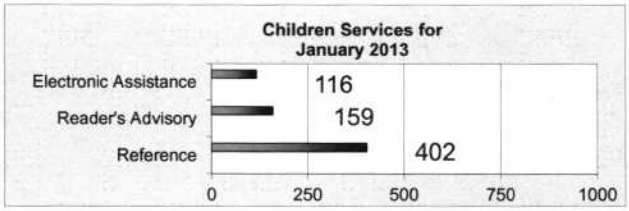
Margie told the commission about our overnight library guest. A man was caught on camera at 8:20pm on the evening of January 2 wandering around the library. The man eventually grabbed a book and made himself comfortable in a reading room. Custodian Rodney Baker saw him in the ladies room on the second floor the next morning. After the police were called, the man left though an emergency exit. Nothing in the library was disturbed or damaged.

Zach made a motion to adjourn; Beth seconded the motion. Meeting adjourned at 5:55pm.

Next meeting: March 19, 2013

DOVER PUBLIC LIBRARY





Circulation	Jan. '13	FYTD '13	Jan. '12	FYTD '12
Dover Residents	21,231	128,018	16,070	114,729
E-Books	1,132	6,193	725	1,012
Kent Residents Total -	16,349	98,821	14,024	100,468
~Harrington	313		130	
~Milford	134		105	
~Smyrna	1,384		695	
~Unincorporated Kent Co.	14,518		13,094	
Non-County Residents	2,283	14,216	2,102	12,162
New Registrations				
Dover Residents	427	2,551	197	1,365
Kent Residents Total -	187	771	80	554
~Harrington	2		1	
~Milford	0		1	
~Smyrna	30		3	
~Unincorporated Kent Co.	155		75	
Non-County Residents	12	77	8	69

Registered Library Users as of 1/31/13		Registered Library Users as of 1/31/12	
City of Dover Residents	19,932	City of Dover Residents	18,083
Kent County Residents	13,152	Kent Co. Residents	13,522
Sussex County Residents	351	Sussex Co. Residents	326
New Castle Co. Residents	545	New Castle Co. Residents	725
Out of State	62	Other	69
TOTAL	34,042		32,725

Other				
*Visiting Patrons	30,271	184,506	29,582	217,372
Meeting Room Usage	1,177	5,662	80	440
Photocopier Usage	2,034	8,651	1,332	9,181
**Computer Printing Usage	2,532	11,755		
Dial-A-Story	N/A	1,911	607	6,658
Computer Usage	4,579	26,217	3,951	28,978
Inter/Intralibrary - Loaned	73		0	
Inter/Intralibrary - Borrowed	47		24	
Holds Sent	3,788		4,481	
Holds Received	2,797		2,514	
TOTAL	6,705	38,498	7,019	49,091
Tech Services/Items Added	1,258		1,259	
Tech Services/Items Deleted	234		1,772	

Monthly Highlights

- ►514 attended 26 program for adults.
- ►42 attended 12 programs for teens.
- ►1,180 attended 52 programs for children.
- ►31 volunteers completed 285.5 hours of service.

* Estimated Figure

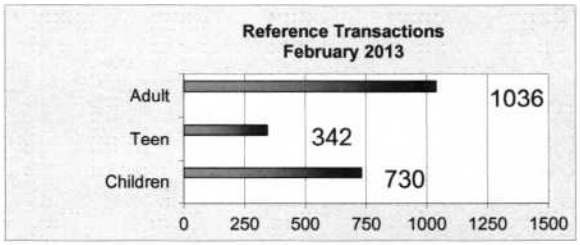
** Print/Release Station on 2nd floor was out of order from 12/27/12 - 1/10/13.

Job Center Statistics

	January 2013	January 2012
Number of Walk-in Hours Open	42	46
Number of Walk-in Participants	171	98
Resumes and Cover Letters (Created/Edited/Critiqued)	12	8
Mock Interviews Conducted	3	2
Job Center Volunteers	31	6
Number of Volunteer Hours	99	75

242 attended 18 programs/classes coordinated through the Job Center.

DOVER PUBLIC LIBRARY



Circulation	Feb. '13	FYTD '13	Feb. '12	FYTD '12
Dover Residents	19,962	147,980	15,010	129,739
E-Books	1,065	7,258	722	1,734
Kent Residents Total -	14,810	128,441	13,597	114,065
~Harrington	183		88	
~Milford	144		92	
~Smyrna	1,302		849	
~Unincorporated Kent Co.	13,181		12,568	
Non-County Residents	2,189	16,405	2,214	14,376
New Registrations				
Dover Residents	361	2,912	185	1,550
Kent Residents Total -	169	940	78	632
~Harrington	2		0	
~Milford	2		0	
~Smyrna	24		6	
~Unincorporated Kent Co.	141		72	
Non-County Residents	14	91	9	78

Registered Library Users as of 2/28/13		Registered Library Users as of 2/29/12	
City of Dover Residents	20,159	City of Dover Residents	18,112
Kent County Residents	13,201	Kent Co. Residents	13,479
Sussex County Residents	356	Sussex Co. Residents	329
New Castle Co. Residents	549	New Castle Co. Residents	724
Out of State	63	Other	70
TOTAL	34,328		32,714

Other				
*Visiting Patrons	28,784	213,290	26,737	244,109
Meeting Room Usage	1,138	6,800	60	500
Photocopier Usage	1,432	10,083	1,777	10,958
Computer Printing Usage	2,915	14,670		
Dial-A-Story	N/A	1,911	468	7,096
Computer Usage	4,346	30,563	3,720	32,698
Inter/Intralibrary - Loaned	75		0	
Inter/Intralibrary - Borrowed	47		30	
Holds Sent	3,452		3,926	
Holds Received	2,689		2,559	
TOTAL	6,263	44,759	6,515	55,606
Tech Services/Items Added	1,931		1,853	
Tech Services/Items Deleted	288		1,182	

Monthly Highlights

- ►646 attended 36 program for adults.
- ►100 attended 13 programs for teens.
- ►1,067 attended 47 programs for children.
- ►34 volunteers completed 304 hours of service.

* Estimated Figure

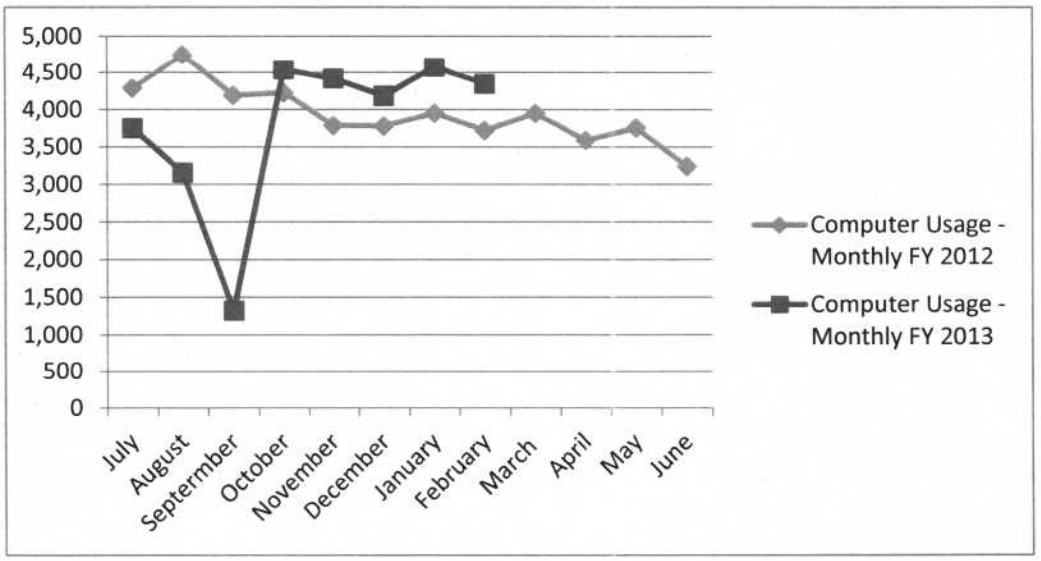
Job Center Statistics

	February 2013	February 2012
Number of Walk-in Hours Open	42	50
Number of Walk-in Participants	139	43
Resumes and Cover Letters (Created/Edited/Critiqued)	20	3
Mock Interviews Conducted	2	1
Job Center Volunteers	6	18
Number of Volunteer Hours	100.5	75.5

495 attended 31 programs/classes coordinated through the Job Center.

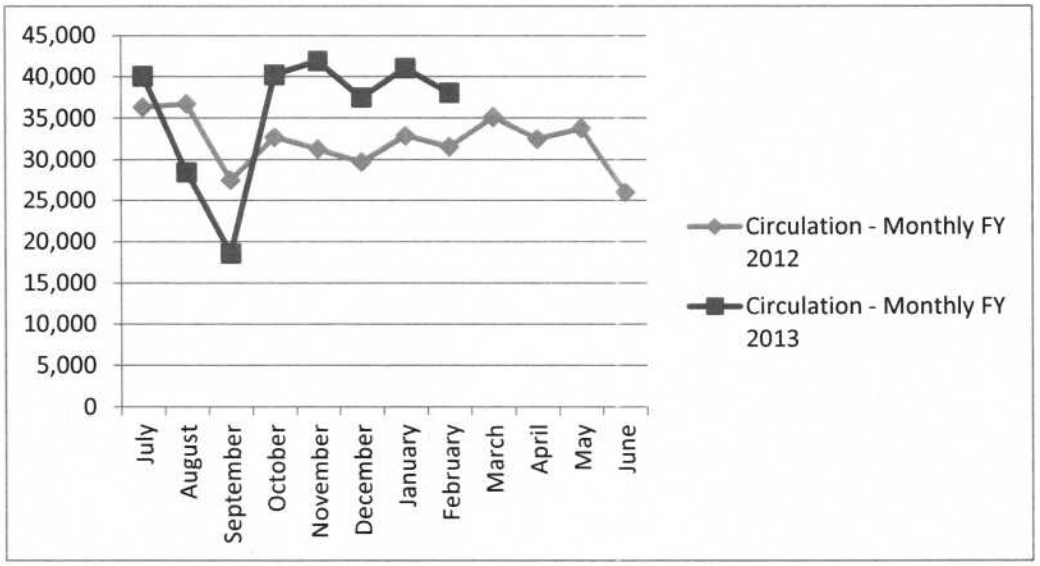
Computer Usage - Monthly

	FY 2012	FY 2013
July	4,288	3,753
August	4,753	3,157
Septermber	4,193	1,317
October	4,226	4,542
November	3,787	4,418
December	3,780	4,181
January	3,951	4,579
February	3,720	4,346
March	3,949	
April	3,590	
May	3,755	
June	3,244	



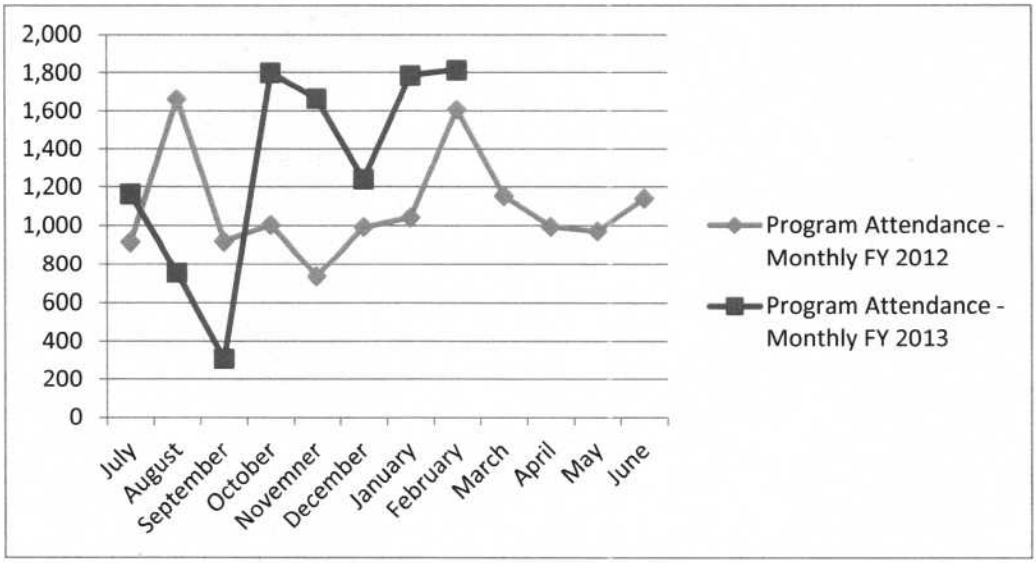
Circulation - Monthly

	FY 2012	FY 2013
July	36,314	40,038
August	36,714	28,447
September	27,482	18,510
October	32,729	40,191
November	31,291	41,846
December	29,719	37,441
January	32,921	40,995
February	31,543	38,026
March	35,152	
April	32,503	
May	33,777	
June	25,982	



Program Attendance - Monthly

	FY 2012	FY 2013
July	915	1,164
August	1,661	755
September	919	308
October	1,002	1,799
Novemner	735	1,663
December	991	1,239
January	1,041	1,785
February	1,606	1,813
March	1,154	
April	993	
May	969	
June	1,141	



Statewide Master Plan

Tier	Minimum SF	Minimum Hours	Minimum Staffing FTE
Anchor	40,000	70	23.5
Regional	15,000	60	17
Community	10,000	56	8.25

M-F 9:00 - 8:00 = 11 x 5 = 55

Sa 10:00 - 5:00 = 7 x 1 = 7

Su 1:00 - 5:00 = 4 x 1 = 4

66 current weekly hours

Geek the Library Case Study: **Delaware Libraries**

A Statewide Public Library Conversation

Goals

Since January 2012, the Delaware Division of Libraries (DDL) has supported public libraries in Delaware to create local awareness about libraries, generate engagement with the community and encourage positive action associated with supporting libraries. The Geek the Library community awareness campaign provided the framework for a statewide initiative organized and supported by DDL, and implemented locally by all Delaware public libraries. More than a year into the effort, it has created a buzz across the state, united all of the libraries in many positive ways and helped motivate library staff to make personal connections with the community.

"Delawareans connect Geek the Library—the coolness factor—with their librarians," noted Delaware State Librarian Annie Norman. "It has given Delaware libraries a stronger brand identity. It brought the libraries together and closer to their communities—all in a good way."



The campaign acted as a launching pad for activating library teams at the local level, said Deputy Director Beth-Ann Ryan. "We were pleased by how enthusiastically the libraries took it and ran with it. Geek the Library gave all of us the confidence to get out there. We learned that it's great to use something like this as a springboard to starting conversations."

AT A GLANCE

- Service area: State of Delaware
- Service area population: 897,934
- Staff: 182 full-time and 317 part-time

Campaign

With the help of tremendous planning and support activities from DDL, including state-specific advertising, events and promotional guidance, libraries have come together under the campaign identity and used it as a catalyst to actively engage their communities. While all Delaware libraries received support from OCLC, including free printed materials and templates, it's the additional support and superb top-level coordination from DDL that made each local campaign even more impactful. Delaware libraries received guidance and motivation through every stage of the local campaigns—the state librarian even participated in a local parade with the Delaware Library book cart drill team—and DDL plans to continue this beyond the scheduled one-year period.

"Delawareans connect Geek the Library—the coolness factor—with their librarians. It has given Delaware libraries a stronger brand identity. It brought the libraries together and closer to their communities—all in a good way."

— Annie Norman, Delaware State Librarian

A Statewide Public Library Conversation *Continued*

What's notable about the Delaware experience is that DDL utilized the campaign as it was intended, but also realized additional value. DDL used the extra communication with libraries as a learning experience to gain knowledge about where gaps in professional development exist and as an opportunity to help library staff shift their own thinking about the value of the library in the community. One objective was to help library leaders embrace and communicate the idea of libraries being transformational and a place for lifelong learning. Additionally, Norman and her team hoped to guide librarians in thinking broadly about the necessity to transform their organizations to meet local needs—including how programs and resources are organized for users.

Some of the campaign strategy was based on helping the libraries start to organize data (e.g., what people in the community geek) according to major Dewey Decimal Classification® categories. This focus, said Norman, is a positive step to categorizing all resources consistently to ensure consumers understand what's available and that the library's resources and services scope goes well beyond books. It can also help libraries isolate where there's a specific local need, she added. "All the services that libraries provide should sit on this framework of Dewey, so we make sure we're covering all of the bases."



Outcome

A critical piece to this, according to Norman, is actively initiating conversations with the community. The DDL team helped Delaware libraries to reinforce the engagement already started at each library. In the fall of 2012, DDL sponsored six community conversations in a phase of the state initiative called "We geek the Delaware Dream." These discussions, facilitated by Dr. Bill McGowan and documented by visual artist John Donato, brought the local conversation to a new level, and allowed the library and the community to unite in their visions of the Delaware Dream and how the library plays an important role.

The conversations allowed the libraries to initiate a community dialogue that helps position the library as a key player to address local concerns. Through community activities and this meaningful discourse throughout the campaign and via the Delaware Dream conversations, the public made deeper connections to the library. What's more, library leaders and staff got to know the community better—uncovering information that can help mold what resources and programs are offered, and how the library transforms in the future.

> ***"Resources are a result of delivering value to the customer. The more we engage the public with their passions and interests and develop stronger library services to support that, then libraries will be better funded as a result."***
>
> *— Annie Norman, Delaware State Librarian*

"Resources are a result of delivering value to the customer. The more we engage the public with their passions and interests and develop stronger library services to support that," noted Norman, "then libraries will be better funded as a result."

For more information about Geek the Library, visit

geekthelibrary.org

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