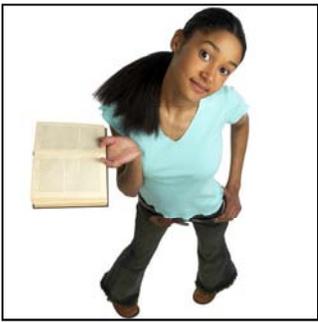
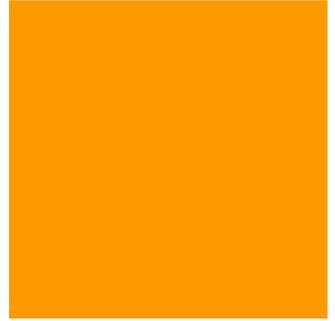
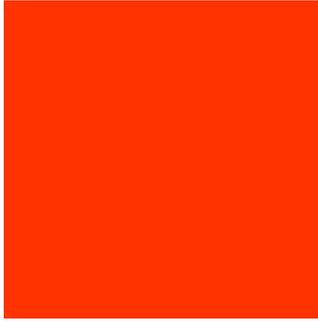


# 2010

Annual Report





## 2010 through 2011: Reinventing Ourselves Message from Michael R. Mabe, Library Director

In fiscal 2010, Chesterfield County Public Library continued to be a popular service with citizens, with good reason. At approximately 1% of the county's total operating budget, CCPL turns taxpayer dollars into inspirational, educational, well-used library services that impact all ages and dimensions of the county population. For example, material circulation continues at a healthy level of 3.3 million items annually even though new and emerging e-services now comprise more than 7% of our total service output. The "death-of-the-book" forecasters might be surprised to see how complementary the formats and the modes of traditional and electronic delivery are becoming.

Almost 2 million customers visit the library annually — why so many? They are driven by the need for answers to reference and readers' advisory questions which now total more than 603,000 annually. We predict similar demands on service in the future.

As a consumer arm of county government we take pride in our unique position to generate a positive image of county operations on a daily basis. County library customers expect to find core information services such as reference and readers' advisory assistance and educational programming like our popular summer reading program, early literacy storytimes and stimulating book discussion groups. They also expect to find diverse material collections, Internet access and comfortable meeting spaces. The library offers these things, and much more.

### **Transforming Information into Knowledge**

In an age of economic uncertainty, public library use and popularity has actually risen across the country, and Chesterfield County is no exception. While library customers continue to access and borrow material and resources for free, they also apply for jobs online, communicate with friends and family via e-mail and social media outlets, perform work tasks and interact with professional library staff to find answers and discover solutions. They are finding that CCPL is the place where mere information is transformed into practical, useful knowledge.

Our popularity with customers and our historic reputation for managing with limited resources is the winning combination that is helping us face the operating challenges of reinventing ourselves for the future. These challenges include: continuing to provide access to emerging information formats with limited budgetary resources, delivering key library services through self-service options, staffing facilities with fewer staff and adapting strategies that allow our facilities to fill a wider range of community needs. With the support of our community partners, Friends and the people who walk through our doors every day, we are confident that we are prepared to meet any challenges we may face in the coming year.

### **Support for Chesterfield County's Strategic Plan in fiscal 2011 includes the following goals:**

Provide an extraordinary quality of life – through access to high quality unique educational, cultural and recreational programs and programming.

Promote community engagement – with branch library facilities that provide convenient gathering places for the community.

Foster lifelong learning through high quality collections in a variety of formats and with professional reference/reader advisory services that supports and supplements adult education and lifelong learning as well as specific educational programs, discussion groups and learning opportunities for adults.

Provide excellent customer service through trained and well-informed staff at all levels of the organization.



To sit alone in the lamplight with a book spread out before you, and hold intimate converse with men of unseen generations - such is a pleasure beyond compare. ~Kenko Yoshida

## In fiscal 2010, customers visited a Chesterfield County Public Library branch over **1.8 million** times.

They came to check out books, to read them in comfortable chairs, study carrels or on the floor. They came to read together in discussion groups, or to read to their children at the end of the day. They came to request that books be sent from one branch to another, or to ask a librarian what they should read next. They asked for books to help them complete a homework assignment, and books to learn how to create a box garden or make a soufflé. Chesterfield residents wanted books for education, entertainment, and inspiration.

***In fiscal 2010, users checked out nearly 3.3 million items.***



**Books have been the single-most powerful image associated with the library for centuries.** They are an integral part of our culture and our lives.

**But times are changing. Information needs are changing. Formats, access points and lifestyles are changing.**

**And so is the library.**



# Reference and Readers Advisory

The terms “reference” and “readers’ advisory” are distinctly library... so what do they mean to our customers?

Have you ever walked into a library and just haven’t known where to even begin?

Or wanted to explore your dream of opening up your own business, and don’t know what to ask?

Or wanted to help your child finish her homework assignment, but your catalog search is not getting you anywhere?

Did you ever come from a doctor’s office with a diagnosis, looking for more information that you can trust?

Or perhaps you’re trying to figure out how you can get your teenage son more interested in reading?

Have you ever been referred to the library to use a public PC to access government services or to apply for unemployment benefits, but you don’t know how to use a mouse?

Maybe you’ve needed help formatting your Microsoft Excel spreadsheet that you created for your softball team?

Have you come to the library after work with your preschooler, and wondered how you can truly prepare her for kindergarten?

Or wanted to find an obituary that appeared in a local paper 12 years ago?

Have you thought back to a book you loved, and just can’t find another quite like it?

Then you, like countless others, had a reference or readers’ advisory question.

In fiscal 2010,  
**over six  
hundred  
thousand**  
reference questions were  
asked at CCPL.



# Reference and Readers Advisory

## Librarians

Trained to help you figure out where to start, what you need to know, and how to get it. Our professional staff are here to recognize and anticipate your information needs. They work to develop resources that can get you the information you need quickly and efficiently.

IM Chat Reference - loved by librarians and users alike. Since its beginning in July 2009, CCPL gets an average of 150-200 reference questions per month via Instant Message Chat Reference.



## What else do today's librarians do?

### Computer instruction

Create reading lists and pathfinders

Keep on top of current events, trends and user expectations

Help navigate, explain, instruct users

Go into the community; visit schools and community events

Grant writing

Genealogy

Early literacy story times

Book discussion groups

Give back to the community through Meals on Wheels and outreach at the Juvenile Detention Center

# Collection

Did you know that in addition to books, the library offers DVDs, audiobooks, music CDs, popular magazines and newspapers, subscription database access, and an entire downloadable library of audiobooks and eBooks that can be accessed remotely?

**Customers accessed our electronic resources more than half a million times in fiscal 2010.**



The modern library's collection is a reflection of its role as a vibrant, changing, responsive resource for the entire community.

The Chesterfield County Public Library strives to acquire resources that allow the library to embrace and invest in our community's future needs while meeting current demands. Items are selected to meet the high interest of our customers and to benefit the daily life of library users. Usage and trends are monitored, customer feedback is invited, and staff continually monitor and assess how well the collection is suiting the needs of the community today, and what the community will need tomorrow.

NextReads is an e-mail newsletter subscription service that provides reading suggestions for all ages in more than 20 reading interest categories. Customers are able to sign up for whatever newsletters they want, and receive reading suggestions tied directly to their interests. 24/7 availability offers remote and after-hours access for customers looking for reading suggestions. Customer-initiated email subscriptions ensure your privacy and control.

Sign up at [library.chesterfield.gov](http://library.chesterfield.gov).



In fiscal 2010, the library's materials budget was slated to be reduced by \$200,000 in fiscal 2011. In response, new lending policies were developed to provide greater access for our customers to the smaller supply of materials.

**Mystery, New York Times Fiction Bestsellers, and Thrillers and Suspense** are just a few of the reading suggestion newsletters available through NextReads.

Choose your Newsletter(s)

- |  |  |
|--|--|
| <input type="checkbox"/> <a href="#">Armchair Travel</a>               | <input type="checkbox"/> <a href="#">Biography and Memoir</a>  |
| <input type="checkbox"/> <a href="#">Business and Personal Finance</a> | <input type="checkbox"/> <a href="#">CCPL Events</a>           |
| <input type="checkbox"/> <a href="#">Christian Fiction</a>             | <input type="checkbox"/> <a href="#">Fantasy</a>               |
| <input type="checkbox"/> <a href="#">Fiction A to Z</a>                | <input type="checkbox"/> <a href="#">Historical Fiction</a>    |
| <input type="checkbox"/> <a href="#">History and Current Events</a>    | <input type="checkbox"/> <a href="#">Home, Garden, and DIY</a> |

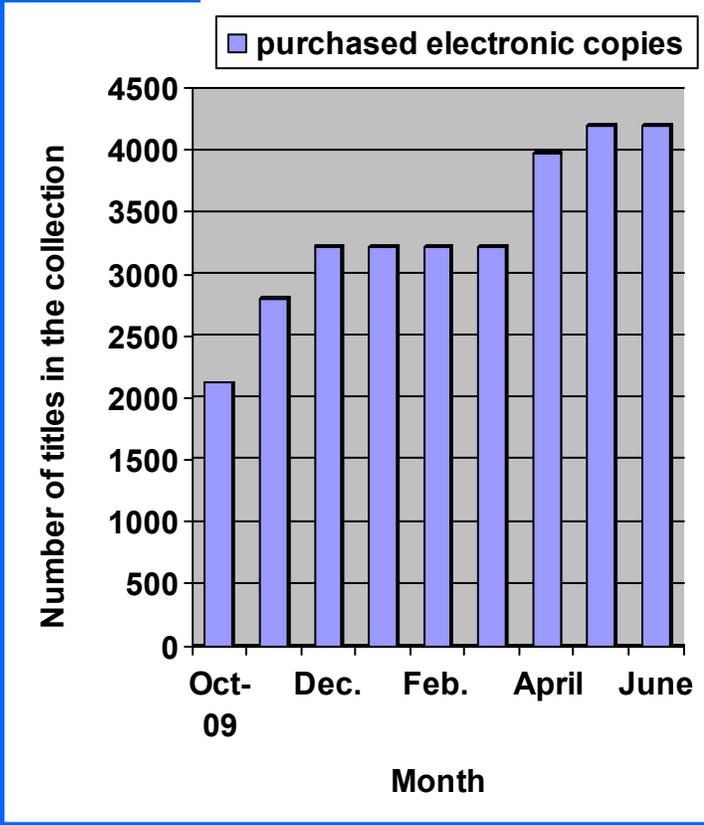


# Collection

CCPL is keeping ahead of the trends by providing eBooks and audiobooks to customers free of charge. Digital downloadable books can be checked out from home, won't be affected by the forces of nature, and can be stored on the device of your choosing. You can download bestsellers and classic digital titles 24/7 to your PC, PDA or MP3 player from home or anywhere in the world. All you need is your library card.



**OverDrive Title Totals**



In a survey conducted in fiscal 2010, 85% of customers wanted more audiobooks added to the collection, compared to just 15% of patrons making the same request in fiscal 2007. In response, **CCPL has more than doubled the number of titles in the digital collection** since the introduction of Overdrive in October 2009.



# Programs

## Connecting with Community

You probably know that the library offers programs for people all ages — children, teens and adults. Offering free educational and entertainment opportunities to the community is a fundamental part of the library’s effort to support Chesterfield County’s strategic plan; by providing an extraordinary quality of life through access to high quality unique educational, cultural and recreational programs and programming.



**The programs you will find in our branches today might be the kind you would expect to find at the local theater, music venue, university or museum.**

In 2010, CCPL provided Chesterfield residents with live music concerts, dramatic readings, renowned author talks, a foreign film series, community festivals, writers workshops, a masqued ball, lectures by local academics, financial literacy workshops, and a host of children’s programs that educate and inform through music, discussion and hands-on experiences.



**Nearly 35,000 people attended a CCPL program in fiscal 2010.**



## Circulation

Our circulation staff handles millions of items every year. They are the backbone of the library system, making sure that you, the customer, get the materials you want, when you want them, in the format of your choosing.

Checking material in, helping manage your account, helping customers to understand loan rules and other library policies, and making sure the item is on the shelf where you can find it. It's all about getting it back on the shelf or in your hand as quickly, efficiently and conveniently as possible.

In fiscal 2010, customers borrowed **OVER**  
**3.3 million items.**

You have told us that our inter-branch delivery service is one of your most valued services. Last year, nearly half a million reserves were filled—that means half a million books, magazines, audiobooks DVDs and music CDs were transported across the county to provide more convenience for our customers.

The *MyAccount* feature in our library catalog allows users to take control of managing their requests, renewals and preferences for receiving notices about new materials and holds-pick up. Customers were encouraged to access this feature as part of the library's initiative to promote self-service as an option for basic account functions and maintenance.

CCPL continues to provide the highest quality service in the most efficient manner possible. In a study of benchmark libraries, CCPL ranked as the leanest public library in its category.



# Children and Literacy

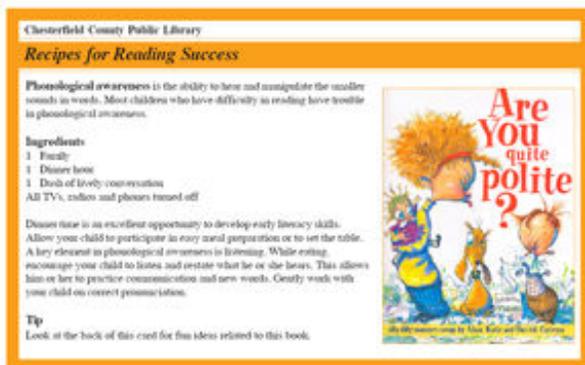


**Story times** have always been a large part of any library system's mission. It has long been accepted that **an early love of learning and of books is of tantamount importance to future success**. But recent research goes even further to support the idea that the development of early literacy skills in a child's life can better prepare that child for success in reading when he or she enters school.<sup>1</sup>

CCPL is joining the growing number of libraries that are integrating this research into already successful story-time programming. **Story times are enhanced with early literacy information**, thereby injecting an added dimension **for both the child and the caregiver**. The librarian is able to model desirable behaviors and activities for parents.

Libraries are in a unique position to impart this information to a community of caretakers who are eager to prepare their children for success at a very young age.

**Read 2 Rover** is a partnership that provides a fun, non-judgmental and comfortable environment where children continually improve not only their reading skills, but their self-esteem as well. The excitement of being able to sit next to the dogs while they read and the reward of playing with the dogs once the children have finished their reading assignment is the motivation that makes this program so successful.



Early literacy materials developed by CCPL staff have been adopted by the Library of Virginia for use statewide.

1. Ghoting, Saroj & Martin-Diaz, Pamela. *Early Literacy Storytimes @ Your Library: Partnering with Caregivers for Success*. Chicago, IL: ALA Editions, 2005.



## Education and Outreach

Informing, Enriching and Expanding Horizons

**Lifelong learning** has long been a fundamental service for public libraries. In a society of lifelong learning — whether of a formal or informal nature — public libraries will be nodes connecting the local learning setting with the global resources of information and knowledge.<sup>1</sup> Lifelong learning is supported through high-quality collections in a variety of formats and with professional reference/readers' advisory services that supports and supplements adult education and lifelong learning pursuits, as well as specific educational programs, discussion groups and learning opportunities for adults.

Our **book discussion groups** included a “Chick Lit” and a “Young Literature Lovers” group to offer the public a modern twist on the traditional book group experience.

The **Get in the Know** series offers seniors a chance to gather monthly to enrich their minds and lives.



CCPL's **Consumer Health Program** invites residents to request a packet of information on the health topic or condition of their choice, to be picked up at their leisure or mailed to their home.

**The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.**  
~Alvin Toffler, American writer and futurist

1. IFLA (2004, March). The Role of libraries in lifelong learning. Retrieved from <http://archive.ifla.org/VII/s8/proj/Lifelong-LearningReport.pdf>

# Education and Outreach

Informing, Enriching and Expanding Horizons

**Outreach** is a concept that libraries have long embraced as a part of their mission. At its heart, it is about bringing library materials and services to the user. This same concept is an emerging trend in all aspects of society today — a desire for information and services delivered to the user, in the manner and format of his or her choice.

**Diá de los Niños/Diá de los Libros** means Children's Day/Book Day. This festival celebrates Hispanic culture and invites the community to visit and enjoy the library. Over 4,500 people have come to visit the library during our Diá festivities.

CCPL's **Juvenile Detention Center book discussion program** enjoyed such success, it was featured in "O" magazine. Led by library director Mike Mabe and other library staff, discussions take place at the center about once a month.



Library users across the county came out on Library Snapshot Day to express their support of CCPL.

**Gaming** teaches perseverance, technological literacy and cooperation.





# Digital Literacy and Job Search Assistance

Libraries have actively adapted to their new role as the “one-stop shop” in the digital world by serving as job and career centers and satellite offices for e-government services while continuing to support lifelong learners and increased demand for technology resources. (Bill and Melinda Gates Foundation Libraries Connect Communities: Public Library Funding & Technology Access Study 2009-2010)

The library offers computer classes that teach senior citizens **how to use a mouse**. They also offer intensive sessions on how to use Microsoft Publisher to **create flyers and brochures for your small business**. We have set aside computer and staff time for walk-in customers with **specific computer or job-search related questions**- questions that cannot be adequately answered in the average reference transaction.



The past few years have brought many job-seekers through the library doors. In order to

respond to this community need, the library developed programs, workshops and classes tailored to help this segment of the population. **Résumé-building, interviewing skills, on-line job application help, job searching resources, and one-on-one guidance** all have

made up our package of assistance for those in need of help. Current circumstances require that we develop new and innovative methods to deliver this same level of personalized service. Plans for the future include using our technology to reach more people at one time, employing the skills of professional librarians in more effective ways, and developing print and digital guides that can be accessed at the customer’s convenience.

*Customers who have never used a computer in their lives are now coming to the library for help and access: to fill out an entry-level job application; to file for unemployment; to print off a tax form; or to apply for social security benefits.*



CCPL applied for, and was awarded over \$10,595 in grant funds in fiscal 2010. Other non-monetary awards included over 2,000 books received for programs such as Head Start.

# Grants, Partnerships and Awareness

*Picture the Heart of America Gallery Show*

Explore American culture and history through the 55 great works of art in our Picturing America collection.



**Central Library**  
Friday • Aug. 27 • 6-8:30 p.m.

Enjoy refreshments and live music with jazz guitarist Jim Gilliam.

For more information, please call 717-6381.

Picturing America is a project of the National Endowment for the Humanities, distributed in cooperation with the American Library Association. The Institute of Museum and Library Services has provided major support for Picturing America programs in public libraries.

library.chesterfield.gov

Providing a FIRST CHOICE community through excellence in public service



**Consumer Health Grant:** Our 2010 NACO-Award winning program designed to deliver the highest quality health information service to library users both inside and outside the library.

**Great Stories Club Grant:** The teens at the Chesterfield County Juvenile Detention Center are given books from the American Library Association to participate in the book discussion groups led by CCPL staff.

**LEAP:** Sponsored by the Friends of the Library, this grant offers scholarship assistance to current CCPL employees who are enrolled in an accredited Masters of Library and Information Sciences program.

**Pride and Passion: The African American Baseball Experience Grant:** We look forward to hosting the traveling exhibit of the history of African-American Baseball as a result of a grant we obtained from ALA/NEH.

**Picture the Heart of America Programming Grant:** received funding from ALA/NEH to host a series of programs for all ages based on the Picturing the Heart of America poster collection. To kick off the event the library had an "art gallery" style grand opening night in which activities, food, music and art were used to promote the program series.



Nutzy, the popular Richmond Flying Squirrels mascot, poses with a library staff member at the Flying Squirrels' Education Days. Nutzy later made an appearance at CCPL's Summer Reading Carnival.



The Chesterfield Center for the Arts Foundation is working to build an arts center that would serve as a community gathering place and cultural focus for the town of Chester and nearby communities. Last December, a Winter Artisan's Bazaar held at the Central Library raised more than \$1,000 for the foundation.



# Value

Did you know that the cost of library service per year per taxpayer is **\$26.47?**

That **costs less** than purchasing **one DVD and one paperback** book in the course of one year.

And it is much less than the Library Expenditure per Capita State Median Guideline of \$ 30.65.

But value is not just about quantity...it's about quality. Providing an extraordinary quality of life through access to high quality unique educational, cultural and recreational programs and programming is the norm at CCPL.

Value is also about **return on investment**. Studies across the nation show:

- **62 percent** of people chose a neighborhood based on access to a public library. (National Association of Realtors)
- **78 percent** of business customers say that the public library contributes to the success of their business, and 49 percent say that they obtain most of their business/research information from a public library.
- Researchers estimate that if children get the proper exposure and systematic opportunities to develop foundational and early-language and pre-reading skills during early childhood, up to 95% may avoid serious reading difficulties.

An example of the potential savings offered by one visit to the library.

Input Your Use	Library Services	Value of Services
<input type="text" value="2"/>	Adult Books Borrowed	\$ <input type="text" value="30.00"/>
<input type="text" value="2"/>	Childrens/Young Adult Books Borrowed	\$ <input type="text" value="24.00"/>
<input type="text" value="2"/>	Magazines Borrowed	\$ <input type="text" value="7.00"/>
<input type="text"/>	Newspapers Browsed	\$ <input type="text" value="0.00"/>
<input type="text" value="1"/>	Movies Borrowed	\$ <input type="text" value="22.00"/>
<input type="text"/>	Audio Books Borrowed	\$ <input type="text" value="0.00"/>
<input type="text" value="1"/>	Music CDs Borrowed	\$ <input type="text" value="15.00"/>
<input type="text"/>	Magazine Used in Library	\$ <input type="text" value="0.00"/>
<input type="text"/>	Interlibrary Loan	\$ <input type="text" value="0.00"/>
<input type="text"/>	Meeting Room Use per Hour	\$ <input type="text" value="0.00"/>
<input type="text"/>	Adult Programs Attended	\$ <input type="text" value="0.00"/>
<input type="text" value="1"/>	Children's Programs Attended	\$ <input type="text" value="6.00"/>
<input type="text" value="2"/>	Hours of public Computer Use (i.e. Internet, MS Word, etc.)	\$ <input type="text" value="24.00"/>
<input type="text"/>	Daily PC Print-outs	\$ <input type="text"/>
<input type="text"/>	Database Searching (months of use)	\$ <input type="text" value="0.00"/>
<input type="text" value="1"/>	Reference Questions Asked	\$ <input type="text" value="7.00"/>
		\$ <input type="text" value="135.00"/>



# Your Place

The library is increasingly becoming known as a premium community gathering place, as demonstrated by the fact that CCPL welcomed 1.8 million visitors last year.

The library offers the traditional ideal of a clean, well-lit comfortable place to browse or study—but also offers so much more. CCPL is dedicated to bringing residents facilities that meet the changing needs of the public, and accommodate the information **producer** as well as the information **consumer**.

- Meeting rooms in every branch available at no charge
- Study rooms
- Spaces to read, meet, chat, teach, learn
- Free Wi-Fi with unlimited Internet access
- Over 200 public access computers

The county has scheduled funding for Bon Air and Ettrick Library renovations and improvements. Also slated are three new buildings, aimed at providing the space and facilities needed for Chesterfield today and in the future: the Reams-Gordon area library, the Robious Road area library, and the 360 West area library.

In fiscal 2010 Library meeting rooms served as a venue for **67,800 people**.

The library also offers smaller conference and private study rooms that do not require a formal application. Last year, **18,671** people used individual conference rooms to tutor school students, have private business meetings, hold interviews for their small business, study for the bar exam, work on a group project, or to just have a quiet space to themselves—a **32%** increase from last year.

“Libraries have been around in various forms for nearly 4,000 years and have become a cornerstone of activities for the communities in which they exist. Even though the role and function of what’s happening inside will change, the library itself will remain a powerful entity around which communities will rally.”

- Thomas Frey  
Senior Futurist, DaVinci Institute



Cultural associations	Homeowner's Associations	County agencies
Softball Leagues	Rotary Clubs	Toastmasters
Girl Scouts	Hobby Clubs	Health Fairs
Book Groups	Parks and Recreation Programs	And a multitude of other local groups

# Friends of the Library



## What is different about today's friends?

CCPL relies on the Friends to actively inform the community about the library, and to encourage support of libraries in general. Libraries across the country are experiencing budget reductions, and our system is no exception. The Friends of the Chesterfield County Public Library contributed over \$54,000 to the library system in fiscal 2010.

## What Do the Friends Do?

The Friends raise money...

- from the library photocopiers
- at used book sales
- from members' dues and donations

... and use the money to pay for library programs and materials like...

- audiobooks for all branches
- the Summer Reading Program
- Children's Book Week and National Library Week activities
- equipment for staff training
- gifts to each branch in recognition of library volunteers
- co-sponsoring of popular Writer's Workshop held annually in March.

The mission of the Friends of the Library is to help the Chesterfield County Public Library achieve its objectives and generate community support for those objectives.

They do this by:

- focusing public attention on and creating interest in library resources and activities
- fostering the idea of the Chesterfield County Public Library as an active and dynamic cultural, educational and recreational force in the community and encouraging its use as a community center for such activities
- encouraging and promoting the donation of gifts, financial and otherwise, which may assist the library
- serving as a link between the library and the community it serves, interpreting each to the other
- providing knowledgeable and willing volunteers for library activities
- educating members and citizens about the need for legislation that fosters the growth of the library system



# Coming in 2011

Looking forward, CCPL is focusing on delivering the materials and services that the community wants in the most professional, effective, efficient way we can. Times have changed, and the library is changing along with it. We invite the community to help us serve you better – to invite us into your social networks, both virtual and real-life.

## Encore

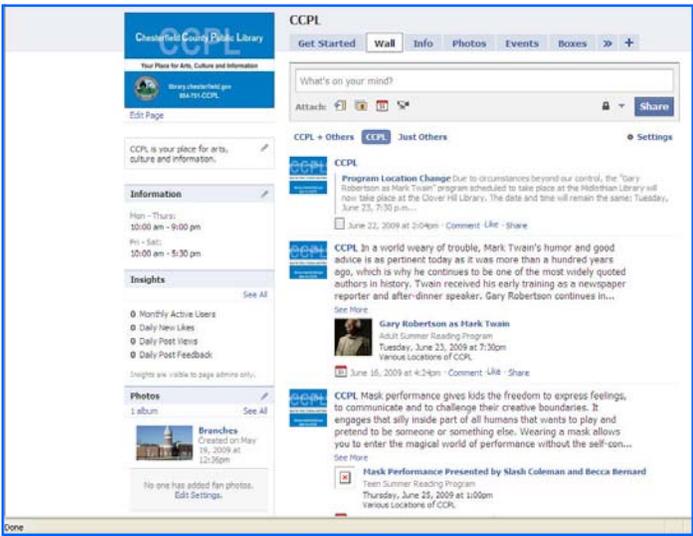
Encore is a new way to experience the library catalog that can transform the way people connect with the



library. A fresh approach to discovery that includes faceted search results, tag clouds, Did You Mean...?, Popular Choices, Recently Added Suggestions, and RightResult™ relevance ranking. It integrates federated search, as well as enriched content—like first chapters—and harvested data, and facilitates community participation with user tagging and community reviews.

Encore offers a suite of applications and web services that delivers a universe of information in ways that are intuitive, relevant, and, perhaps most important, familiar to today's Internet users. Through a single search box, Encore connects users to all the trusted resources the library collects or selects. Plus, Encore gives users ways to connect with each other and participate in the library's information landscape.

**Social media** is another way to reach our users. We hope, in the future, to launch several social media sites to bring you up-to-the minute information, news, details of new programs and services. In addition, we plan to provide tutorials and podcasts to enhance the experience, and to bring us to the user.



## Coming in 2011

### Digital Signage and Mobile Reference

We will continue to use technology to inform and invite the community into the library, and to help them transform information into usable knowledge. Digital signs will be integrated into the branches as an up-to-the-minute vehicle of informing customers about our services, programs and changes to the library. Handheld devices will be employed so staff can access the information needed by the customers from any location, inside or outside the branch.

### Small Business Resource Center

Most people know that Chesterfield County Public Library is “your place for arts, culture and information.”

What they might not realize is that the library is also “your place for entrepreneurship and business solutions.”

CCPL unveiled a new community space at the Meadowdale branch in September 2010.

Public libraries are economic engines, powering the development and revitalization of communities and reducing the costs of businesses across the nation.

This space is dedicated to actively serving the needs of the community, and to supporting the vitality and economic development of the county.

Future plans for the center include teleconference capabilities, access to the *Foundation Directory* and productivity software such as Quicken and Adobe Elements. The evolution of the suite of offerings will be guided by the observed and expressed needs of the public.

### Floating Collection

The collection itself can be even more responsive to customer demand and interest. CCPL is investigating collection distribution options that will allow users more immediate access to the materials they use the most.



A large, colorful banner for the CCPL Small Business Resource Center. The banner has a green top section with "CCPL" in white. Below that is a blue section with "Small Business Resource Center" in large yellow letters. Underneath is a green section with "Your Place for Entrepreneurship and Business Information" in white. The bottom section is yellow with the text "Convenient Locations", "Valuable Resources", and "Help when you need it" in bold black, followed by "Find out what CCPL can offer your business today." in a smaller black font.