

# *Lynnfield Public Library*

## Annual Report

### 2011

In the fall in an effort to look at a broad range of issues that face our Library and to determine what direction our patrons and the community want us to take in the next five years, the Director with the Trustees, the Long Range Planning Committee, and the library staff completed a Long Range Plan FY2013-FY2017 with the support of the Community Survey participants. This Plan will lead to, among many things, making a visit to the Library a more satisfying experience by improving access to the building and the visual appeal of the library interior, and utilizing the most current technologies and formats—eBooks, for example. We will increase public awareness of our collections, programs and services for the community through improved marketing and determine how the needs of the community for the next fifteen to twenty years can be met through an expansion of the existing facility.

#### **Circulation Services**

The Circulation Services department strives to provide our patrons with a welcoming and engaging library experience, whether they are stopping by to pick up materials or enjoying a longer visit in our Library. Our Circulation staff are eager and ready to assist patrons in locating their materials, selecting the next book to read or film to watch, maintaining the organization and appearance of our collections, and providing excellent customer service at the check-out desk.

In 2011, more than 106,000 patrons visited the Library to take advantage of our growing collections of books, DVDs, music CDs, newspapers, magazines, and more. Over 300 new patrons registered for library cards, and nearly 130,000 items were checked out for patron use at home. In addition to the numerous resources to be found in the Lynnfield Library and other consortium libraries, patrons now have even more opportunity to access Library materials without having to leave the comfort of their homes. Due to the increasing popularity of eReaders, iPods and other “iGads”, our Overdrive service increased by nearly 105% with 875 checkouts of downloadable eBooks and audio books in 2011 (compared to 427 checkouts in 2010).

Our Museum Pass Program, generously funded by the Friends of the Library, remains an extremely popular Library resource, with over 784 reservations in 2011 (163 more reservations than 2010!). The Library offered passes to eleven museums and cultural attractions this year, saving our patrons anywhere from a couple of dollars to \$60.00 in admission fees depending on the attraction and group size. In 2011, we began the process of transitioning our museum reservation service to an online system, which will be fully implemented in 2012. This new Library Insight system will allow patrons to make reservations from their home computers or wireless mobile devices and will keep track of statistics such as patron savings, pass usage history, and Lynnfield resident vs. nonresident usage.

This year also saw some major changes on the Library website. With over 28,200 hits on our homepage alone (that's a 10% increase in hits over 2010!), our website continues to be an essential resource for finding information about the Library, choosing the next book to read, downloading eBooks and audio books, accessing our research databases, and more! Our young adult patrons can now take advantage of a "Teens & Tweens" page, dedicated to their own needs and featuring information about young adult Library programs and reading lists by topic. Our adult reader's advisory page ("Reading Suggestions / Booklists") has also expanded, and many of our online Booklists feature more visually-appealing cover images as links in place of regular text. Finally, our online Adult and Youth Calendars have been modified in color and format for a more seamless look with the rest of the website.

Food for Fines, one of our most popular programs in the Circulation Department, allows patrons to exchange non-perishable goods in lieu of fines on Lynnfield Library items. All the perishable items collected are then donated to Haven from Hunger in Peabody, an organization that provides food to individuals in families in the Peabody / Salem area. Our Food for Fines program ran this year from December 5 until January 20, and we collected a total of 749 items, resulting in a \$992.00 reduction in patron fines.

### **Reference Services**

The Reference staff answered 10,121 questions in 2011: an increase of 363 from 2010. The majority of our transactions still occur in the library with one-on-one interactions with our patrons. Our interlibrary loan service continued to be very popular with our patrons. We borrowed approximately 670 items from libraries outside the NOBLE library system and we loaned approximately 413 items to libraries outside the NOBLE library system.

Starting in October 2011, we provided access to a new educational database: Universal Class. This on-line resource has over 500 continuing education classes available to our patrons. This product was made available to all patrons in the library and through our website at <http://www.noblenet.org/lynnfield>.

This year we continued our ongoing non-fiction collection evaluation project. The subject areas we concentrated on included: gardening, pets, biographies, music, world and United States history, travel, sociology and crime, art, cooking, technology, computers, law, and medicine. In each subject area, we take note of what we have, weed out of date materials, and purchase new materials. Reference staff members Irene Gorevitz and Marilyn Graves were heavily involved in the collection assessment process. Weeded materials are sold at our book sale or donated for charity.

The non-fiction collection was shifted in various areas to maintain the neatness and accessibility of the collection. For example, biographies on the mezzanine were consolidated into one shelving unit to make room for the expansion of our very popular and heavily used cookbook collection.

The Reference Department also tackled an ambitious project this year: turning the majority of our Reference collection into “Circulating Reference.” Our goal was to make our collection more accessible to our patrons and respond to their changing needs. We removed items that were old and out of date and moved some of the Reference materials into our non-fiction collection that can circulate for three weeks. The Reference collection was then shifted and consolidated. At that point, reference staff analyzed the remaining materials and determined which items needed to stay as in-house ‘traditional’ reference, and which could circulate. ‘Circulating Reference’ materials were then re-labeled with a ‘7 Day Loan’ sticker and allowed to circulate for a period of seven days. Patrons have already been taking advantage of increased access to these valuable sources of information. The ability to take out these materials is particularly valuable for homework assignments.

Consolidation of the Reference collection also allowed the expansion of our ever more popular Large Print collection. During 2011 we added 172 items to our Large Print collection. We were also able to set up a dedicated Medical Reference area for ease of browsing.

The Reference Department is responsible for selecting the majority of the adult non-fiction and reference materials. By using a report program in Millennium (the NOBLE circulation software program), we can respond quickly to patron requests for new materials. In 2011, approximately 37% of the non-fiction materials purchased was in direct response to patron requests.

We spent approximately \$1,200 to purchase a number of “Great Courses” DVDs and CDs for our patrons. These highly respected educational and informational series cover a number of topics including mathematics, history, art, and economics.

Reference Department member Irene Gorevitz continued to produce her popular genre reading lists. These lists were made available on the Lynnfield Public Library website (“For the Reader”) as well as several locations in the library. Irene also created two brochures containing local information on “Realtors, Housing, and Local Grocery Stores,” and “Tips for Getting Rid of Used (Household) Items.” Irene has also been producing “Tip Sheets” on OverDrive, our downloadable eBook and audiobook program.

Under the auspices of the Technical Services Department and NOBLE, a print management system was installed on all the public Internet computers. This new system will prevent paper wastage and ensure that patrons pay for all their print outs. This new system – LPT: One - also protects patron privacy in regards to their print outs.

The Reference Department also collaborated with Roy Sorli of the Lynnfield Historical Society to create a Civil War display in the library. The display (ongoing through February 2012) contains daguerreotypes and artifacts from Civil War era Lynnfield, an 1862 almanac, discharge papers, and a Civil War era sword.

The Reference Department provided homework assistance to students at the high school and undergraduate level, as well as to elementary and middle school students when Youth Services staff was unavailable. Youth Services and Reference Department staff worked together to host fourth graders from the Huckleberry Hill School in April and the Summer Street School in June. One hundred and ninety two students participated in the orientations.

Four students participated in community service at the library in 2011 under the direction of the Reference Department. These enthusiastic volunteers were invaluable in helping us keep the book shelves straightened, neat, and clean. One of the volunteers was particularly helpful in shifting the Reference collection. We thank them for their commitment and enthusiasm!

### **Technical Services**

The Technical Services staff added 4,028 new adult items and 1,603 new children's items to our collections this year, as well as 134 gift items to the adult collection and 107 gift items to the children's collection.

The library is at near full capacity in every area. This means that we have to continually weed older, less-circulating items to make room for all the new titles our patrons want. We run reports throughout the year to identify items to withdraw, especially in our most crowded areas—adult music CDs, adult DVDs, and adult Fiction and Mystery. It is hard to say goodbye to old friends, but necessary to make room for new additions.

As the date for the migration to our new system – Evergreen - nears, work continues on making corrections and updates to our database, such as reporting duplicate entries, misspellings, and inaccuracies in records. We want our records in the public catalog to show the same high level of care we show to our physical items. We have a loyal volunteer who mended 322 items and ran 191 discs (CDs and DVDs) through our disc repair machine this year.

At the end of the year, we installed a new print management system for our public Internet PCs. This entailed working closely with our NOBLE consortium computer staff, who are invaluable to us in troubleshooting computer issues through the year. The new print system is up and running, and can even be used by people on their wireless who need to print something out. We also had a telecommunications upgrade at NOBLE and a switchover to Comcast for our public and staff machines. There were a few bugs to iron out in the beginning, but we now have a fast, reliable Internet connection for both the staff and the public to enjoy.

### **Youth Services**

In 2011, the Library's Youth Service Department focused on adding exciting new programs while maintaining favorite programs and services. As in past years, regularly-scheduled storytimes were extremely popular, particularly Wednesday morning's Mother Goose Storytime. Parents, grandparents, and other caregivers return week after week to listen to thematically grouped stories and sing children's songs. That program alone had a

whopping 1,760 total participants, an average of thirty-four per week! In total, the department hosted 222 programs over the course of the year, with a total of 4,715 attendees. In addition to programming, reference services were maintained, with a total of 1,094 questions answered, ranging from homework-related queries to recreational interests and professional needs.

Afternoon programming for school-aged children included author birthday parties for several esteemed children's authors representing a variety of genres: Jack Prelutsky's poetry, Hans Christian Andersen's fairy tales, and Margaret Wise Brown's bedtime stories. For families who prefer to visit in the evening, we offered near-monthly pajama parties. Pajama party themes from the year included everything from polar bears to St. Patrick's Day, from hot cocoa to fictional character the Gruffalo.

In addition to those favorites, new children's programs were added, including a very popular Fiesta Storytime, featuring stories and songs in both English and Spanish. This has attracted some bilingual patrons in addition to English-speakers who have been finding language-learning fun. A monthly LEGO building program was started with a LEGO collection donated by a resident. This program has been applauded by parents who find the program to be beneficial to boys and those with special needs.

The Young Adult division has also grown its programming in 2011. A Teen Book Club was founded. Teens and a librarian together chose a book each month from the Young Adult collection and discussed over coffee, orange juice, and donuts. During the week, the Library responded to a need for after-school programming for middle school students by introducing Afternoon Discovery, an afternoon hands-on science program that has explored various science topics from food science to magnetism. These young patrons especially love programs in which they produce an edible product, including ice cream and popcorn.

Summer Reading 2011 was themed "One World, Many Stories," and in keeping with that theme, children read to support the purchase of bees from Heifer International, a nonprofit organization who partnered for the year with the inter-state Summer Reading Collaborative. Much of the summer programming was themed around multiculturalism. We kicked off the summer with a hot dog luncheon and a concert from Davis Bates and Roger Tincknell, jointly funded by the Cultural Council and the Friends of the Lynnfield Public Library. Their interactive concert included songs from every corner of the globe. Once the summer began in full swing, several families attended "Lunch Bunch on the Common," during which youth librarians read folktales from various cultural and literary traditions while children enjoyed BYO picnic lunches in the summer sunshine. A pajama party series focused on food – always a favorite in the Children's room – from around the world. We read about different traditional bread, soups, and noodle dishes. A one-time "Global Games Night" drew in thirty-two people for a night full of games from around the world, from hopscotch to marbles and even egg jousting! The final summer event was a Luau. Summer Reading Program participants were announced and awarded certificates before a fun outdoor party including balloon giveaways and a piñata. In total, thirty children and fifty-seven people attended that final event.

During the school year, the Library continued to support the curricular needs of teachers and students in Lynnfield, from major biography and poetry assignments in the elementary schools and nonfiction assignments at the Middle School, as well as day-to-day homework-related information needs. Fourth grade students at both public elementary schools visited with their teachers and librarians for bibliographic instruction. The Library also collaborated with the PTOs at the Summer Street and Huckleberry Hill Elementary Schools to host Sparky's Puppets for a puppet show that drew smiles from all seventy-seven attendees. Additionally, the Library continued to support local preschools and kindergartens. Tower Day's kindergarten classes visited to study the human body, space, and other topics.

Aside from school visits, a few Daisy scout troops visited the library in 2011 to receive guided tours of the room and an introduction to the collection. Librarians read a brand new picture book biography of the Girl Scouts founder Juliette Gordon Low to a group of Daisies who were working towards earning a 'petal' for bravery and courage.

Every facet of the collection grew in 2011 to include popular and critically acclaimed media. Popular new easy readers included *Tugg and Teeny* by Patrick J. Lewis and the *Katie Woo* series by Fran Manushkin; in picture books *Goodnight, Goodnight, Construction Site* was a favorite; in graphic novels Brian Selznick's *Wonderstruck* was popular with children and teens alike. In the fiction collection for readers, Daisy Meadows' *Rainbow Fairies* series, Erin Hunters *Warriors* series, Rick Riordan's *The Heroes of Olympus* series, and the *Geronimo* and *Thea Stilton* series continue to fly off the shelves and receive rave reviews from patrons. A series opener by John Stephens called *The Emerald Atlas* was also a hit in fantasy fiction, compared by *School Library Journal* reviewer to both *Harry Potter* and *The Chronicles of Narnia*. Disney DVDs topped the popularity for feature films with *Tangled*, *Rio*, and *Rango*, but nonfiction additions like John Deere's *Fun on the Farm* series were also in high demand. Youth Services also added nonfiction titles on a broad range of topics, including *Trapped: How the World Rescued 33 Miners from 2,000 Feet below the Chilean Desert* by Marc Aronson, *Every Thing On It* by Shel Silverstein, and several books on art, mythology, gastronomy, and animals.

In Young Adult fiction, the sequel to Pittacus Lore's *I Am Number Four*, entitled *The Power of Six*, was popular, and the upcoming March 2012 release of the *Hunger Games* movie renewed interest in the trilogy by Suzanne Collins. Popular nonfiction titles included *Flesh & Blood So Cheap: the Triangle Fire and its Legacy*. New popular DVDs included the documentary *Dive!*, feature film *Beastly* and episodes of the hit television show *Glee*.

The Children's Room makeover is coming together! The Lynnfield Rotary Club generously donated funds in 2010 to purchase Squiggles, the bright green caterpillar activity bench and stools, for our toddlers. Capital monies from the Town for new furniture and light fixtures, memorial donations by many Lynnfield families and support from the Friends of the Library as well as earmarked Friends' donations, are making

these 2012 improvements possible.

The Youth Services Department continues to be a thriving, bustling center of learning and play in the community. We look forward to continuing service to children, teens, and their families in 2012.

### **Concerts on the Common**

Concerts were planned for every Wednesday in July from 6:00 p.m. to 8:00 p.m. on the Common. Linda Burns, Chair and her energetic Concerts on the Common Committee, planned music and booked the following bands: Evolution (Lynnfield Alum rock band), Lynnfield High School Youth Musicians, Bob Bachelder's Totem Pole Orchestra and the Brian Maes Band. The Committee members coordinated the fundraising refreshment groups and organized children's activities and intermission entertainment for each concert. New this year, the Recreation Commission and concerts committee co-sponsored a Lynnfield Farmer's Market at two of the concerts offering fresh produce from local farms. Northrup Associates, The Savings Bank, First Financial Trust, Cervizzi's Martial Arts and the Eastern Bank generously underwrote the four programs and numerous local vendors contributed raffle prizes to encourage donations.

### **Local History & Genealogy Collection**

The Library is collaborating with the Essex Society of Genealogists, the Historical Commission and the Historical Society to organize narratives or stories of a selection of Lynnfield's antique homes using old and current photographs of the houses, maps, deeds, family genealogies, newspaper clippings and engravings. We want to create a digital story that explores and celebrates life in our community and complete it for the 300<sup>th</sup> celebration of the Meeting House in 2014. We are also making selections of materials from our Local History and Genealogy Collection that will be digitized for the use of local history and family researchers. Our library boasts a superb collection of materials that focus on Essex County history and family genealogy.

### **Friends of the Lynnfield Library**

The Friends of Lynnfield Library continued to support the Library by funding a variety of Adult and Children's Programs. The Friends Executive Board held eight meetings throughout the year, during which the board discussed various fundraising ideas, community outreach and library advocacy. We were fortunate to have Beth Galloway, a Simmons College Adjunct Professor present a program entitled "Social Networking: Meeting Users Where They Are" at our Annual Meeting on May 9.

The Book Sale at Geraniumfest in May was a great success. Additionally, we did well raising funds via our town-wide Annual Appeal. The Friends thanked and honored our loyal volunteers at a lovely Volunteer Reception in June. Several local dignitaries including State Representative Donald Wong and State Senator Katherine Clark attended the reception to join us in expressing our appreciation for the support provided by the Friends and all of its volunteers. Stacy Dahlstedt became President effective July 1 and Janine Saldanha became President-Elect.

The Friends Annual Used Book Sale did exceptionally well on Friday, October 14 and Saturday, October 15. We had a beautiful fall day for this event, which brought in a steady stream of customers and helped to contribute to sale's profits. The Friends look forward to another successful year where we can continue to support the Library.

### **Volunteers**

Over 100 adults contributed 2,105 hours to help make the Lynnfield Public Library one of the best libraries on the North Shore. Our dedicated volunteers straightened book shelves, mended our materials, planted and maintained the library grounds, and assisted genealogy patrons. They also sorted through thousands of hardcover books, DVDs and paperbacks for the Friends of the Library's two book sales, shifted and stored our newspapers; shelf read and prepared our "What's Happenin' in the Lynnfield Library" calendar for mailing. We honored these same volunteers on June 23 with a reception and open house at the Meeting House.

### **Community Outreach**

Adult programs numbered thirty-two with 1,594 participants. They included the Curious about Cuisine series, the adult non-fiction book club called BookLovers, and a four-part series about composer and lyricist George and Ira Gershwin. We enjoyed programs such as "A Bee in Every Bonnet" in January, Thai cuisine in March and "Mushrooms: Not Your Every Toadstool" in April. In June we toured Appleton Farms, in Hamilton, MA, a Community Supported Agriculture (CSA) working farm. By September attendance at our programs had doubled. "Introduction to Vegan Cooking" kicked off the series, November brought collaboration with the Flower Workshop about growing and preparing winter squash and a hugely successful "An English Tea" finished the year in December. BookLovers read and discussed such titles such as *A Great Improvisation: Franklin, France and the Birth of America* by Stacy Schiff, *Dreaming in Hindi: Coming Awake in Another Language* by Katherine Rich and *Goat Song: A Seasonal Life, a Short History of Herding, and the Art of Making Cheese* by Brad Kessler. Ninety-four participants enjoyed the traveling exhibit "Held on the Homefront: German POWs in the United States, 1943-1946." On February 23, Trustee E. Seavey Bowdoin was awarded the 2010 Elaine R. Melisi Outstanding Trustee of the Year award by Massachusetts Library Trustees Association President Jack Donoghue and Massachusetts Board of Library Trustees Director Robert Maier at a ceremony at the Meeting House.

**Flower Workshop of Lynnfield** members donated their energy, time and expertise to beautifying the library grounds and changing and managing the seasonal plantings throughout the year. They decorated the inside of the library with poinsettias throughout the first floor and a display on the Circulation Desk during the holidays. In August together with the Friends of the Lynnfield Library and a generous donation of labor and expertise from Chris Drislane of Designsapes, Inc. of Lynnfield, an irrigation system was installed in the front and side of the library grounds enabling the gardeners to maintain the grounds more efficiently. **Village Garden Club** hung garlands on the outside of the library, wreathes on the doors and a swath on the library signpost for the holidays. The members collaborated in April with the Lynnfield Art Guild to design



flower arrangements that would interpret selected paintings for a weeklong “Art in Bloom.”

**Board of Library Trustees**

Robert D. Calamari, Jr., Chair  
Stanley Schantz, Vice-Chair  
Faith Honer-Coakley  
E. Seavey Bowdoin  
Kerry Haughney

**Library Staff**

Administration

Nancy D. Ryan, Library Director  
Assistant Director: position vacant since September 2008  
Patricia Nutile, Administrative Assistant and Secretary, Board of Trustees

Youth Services:

Laura Bruynell, Head of Youth Services  
Pam Griswold, Children’s Assistant

Reference Services:

Patricia Kelly, Head of Reference Services  
Irene Gorevitz, Reference Staff Librarian

Technical Services

Laurel Toole, Head of Technical Services  
Pauline Silva, Technical Services Librarian

Circulation Services

Jennifer Petro-Roy, Circulation Manager (left on June 23, 2011)  
Hollin Elizabeth Pagos, Circulation Manager (began August 12, 2011)  
Katherine Decker, Circulation Assistant  
Jane Doherty, Circulation Assistant  
Dawn Mayerson, Circulation Technician  
Margaret O’Keefe, Circulation Technician  
Betty Whelan, Circulation Technician

Circulation Technician Substitutes

Mary Kraft  
Beverly Lenehan  
Carolyn Savio

Reference Librarian Substitutes

Marilyn Graves, Reference Staff Librarian

Library Pages

Laura Ricciardone

Ava Landry (left on December 21, 2011)

Marissa Wilkerson

Josephine Hilty

Respectfully submitted,

Nancy D. Ryan

Library Director

February 27, 2012