

J. V. FLETCHER LIBRARY DEPARTMENT

In FY11, the J. V. Fletcher Library experienced its busiest year ever – setting record highs for collection circulation, library patron door count, new service initiatives and attendance at Friends of the J. V. Fletcher Library-funded library programs. On average, 876 patrons per day came into the library during its 309-day service year, with inter-library loans, 24-7 remote usage, website sessions (220,210) and circulation of over 1,111 items per day contributing to the banner year. Book circulation to adults and youngsters continued to increase over past years, while new downloadable media dampened circulation of some less popular older formats. Over 14,767 residents of all ages attended library programs (see below), while over 2,068 Westford community groups and organizations booked the Library Meeting spaces.

Ellen Rainville, Library
Director

Initiatives, Technologies, and Collections:

The year was remarkable for new initiatives and collections, with the Library adding both adult and juvenile *Playaways* to the collection, expanding titles in Chinese, launching the new *Summer Reading List* collection (to meet the demand for assigned summer reading titles), along with increasing juvenile series in Youth Services. *GlobeReader* (the virtual *Boston Globe*) was loaded onto the library's loanable laptops in Reference, downloadable eBooks were unveiled from *Overdrive* (accessible from the Library's website -- www.westfordlibrary.org), downloadable music was added via *FREEGAL* and -- responding to public requests -- a scanner was installed in the Reference and Information Services area for public use. The American Textile Museum, the Merrimack Repertory Theater passes and the U.S.S. Constitution Museum were added to the museum pass program, bringing the total number of museums/destinations offered to twenty.

Youth Services staff launched new program initiatives, with the following:

- *Book Clubs* for grades K, 1, 2, 3, 4 and 5
- Saturday drop-in *LEGO® Club*
- *Read Alouds* for grades 1, 2, and 3
- Saturday Family Concerts throughout the year and
- Saturday Book Bunch drop-in sessions
- *Fancy Nancy!* programs

"Your staff is warm, welcoming and goes out of their way to help us find treasures we didn't even know existed. Thanks to you, my kids love to read." *Library Suggestion/ Comments Book*

The following new database resources were added to the library's website: *Boston Consumers' Checkbook Database; Consumer Reports Online, Gale Reference, Morningstar Investment, Universal Class, and; Safari Book Online*, supplemented by the following databases made available by the Commonwealth of Massachusetts Board of Library Commissioners: *Books and Authors; Business and Company Resource Center; Global Issues In Context; Health and Wellness Resource Center; InfoTrac Student Edition; LitFinder; Literature Resource Center; Opposing Viewpoints In Context; RDS Business Suite; Science In Context; Student Resources in Context; U.S. History in Context, and; World History in Context.*

The Merrimack Valley Library Consortium (MVLC) embarked upon an LSTA-funded tri-network grant to migrate three library automated networks to the Open Source EVERGREEN software. Fletcher library staff trained and prepared for the May 31, 2011 migration, assessing collections, current software and databases, as well as testing new modules and software releases. This ground-breaking grant initiative is hoped to provide not only more sophisticated and state-of-the-art service to Merrimack Valley residents, but to offer network operational savings in out years.

Youth Services staff channeling book character "*Fancy Nancy*"



Programs: While launching the new programming initiatives noted above, the Youth Services division continued to offer a full panoply of baseline programs including: *Story Times, Pajama Times, Book Worms, Wiggle Words, Monkey Business, Baby Lap Time, Book Bunch, and Mother Goose Times.* Fall brought the spectacular *LEGO® Club* (201 attendees on day one) with the desperate community appeal netting thirty pounds of donated LEGOs® to the library. Winter programs spanned edible treats, bubbles, laughter and *AbraKidabra* – with Shadow puppets, buggy crafts and Farmer Minor with Daisy the Pig, rounding out the fun.

In addition to underwriting all of the Library's programs, the Friends of the J. V. Fletcher Library, Inc. purchased a digital picture frame for the Youth Services public desk so staff could display photos of ecstatic juvenile program attendees. Youth Services staff surveyed patrons regarding new and existing story times and programs for planning purposes, added multiple new series and graphic novels and the Young Adult Advisory Board swelled from seven to twenty teens.

Adult programs included the monthly Library Book Discussion Group; the Senior Book Discussion Group (while Cameron Senior Center was under construction); Internet Classes; the weekly Westford Job Seekers Network (with a

cumulative attendance over 4,200) as well as social networking instructional courses. Other adult program highlights of the year included:

- *Who Wrote Shakespeare?*
- *Westford Author, David Daniel*
- *Taking the Mystery out of Facebook*
- *Celtic Harp and “Two Old Friends” Holiday programs*
- *Greening Your Family, and*
- *Boston Jazz Voices Holiday Program*

The FY11 Summer Reading Program themes – which netted over 1,800 registrants of all ages from June 2010 through August were: *Growing Great Readers* (juvenile); *Zen and the Art of Reading* (Young Adult), and; *Hands On, Books Open* (Adult).

The Growing Great Readers juvenile Summer Reading Program events included:

- *Hurdy Gurdy Monkey and Me*
- *Creature Teachers (4 shows)*
- *Family Concerts with Steve Blunt (2 shows)*
- *Pumpnickel Puppets*
- *Museum of Science “Science Magic” (2 shows)*
- *Registration and drop-in crafts*
- *Camp Read A Lot*
- *The Spoon Man and Final Party with the Raffle of 6 passes to One Stop Fun*

The “Teen Zen Master: Zen & the Art of Reading” Young Adult Summer Reading Program featured:

- *Origami with Gustavo*
- *Manga with Andy Fish*
- *Guard-up Sword-play*
- *Silk Hoop Painting with Let’s Gogh Art*
- *Haiku with Yetti Frenkel*
- *Iron Chef Challenge, and*
- *Final Party & Bingo*

The Adult “Hands On, Books Open” Program offered its registrants (many of whom were pressured to join by younger readers in the family):

- *“I Can Fix It, You Can Too!” with Marie Leonard*
- *“Food, Inc.” (the documentary)*
- *“Introduction to Calligraphy” with Dimple Shah*
- *“Ditch the Junk Food!” with Leslie Barnett*



In May 2011, the Fletcher Library’s “It’s A Small World After All” entry in the Westford Kiwanis Club’s Apple Blossom Parade – won the “coveted Roudenbowl” award *a second year in a row* and heralded the kick-off of the library’s FY12 juvenile Summer Reading Program theme: *One World, Many Stories*.

The “Coveted Roudenbowl” for a second year!

Gift- and Grant-funded Initiatives and Awards:

The library thanks here those generous donors who gave to the Friends’ fall 2010 “*New Titles and New Technologies*” campaign to raise and supplement Town funds for books, media and technology purchases.

We thank the Westford Garden Club as well for their on-going gift of passes to the popular Tower Hill Botanic Garden facility in Boylston.

In fall 2010, the Board of Library Trustees received a significant civic-minded bequest from the late volunteer Gertrude D. Houghton (to whom the Library’s 2008 Annual Report was dedicated). Ms. Houghton volunteered at the J. V. Fletcher Library for over a quarter of a century – increasing her hours volunteering for various divisions and expanding her commitment over the years. Ms. Houghton’s magnanimous gift will dramatically underwrite future library initiatives, enriching and enhancing library programs and staff development for years to come.

Applied for Community Preservation Act funding for final Mary Atwood windows; awarded

Administrative & Fiscal News:

Again in FY11, the Friends of the J. V. Fletcher Library Inc. supported the materials budget with a \$23,000 gift, and one-half of the library’s MVLC annual membership was paid with State Aid to Public Libraries funds. The Library administration continued a departmental re-organization of staff and positions in the wake of on-going staff retirements,

and Maternity Leaves. All management and union staff is here thanked for their flexibility, creativity, initiative and increased responsibility as the library absorbed positions temporarily and long-term in light of an uncertain fiscal future. The Board of Library Trustees charged the Director with the goal of *Succession Analysis and Planning* in light of the high number of loyal staff Baby Boomers nearing retirement age. Special note must be made here of the department's willingness to embrace added duties and responsibilities, and still launch new initiatives, even as the department absorbed vacancies created by retirements.

After 29 years of dedicated, conscientious, sensitive and personalized service to the library patrons, Westford said good-bye to retiring Bookmobile Librarian, Maureen Barry on June 30, 2011. Barry was feted with an Open House hosted by the Board of Library Trustees, featured on "Spotlight on Westford" during a Board of Selectmen's Meeting, and met by a crowd of well-wishers as the Bookmobile made its final drive into the Library parking lot. With the April news that the Town would be observing a hiring freeze, it became clear after Annual Town Meeting that the Library would also be retiring the ten-year-old Bookmobile vehicle. While this meant ending Bookmobile service to Westford neighborhoods and child and daycare facilities, J. V. Fletcher Library staff continues to visit homebound patrons and furnish them with library materials, chosen with them specifically in mind. The funds which would have sustained the former Bookmobile service will allow the J. V. Fletcher Library to restore and/or add in FY12:

- *Monday hours 10AM - 1PM (restoring lost hours)*
- *Summer Saturday hours 10AM - 5PM (except Memorial Day and Labor Day weekends), and*
- *Winter Sunday hours 2PM - 5PM, January through April*

Professional Development, Personnel and Volunteers:

Library staff remained active or pursued professional development in local, regional, network, state and national professional organizations including the: American Library Association; Massachusetts Library Trustee Association/Massachusetts Friends of Libraries; Merrimack Valley Library Consortium (MVLC); New England Library Association; Massachusetts Library Association and its Affiliates; Northeast Massachusetts Regional Library System; North of Boston Youth Services (NOBS), and; upon its inception, the Massachusetts Library System -- the Commonwealth's new streamlined, statewide region. Libraries across the Commonwealth witnessed a single new region born of the swift consolidation of the six former regions as the Board of Library Commissioners engaged in a critical state-level cost-cutting measure. As a result local libraries took over the cost of certain resource-sharing functions.

Based upon the highly-successful *Westford Job Seekers Network* offered weekly at the J.V. Fletcher Library, Dina Kanabar, Systems/Automation/Head of Technical Services was invited by both the Massachusetts Library Association and the Massachusetts Board of Library Commissioners to make a presentation on Westford's experiences. The latter -- an FY11 Library Services and Technology Act (LSTA) Grantees Workshop -- provided an opportunity to share numerous inspirational, motivational and practical *weekly* sessions offered free to Westford job-seekers, including:

- *How to Perfect an Elevator Pitch about Yourself*
- *Preparing for the Interview*
- *Self-Employment and Franchises*
- *How to Answer the World's Most Difficult Interview Questions*
- *Using Library Databases in Your Job Searches*

The Library also was a participating member of the *Westford Coalition for Non-Violence*, highlighting resources and collections available to residents, hosting displays and working with other Human Services professionals. The Board of Selectmen and the Town are thanked for the extremely valuable multi-week *Leadership Effectiveness Training* for Town Department Heads (a tremendous opportunity enthusiastically enjoyed by the Library Director), and the Board of Library Trustees is here thanked for their sponsorship of professional memberships and conference attendance for multiple library staff across the year.

Space and Facility Needs:

Throughout FY11, the Library Department tackled a number of facility issues and maintenance initiatives, some final touches culminating four years of the *Library Improvement Project*. Numerous systems within the facility were addressed, including:

- Carpeting of the Technical Services Area, Adult Stacks Area
- Finalization of the Rear Entry Work, with landscaping commencing
- Carpeting of Staff Break Room, Technical Services area, and Stock Room; storage areas were re-arranged
- Heat Pump #12 bid out and replaced
- Neoprene and slate roofing repairs done
- Repairs made to Elevator Descend unit; replaced Elevator Valve and controls
- Lochinvar Boiler repairs to alarm system
- AC Unit electrical repairs
- Budgeted costs for ILL mailing post-NMRLS region

- Installed new Exit Lights, Thermal Fans, Pest Screening, Bookmobile Bodywork
- Added electrical outlets for laptop users
- Purchased following new furnishings via the Friends of the J. V. Fletcher Library: Window Treatments, CD Storage, Story Hour Room Cabinet, Juvenile Media storage, Storage Racks and File cabinets
- Participated in Town-initiated Energy Audit
- Delegated additional maintenance projects to Building Maintenance Worker

With almost every facility system dating back to the 1987 renovation and addition, replacement and new equipment continues to be in the library's future. With the goal of maximizing space for collections and patrons, a new unit for increased Compact Disc storage was purchased, as well as locking storage for the Story Hour Room. Throughout the year staff shifted and re-located book and media collections to acquire more shelving space and create room for critically-needed collection expansion.



The Library Trustees and administration continued to identify facility and space inadequacies that have begun to constrain collections and genres, impact technological offerings, limit programs, and diminish library outreach and service to the community. Throughout 2009 and 2010, the Board of Library Trustees and Library administration toured Commonwealth libraries that were recipients of the Public Library Construction Grant funding which the J. V. Fletcher Library received over twenty years ago. These funds brought the Commonwealth in the late twentieth century a public library building boom that parallels the charitable building boom of the late 19th century (epitomized by the generosity of our own Jonathan Varnum Fletcher). Board members and staff photographed, noted, analyzed and summarized the “best and brightest” from this year-long initiative with the view of seeking increased space and expanded services for the Westford public. While completely cognizant of the current fiscal climate, the Board of Library Trustees and library administration have begun planning for 21st century library services for Westford residents in a facility designed for those services. This Trustee initiative and vision continues in the hope of applying for a matching “Planning and Design/Feasibility” grant in FY12 and competitively poising Westford for the Commonwealth's next *Public Library Construction Grant* round in FY17.

Library Staffing FY11:

Director -- Ellen D. Rainville

Asst. Director – India Nolen

Senior Librarians:

- Head of Circulation – Holly Sheridan-Pritchard
- Automation/Systems Manager/Head of Technical Services -- Dina Kanabar
- Head of Reference & Information Services – Kristina Leedberg
- Head of Youth Services – Nancy Boutet

Staff Librarians:

- Branch Manager (Bookmobile) -- *Maureen Barry (retired 6/30/2011)*
- ILL/Serials Librarian – Sarah Regan
- Young Adult Specialist/Asst. Youth Services – Kira McGann
- Local History/Genealogist -- Virginia Moore

Library Associates:

- Cataloger/Classifier – Alla Brovina
- Fine Arts/AV Librarian/Acquisitions/Fund Accounting – Carol McCahon
- Juvenile Reference/Program Assistants – Ellen Apicco; Jacki Dibble; Seana Rabbito
- Data Entry & Statistics/Patron Registration -- Pat Matheson
- Circulation and Reader's Advisory – Jean Butler; Laura Fowler; Mayleen Kelley; Judy Madsen; Paula McWilliams; Leigh Nallen; Deborah Santoro; Chantale Shepard; Seana Rabbito
- Substitute – Kathleen Merry

Library Technicians:

- Order and Acquisition Receiving -- Karen Welz
- Inter-Library Loan Support -- Mary Bowser
- Bookmobile, Periodical and Inter-Library Loan Support -- *Amy Spadano (resigned 6/24/2011)*
- Substitute –Courtney Rorke

Maintenance Worker I -- Dennis Mulligan

Maintenance Worker II -- Evelyn Desharnais; Carole Climo

Records Supervisor/Administrative Analyst -- Zoe Daniel

Library Pages (4)

Volunteers (contributing on average 34.5 hours per week or .92 FTE)

“I always try to tell everyone how great the services are at this library!”
Library Suggestion/ Comments Book