

## State Library Report

March 2014

### Activities / Accomplishments

NC had the 4<sup>th</sup> highest response rate in the country for the recent public library Digital Inclusion survey. Only Colorado, Hawaii, and Pennsylvania had higher rates. One hundred seventy of the 384 public library branches in the state completed the survey, for a response rate of 44% -- well above the target response rate for NC.

Marlene Debo, reader advisor at the Library for the Blind and Physically Handicapped (LBPH), was selected to participate in World Book Night on April 23, 2014. On one night each year volunteer book lovers help promote reading by going into their community and handing out free copies of a book that they love. Marlene will be giving away 25 Large Print copies of "Hotel at the Corner of Bitter & Sweet" to a group of LBPH patrons at the Crabtree Rehab Center that evening.

March Madness gained a new face at the Library for the Blind and Physically Handicapped (LBPH) as March Book Madness. The contest was developed by Gina Powell, Outreach Librarian, and her intern, Andrea Ewing Callicutt, to generate interest in the library's social media sites and provide patrons with an enjoyable literary activity. Between March 17 and 28, patrons had the opportunity to answer book related trivia questions and talk about their favorite authors or titles, using our Facebook page or Twitter. At the end of the contest period, two names were drawn from the entries and the winners received Amazon Gift cards donated for the program. During the first two weeks of March, visits to the LBPH Facebook page averaged 45 visits per post. During the contest period, visits averaged 167 visits per post. One of the winning contestants informed us they had not had a Twitter account prior to the March Book Madness program. They signed up so they could participate in the program!

The LBPH kicked off its strategic planning process with a visioning exercise facilitated by Jan Reagan, Library Services Section Chief. Interestingly, the 10 staff members participating in the exercise had surprisingly similar visions for the future of the LBPH.

Gina Powell, Outreach Librarian at the LBPH, conducted a Joint Braille Story Time program in conjunction with the YA Librarian at the Cameron Village branch of the Wake County Public Library system, to 18 blind and sighted children and parents. LBPH library materials were also displayed.

Gina Powell gave tours of the LBPH for 36 Martin County Dept. of Services for the Blind social workers and their clients and 6 Special Library Association members. During March LBPH staff (Gina and Craig Hayward) and Gary Ray, President of the Friends of the NCLBPH, gave 6 presentations on library services to a total of 200 individuals, including 64 senior citizens, veterans, blind and visually impaired individuals across the state; 71 library staff at the Charlotte Mecklenburg Public Library; and 65 boy scouts and troop leaders in Cary.

Three members of the LBPH staff led the 7 participants in book discussion at the 2<sup>nd</sup> monthly Adult Book Club meeting in Raleigh which is co-sponsored by City of Raleigh Parks, Visually Impaired Program.

The digital version of "The North Carolina Gazetteer" went live on NCpedia March 28 and is now available online for public access and use. "The North Carolina Gazetteer" is a dictionary of North Carolina's geographical place names documenting their location, history and origins. A NCpedia press release issued by the DCR Marketing and Information Office caught the eye of Bob Ashley, editor of the Durham *Herald Sun*, who in turn promoted the entire NCpedia in the newspaper (April 5) under the title "NCpedia becomes an even richer -- and tempting -- resource." Check out the article at <http://www.heraldsun.com/opinion/x511270332/NCpedia-becomes-an-even-richer-and-tempting-resource>

The NC Family Records Online website received a face lift in March and now has a new, cleaner look that is designed to work better on mobile devices. Check out one of the most popular resources supported by the State Library and State Archives at <http://statelibrary.ncdcr.gov/digital/ncfamilyrecords/>.

Irene Patrick and Vicki Brueck in the Government & Heritage Library completed the integration of catalog records from the NC Museum of Natural Sciences Library into the State Library's shared catalog. State employees and the general public can now access the museum's library holdings through the State Library's online WebVoyage catalog. The librarian at the NC Museum of Natural Sciences will continue to catalog and add new titles to the catalog as part of the State Library's agency cataloging service.

Peace University student Mariah Davis began interning in the Government & Heritage Library on March 11th and will be with the library through the end of April. She is working with staff in the Information Services Branch writing blog posts for the GHL Blog and promoting library services and programs through social media.

Rebecca Hyman, Reference and Outreach Librarian in the GHL, finalized a bibliography and glossary for course materials that are part of a DCR Education Committee project on African American history. Rebecca is a member of this DCR committee.

Kay Tillotson, Genealogical Research Librarian, gave a presentation to 24 patrons of the Halifax County Public Library on the Government & Heritage Library's resources for genealogical research.

Laurie Reeves, Systems Support Librarian for NCpedia, gave a presentation to 18 State Library and State Archives staff on the integration of digital content from the North Carolina Gazetteer and plans for functionality of the next iteration of the NCPedia.

Beth Hayden, Reference Librarian in the GHL, read a WRAL news story online about tombstones being discovered in a dumpster in Dare County. The article indicated the Dare County Sheriff's department was trying to track down the former cemetery location of the tombstones. Upon reading the article, Beth began researching and found a book in the library's Genealogy Collection that indicated the exact location of the cemetery. She contacted the Dare County Sheriff's department and faxed the pages from the book that helped solve the mystery.

Steve Case, Reference Librarian, assisted a part-time NCSU graduate student in history who was seeking information related to the ratification of the US Constitution by North Carolina. She chose the

Government & Heritage Library in preference to NCSU's DH Hill Library because of the depth of our collection and its proximity to the State Archives. She was seeking secondary and primary sources for her research. Steve assisted her in navigating the library's catalog and various online research databases and introduced her to relevant print sources. Confessing she was "out of the loop" with online research and out of practice with general research, the patron was most appreciative of Steve's knowledge and expertise and the vast amount of information available to her in the GHL. Her intended brief visit to the library ended up being a 6 hour research adventure, the results of which far surpassed her expectations.

NCpedia verbatim comments added by users to the site:

- I am doing a project about cardinals and I got 8 notes! thanks
- this page and every page on this website is good information
- I would just want to thank you this really educated website.
- this was very helpful. i give 5 stars.
- Cool!! I'm doing a Social Studies project on him. That's so interesting.

Jennifer Pratt and Kelly Brannock attended the Public Library Associations conference in Indianapolis on March 12 – 15<sup>th</sup>.

Jennifer Pratt, Tanya Prokrym, and David Green attended the International Evergreen conference in Cambridge, MA on March 19 -22. David Green presented on his work with an annual staff satisfaction survey. Tanya Prokrym presented as part of a panel discussing Evergreen consortia.

Jennifer Pratt, Kelly Brannock, Raye Oldham, and Jeffrey Hamilton attended the NC Public Library Directors Association meeting in New Bern On March 26 - 28 meeting to support the program's "table talk" activities.

Library Development consultants were deeply immersed in reading LSTA grant applications in March in preparation for grant review which was held March 24 – 26<sup>th</sup>. Raye Oldham managed the review process with aplomb and prepared the review comments for the review sessions with the Senior Staff and the Advisory Committee.

The NC Cardinal team migrated the Beaufort Hyde Martin (BHM) Regional Library into the consortium on March 26 – 28. The migration went smoothly and brings the number of participating library systems to 19.

Lori Special held three Summer Reading Workshops in March attended by a total of 253 Youth Services Librarians. The three workshops (a total of four will be held this spring) were in Goldsboro, Henderson, and Salisbury. All of the workshops were held in spite of the inclement weather!

State Librarian Cal Shepard attended and presented the State Library Update at 2 Friends of North Carolina Public Libraries regional meetings. On March 1 she attended the meeting in Cape Carteret and on March 22 she attended the meeting in Hillsborough. On March 4 she attended the Friends of Meredith College Annual meeting. On March 25 she served as a speaker on a panel at the Library

Leadership Symposium sponsored by UNC-Chapel Hill School of Library and Information Science. She attended the March 27-28 meeting of the North Carolina Public Library Directors association and gave a State Library Update presentation.

**Notable Statistics**

**LD Blog**

- 1,342 visits (27% decrease from February, because of spike last month for Jason Griffey workshops)
- 1,059 visitors (23% decrease from February, same reason)
- 2,383 pageviews (30% decrease from February, same reason)
- Our most popular post was the same as last month, Half day workshops with Jason Griffey on library technology, which received an additional 379 pageviews this month.
- Our second most popular blog post this month was Infographic: NC public libraries in 2012-2013 (<http://statelibrarync.org/ldbldog/2014/03/05/infographic-nc-public-libraries-2012-2013/>) with 184 unique pageviews.

The **GHL Blog** had 1,211 unique visitors, 1,403 visits and 2,211 page views for March. Top 3 posts for March 2014 were:

- NC County of the Week: Watauga : 190 pageviews
- NC County of the Week: Pitt: 170 pageviews
- State Doc Pick of the Week : N.C. Center for Safer Schools 2013 report to the governor: 121 pageviews

Continuing Education by the numbers

<b>March 2014</b>	<b>Number</b>
# of online page views of the Train Station website that features continuing education opportunities	3202
# of programs offered online	12
# of programs offered face to face	16*
# of participants to our online training	21
# of participants to our in person training	597*

\*3 of the 16 face-to-face programs were the Summer Reading workshops in March – total attendance at March SRP workshops = 246

- 5 of 16 workshops in March were cancelled because of hazardous winter weather (these have been rescheduled for later in the spring.)

Other CE activities included:

- Provided scholarships for 4 Youth Services Mentors to attend an online Infopeople course on Public Library-School Library Partnerships; Mentors will collaborate to develop & deliver training on this topic in the fall. Course started on March 25<sup>th</sup>.
- Very successful partnership with the North Carolina Library Association's TNT Round Table in offering Jason Griffey workshops across the state; diverse audience of NC library staff attended (academic, community college, public, school librarians)