



130 Black Bridge Road | Camp Verde AZ 86322

## CAMP VERDE COMMUNITY LIBRARY

*good company is always welcome...*

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### MEMORANDUM

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**TO:** Russ Martin, Town Manager  
**FROM:** Kathy Hellman, Library Director  
**SUBJECT:** Monthly Report – March 2017  
**DATE:** 4/7/2017  
**CC:** Department Heads

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The Verde Valley Regional SciTech Committee is the recipient of a \$200K science, technology, engineering and math (STEM) Rural Activation and Innovation Network (RAIN) grant awarded by the National Science Foundation and administered by Arizona State University to be invested over the next four years. ASU will provide project management and coordination, services and resources, technical assistance and online community support, and facilitation of RAIN Committee meetings. The Arizona Science Center will provide leadership development training, meeting and event planning and support, and sustainable programming after the grant period ends. Through the Library, the Town of Camp Verde is a partner on the committee. RAIN is an Innovations in Development project supporting out-of-school STEM education for all ages in rural communities. Arizona currently has more open STEM jobs than qualified workers to fill them. The grant comes at a critical time for the VV SciTech Committee. After over four years of doing SciTech events across the Verde Valley the group has learned much about what works well and what doesn't. The first task of the RAIN grant committee is to do a regional SWOT analysis and create a strategic plan, work that will pay-off as we move forward with future SciTech programs and events.

Camp Verde Adult Reading Program & Learn Center (CVARP) has seen activity increase each month since moving into the Center. From 33 students in January to 46 in March, from 344 instructional hours in January to 570 in March, a 40% and 66% increase respectively. Successes for Camp Verde, but not quite enough to satisfy the State's requirements. As you can see (by following the links), CVARP Board of Directors is seeking creative ways to continue offering adult education classes in Camp Verde: [March 21](#), [March 25](#), [March 28](#).

**Report from Reference & PC Help Librarian, Gerry Laurito:** This month I trained library staff and volunteers to print and copy to the Xerox machine through the coin box and how to email scanned documents instead of faxing them which saves our patrons money. Patrons are adjusting well to our new set up. Many can now log onto the computers and print without staff help. On another note, the study rooms were used 35 times for a total of 72 hours by 30 people. Patrons used the rooms for study, meetings or to find a quiet place to concentrate. Volunteers from AARP helped people with their taxes on Thursdays from 4–7:30p from the East Study Room.

**Report from Youth Services Librarian, Nadia Torabi:**

The Children's Room courtyard was completed this month. It has been such a great hit! The children love to go outside and lay in the "grass," play make believe in the tipi, blow bubbles, race through our tunnel and jump on the mini trampoline. The parents and visitors have commented on how impressive and beautiful it is. What is even more wonderful about the courtyard, is that it is shaded for part of the day, making it a cool hangout spot on warm days. I have noticed that it has been a perfect area for kids to make new friends too. I have been running Story Time and STEAM from the courtyard since it was finished. The children do not want to leave! I am excited for future projects that will be conducted in the courtyard! *(Note: Special Thanks CVLE for a \$1,000 donation to kick-start this project!)*



**Report from Teen Librarian, Zack Garcia:** Game Nights with Zack continues to be popular, and with it I am forming a group of regulars, which I hope will continue to grow. GNwZ has allowed me to build a rapport with the group, which I can use to get them involved in other programs. For instance, I pitched an idea of teaching teens to make chainmail, and it went over very well with the kids that happened to be around. The vintage baseball season is over and the Excelsiors will not play again until Cornfest, so I will try again then to interest teens in playing. In the meantime, I am working on reinstating a monthly program at the town gym, playing physical games like dodge ball, pickle ball, and others. All in all, the month has been exciting and there is a lot to look forward to

**Report from Friends of Camp Verde Library:** Between the Friends' Book Nook and the Grasshopper Basketball concession, the Friends brought in \$1,239.38 this month. All of the work in both of these venues is performed by volunteers. The mission of the Friends is "to promote understanding and appreciation for Camp Verde Community Library as a center for learning and social interaction for all ages." Knowing how hard the Friends board members and volunteers work for every penny earned makes our Youth Services news all the more meaningful. Nadia and Zack presented their ideas for Summer Reading programs and prizes to the Friends board and each were granted \$1,000 from the Friends of Camp Verde Library to support Summer Reading programs to children and teens! We are so thankful to have the extra funding to buy the prizes and supplies needed to make SRP successful and give Camp Verde kids the incentive needed to keep learning throughout the summer. So, if you ever wonder where the money earned by the friends goes, here's an example!

Be sure to follow our blog: <https://cvcltalk.wordpress.com/>. To really keep up with what is going on at the library, don't forget to like us on Facebook at: <https://www.facebook.com/campverdelibrary>

## May 2017 Camp Verde Community Library Use Statistics

|                                                 | May-17        | May-16        | % change      | YTD-FY17       | YTD-FY16       | % change      |
|-------------------------------------------------|---------------|---------------|---------------|----------------|----------------|---------------|
| <b>In-Library Uses</b>                          |               |               |               |                |                |               |
| Traffic Count                                   | 4,273         | 5,477         | -22.0%        | 78,358         | 62,143         | 26.1%         |
| New Cards Issued                                | 101           | 48            | 110.4%        | 1,230          | 635            | 93.7%         |
| Public Computer Use                             | 1,656         | 1,553         | 6.6%          | 17,383         | 18,345         | -5.2%         |
| Early Literacy Computer Use                     | 93            | 65            | 43.1%         | 626            | 752            | -16.8%        |
| Requests for Computer Help                      | 127           | 123           | 3.3%          | 1,400          | 1,167          | 20.0%         |
| Reference Questions                             | 168           | 147           | 14.3%         | 1,813          | 1,661          | 9.2%          |
| <b>Total In-Library Use</b>                     | <b>6,418</b>  | <b>7,413</b>  | <b>-13.4%</b> | <b>100,810</b> | <b>84,703</b>  | <b>19.0%</b>  |
| <b>Library Programs</b>                         |               |               |               |                |                |               |
| Adult Programs                                  | 39            | 29            | 34.5%         | 299            | 247            | 21.1%         |
| Adult Program Attendance                        | 452           | 132           | 242.4%        | 2,744          | 1,141          | 140.5%        |
| Adult Program Hours                             | 7             | 11            | -36.4%        | 70             | 94             | -26.0%        |
| Youth Programs                                  | 33            | 25            | 32.0%         | 233            | 265            | -12.1%        |
| Youth Program Attendance                        | 470           | 254           | 85.0%         | 2,578          | 4,448          | -42.0%        |
| Youth Program Hours                             | 7             | 5             | 40.0%         | 85             | 294            | -71.1%        |
| Programs Off-Site                               | 0             | 4             | -100.0%       | 18             | 58             | -69.0%        |
| <b>Total Library Program Attendance</b>         | <b>922</b>    | <b>386</b>    | <b>138.9%</b> | <b>5322</b>    | <b>5589</b>    | <b>-4.8%</b>  |
| <b>Circulation</b>                              |               |               |               |                |                |               |
| Items Checked Out                               | 5,070         | 4,096         | 23.8%         | 49,088         | 48,291         | 1.7%          |
| Items Checked In                                | 5,156         | 4,547         | 13.4%         | 53,047         | 53,953         | -1.7%         |
| Items Used In-Library                           | 286           | 463           | -38.2%        | 5,977          | 3,335          | 79.2%         |
| Renewed Items                                   | 305           | 846           | -63.9%        | 7,689          | 9,560          | -19.6%        |
| <b>Total Circulation</b>                        | <b>10,512</b> | <b>9,106</b>  | <b>15.4%</b>  | <b>108,112</b> | <b>105,579</b> | <b>2.4%</b>   |
| <b>Total Number Library Patrons</b>             | <b>4,903</b>  | <b>4,100</b>  | <b>19.6%</b>  |                |                |               |
| <b>Circulation Areas of Interest</b>            |               |               |               |                |                |               |
| Audio Books                                     | 199           | 193           | 3.1%          | 2,029          | 2,010          | 0.9%          |
| DVDs & VHS                                      | 1,988         | 1,762         | 12.8%         | 18,307         | 17,856         | 2.5%          |
| eBooks                                          | 337           | 317           | 6.3%          | 3,845          | 3,043          | 26.4%         |
| Youth eBooks                                    | 34            | 65            | -47.7%        | 401            | 505            | -20.6%        |
| iPads & e-readers                               | 3             | 1             | 200.0%        | 53             | 103            | -48.5%        |
| Large Print                                     | 325           | 131           | 148.1%        | 2,668          | 1,968          | 35.6%         |
| Magazines                                       | 121           | 119           | 1.7%          | 954            | 1,236          | -22.8%        |
| Kids & Teens Material                           | 1,836         | 1,152         | 59.4%         | 14,209         | 14,474         | -1.8%         |
| <b>Transits, HOLDS &amp; InterLibrary Loans</b> |               |               |               |                |                |               |
| HOLDS Filled                                    | 876           | 667           | 31.3%         | 7,815          | 8,608          | -9.2%         |
| Transit Items Sent & Received                   | 1,426         | 1,331         | 7.1%          | 14,306         | 16,467         | -13.1%        |
| CVCL ILL Items Going Out                        | 23            | 25            | -8.0%         | 220            | 330            | -33.3%        |
| ILL Items for CVCL Patrons                      | 6             | 1             | 500.0%        | 36             | 48             | -25.0%        |
| <b>Total Transit, HOLDS &amp; ILL Activity</b>  | <b>2,331</b>  | <b>2,024</b>  | <b>15.2%</b>  | <b>22,377</b>  | <b>25,453</b>  | <b>-12.1%</b> |
| <b>Library Volunteers</b>                       |               |               |               |                |                |               |
| Number of Volunteers                            | 30            | 19            | 57.9%         | 417            | 334            | 24.9%         |
| Number of Hours Given                           | 542           | 434           | 24.9%         | 7,158          | 5,819          | 23.0%         |
| <b>Average Hours/Volunteer</b>                  | <b>18.1</b>   | <b>22.8</b>   | <b>-20.9%</b> | <b>17.2</b>    | <b>17.4</b>    | <b>-1.5%</b>  |
| <b>Collection &amp; Development</b>             |               |               |               |                |                |               |
| New Kids & Teen Material Added                  | 97            | 59            | 64.4%         | 509            | 446            | 14.1%         |
| New Books Added                                 | 175           | 179           | -2.2%         | 1,334          | 1,398          | -4.6%         |
| New Audio-Visual Material Added                 | 205           | 37            | 454.1%        | 734            | 669            | 9.7%          |
| <b>Total Items Added</b>                        | <b>380</b>    | <b>216</b>    | <b>75.9%</b>  | <b>2,068</b>   | <b>2,067</b>   | <b>0.0%</b>   |
| <b>Total Items Owned</b>                        | <b>30,391</b> | <b>32,000</b> | <b>-5.0%</b>  |                |                |               |
| <b>Mending &amp; Donations</b>                  |               |               |               |                |                |               |
| Items Mended or Repaired                        | 94            | 31            | 203.2%        | 600            | 775            | -22.6%        |
| Donations Processed                             | 1,462         | 373           | 292.0%        | 9,490          | 5,383          | 76.3%         |
| Donations Cataloged                             | 141           | 88            | 60.2%         | 1,171          | 979            | 19.6%         |
| <b>Online Public Access Catalog</b>             |               |               |               |                |                |               |
| OPAC Searches                                   | 25,183        | 23,089        | 9.1%          | 151,359        | 258,135        | -41.4%        |

**Average  
Circulation  
Activity  
per Open  
Hour  
41.9**

**Number  
of Items  
Owned  
per Capita  
(pop 11,500)  
2.6**