

FARMINGTON LIBRARIES
SINCE 1902

Jay Johnston M.S., M.A.
Executive Director

August 30, 2012

RE: Annual Report Fiscal Year 2011-2012 (July 1, 2011 to June 30, 2012)

To: The Trustees

FY2011-12 Overview

Fiscal Year 2011-12 is best described as Diverse, Dynamic, Efficient, and Innovative. It was diverse in program development, dynamic in customer focus, efficient in increased operations, and innovative in service delivery. I am pleased to present a review of our FY2011-12 accomplishments and our continued efforts towards increasing library service value for our citizen-customers.

Technology is important, but so are relationships and our thinking of personal service is as a long-term investment in those relationships. It is through those relationships that we can hear just what our customers tell us and, by listening to them, improve and change our service direction. Team members are empowered to use their own logic and experience to make the right decisions. Because our team is passionate about helping people and because we believe in what we are doing, our rich and diverse program continues to improve our shared success.

Our culture places team members and customers both on the same high service level. This integrated approach to team and customer needs is the basis for our “Service beyond Expectations” motto. Furthermore, our focus on service delivery as an active learning platform where anything is possible for everyone, places us at the top of public library service delivery in the country.

We touch about 1,000,000 people annually. Service remains the key to our success because our people take care of our customers at a remarkably high service level, measured by competencies, friendliness, professionalism and courtesy.

FY2011-12 was eventful, with over 2,000 events and programs. The year began with record setting: Summer Reading participation, a “Reach-Out” program to Camp Courant, Director’s College programming, outdoor concerts, adult programs, Bus Trips, afternoon at the Bijou movie

with popcorn programs, expansion e-readers, development of Farmington Libraries' App for Smartphones, continued development of the integrated library system (ILS), and commitment to providing limited Sunday library hours in the winter months of 2013.

FY2011-12 Specifics:

1. **Diverse**, in program development where the pre-Kindergarten reading programs, science programs, reluctant reader programs, "Tucker the Dog", general story times, and lively arts gave children the tools for future success. Adults enjoyed programs on how to use gadgets, tablets, continually changing special applications, and the delivery of content with e-books and e-readers. The customer's relationship with us is always viewed as a high and shared priority. New technologies are embraced, understood, and revealed to our citizen-clients as required. We work on a demand-based acquisitions system where the breadth of interest is revealed by our customer-base.
2. **Dynamic**, in providing qualitative services which add value with individualized instruction on-demand. Our e-books, Nooks, Kindles and Playaways, have captured the interest of the community at all age levels. Restructured and reinvented departments were created to meet the current needs of our community in the form of a Director of Emerging Technologies and Community Services.
3. **Efficient**, in increasing summer branch hours to mirror the main library's summer hours, and providing outstanding library system solutions at lower costs, and operating an energy management program reducing operational costs.
4. **Innovative**, in service delivery. Apps for Smartphones such as Android, iPhone and other personal digital devices increase the accessibility of library resources for those residents who are increasingly requiring such applications to conduct their everyday business. JobNow provides resume writing and online assistance for job seekers with just their Farmington library card number. The Testing & Education Reference Center is a start-to-finish resource with all the information and support materials needed to make informed, confident decisions to shape the rest of one's life. It provides over 300 practice tests and courses on line.

Each person on our team is committed to the most effective practices and procedures available to deliver outstanding library services and solutions for our citizens. It is in that spirit that I look forward to feedback regarding our programs. Please review our Blogs at farmingtonlibraries.org to learn more or call me at 860.673.6791 with your thoughts.

Sincerely,

Jay Johnston

OVERVIEW

Looking back at the year requires a necessary discipline to focus on what was to be and what was. The anticipation of review and analysis always brings in the dark cloud of doubt, yet is exciting because of what actually was accomplished, both quantitatively and qualitatively. It was exciting to anticipate and find positive long-range plan results actualized by intense customer-focus.

In reporting the accomplishments in this FY2011 - 2012 report, it is again essential to acknowledge the outstanding effort exerted by our entire library team. All of whom worked relentlessly with passion and professionalism to deliver an amazing year. A team who embraced change for the better and said goodbye to our long time Director of Operations, Tinker Murphy, along with Janet Spasiano, Joan Beatson, Phil Plona, and Celia Allison. Our wonderful volunteers too, spend precious time assisting in many projects and assignment to help the libraries be the best they can be.

Our Library Team is privileged to help actualize diverse customer needs while continuing to innovate our public service. This innovation is revealed through the many new users who, with greater frequency, need and demand: high speed-internet connectivity, Wi-Fi, vetted business resources like *Morningstar* and *Moody's*, job search help, including resume assistance, and Apps for those on the go with smartphones. Our goal is to provide both new and long-time customers with the best possible library experience. The library is really a team of public service consultants individually assisting citizens on-demand. Naturally, Farmington Libraries would not be as revered as they are without our accomplished professional staff with which people enjoy a library experience far beyond their expectations. We remain "the best deal in town". Although we are experiencing increases in the non-traditional services named above, traditional service continues to grow. Therefore, it is especially important to anticipate new technologies while continuing to provide a customer-focused 360 degree comprehensive program.

POSITION

Our position as Farmington's living room and agora continues to expand as we respond to the diverse interests and needs of our citizen-customers. In an effort to add more value, the libraries have secured federal status as a passport agency and will commence providing passport services by third quarter 2012. We have also increased our focus on community services, adult programming and accommodating the special needs of persons with disabilities.

TECHNOLOGY

Apps for smartphones such as Android, iPhone and other personal digital devices to increase the accessibility of library resources for those residents who are increasingly requiring such applications to conduct their everyday library business. Network up-grades, environmental controls, access monitoring, Computer-U classes and the libraries as an economic incubator.

PHILOSOPHY

I reported in FY2010-11, “It is because we have now saturated our service population that we have refocused our energies and adjusted our speed and direction toward the delivery of high-level qualitative customer focused service units. This emphasizes user experience and customer service outcomes being weighed more heavily than visitation/lending metrics.” In that regard, the library team continues to actively engage in continuing education and training to become better equipped to respond to the needs of our customers.

ORGANIZATION

The continued re-engineering of library organizational structures has resulted in consolidating responsibilities for lending, network management, and collection management to the Director of Lending/Collection Management and Network Services. New technologies and community services responsibilities have been consolidated to the Director of Emerging Technologies and Community Services. The Director of Children's and Branch Services remains as modified in FY2009-10. While the Adult Services Director remains unchanged. Finally, we remain a “you find it; you fix it” work group, determined to resolve issues before they become problematic.

REMARKABLE ACHIEVEMENTS

1. Governor Malloy visits to see firsthand the showcasing of early literacy programs offered by The Farmington Libraries.
2. The Farmington Libraries and Bristol Hospital begin collaboration on parenting programs that include Baby Massage and Potty Training Boot Camp.
3. Dream Big, the summer reading program attracts the most participants ever, thanks to the support of The Farmington School-Library Council, Good Start Promotion, an earlier kick-off, and the distribution of originally designed t-shirts.
4. A new early literacy Initiative, Bite-size Math and Bite-size Science for four to six year olds, introduces simple science and math concepts through hands-on activities that are curriculum –based.
5. Farmington Libraries offer e-books as well as video playaways for children.
6. Healthyville and Conservation Quest, exhibits from The Stepping Stones Museum of Norwalk, are displayed in The Children's Room.
7. Tinker the horse, a coin operated antique gift, made Farmington Libraries a destination for families.
8. Academic Year Teen Volunteer Program: The Teen Department had four teen volunteers who were scheduled on a weekly basis during the 2011-2012 academic year. These teens assisted with maintaining the appearance of the collection, which involved shelving books, straightening the shelves and shelf-reading.
9. Teen Advisory Group: The TAG met monthly throughout the school year and had on average 10 teens per meeting. The TAG members successfully planned and implemented The Hunger Games Month activities during the month of March. Each week there was a different activity that was inspired by The Hunger Games Trilogy, whose movie

adaptation was showing in theaters that month. The teens also successfully planned the Duct Tape craft program and advised the teen librarian on collection development and selection.

10. Farmington Library Oral History Project/Farmington Library Teen Department

Internship: The Teen Department partnered with the FLOHP to develop an internship that would give teens the opportunity to learn the following:

- What is oral history?
- The art of the interview.
- Operating video and sound equipment.
- Editing high-definition digital video footage

The interns conducted their first interview on Tuesday, July 24th at the Farmington Libraries main branch. They interviewed Mr. Joseph Labadia who has been a Farmington resident since he moved here from Italy with his family at the age of two

11. Paideia Project: The enhancements and indexing of Farmington's historic past is well under way to continue to educate children about Farmington's past.

12. Klauser Project: scanning and identifying important views of 19th century Farmington.

13. -Nook Project - We added Nook Simplex and 3 Kindles.

14. E-Readers have become #1 question at the Info Desk, how do I use it, how do I get books from the Library.

15. Web Site Upgrade - Fall of Last Year

16. Classic Author Book Talk Series in Fall

17. New Browsing Shelf Units

18. Collection management project completed, now going through inventory mode

19. 3 books from Farmington Room archives digitized, Klauser photos and Farmington Postcard collections digitized and posted to web, Farmington Homes project test project completed and posted to web, Yearbooks 1923-1945 indexed and posted to web.

20. 5,495 items ILL items processed over the year for our patrons.

21. Expanding technology applications by automating and maintaining statistical and budgetary calculations.

22. Implementing new lending desk strategies to increase returns on time by increasing our fine payment ratios.

23. Two major upgrades to our Koha ILS system during the 2011-12 year (with the unfortunate interruption of self-check service for 2-3 months after the last one. The next upgrade this summer went smoothly.

24. Lending was down 6% in 2011-12 due to 2011-12 budgetary restrictions.

25. Library visits increased 3% overall.

GENERAL READING AND LIBRARY SERVICES

Users' Demographics: adults 16,100; 3,839 children; 821 65+; 1,384 teens.

Virtual Services: 58,894 renewals from home; 61,200 self-checkouts (out of service 90 days); 4,971 items borrowed from other libraries for Farmington residents; 1,547 items lent to other libraries for their residents; 37 homebound residents receiving personally delivered services; 613,571 on-line subscription searches; and 35,914 Internet views.

Type	FY-12	FY-11	FY-10
Board book	8,207	9,653	7,603
Picture books	62,809	72,081	65,127
Fiction	57,749	62,463	66,877
Non Fiction	50,264	62,468	54,281
Magazines	8,330	9,175	10,081
New Adult Fiction	27,955	28,643	26,472
New Adult Non Fiction	13,123	13,495	11,925
Playaways	1,238	631	13,769
Books on CD	14,094	16,048	718
E-Books	5,556	1,714	1,302
Nooks	613	NA	NA

Teen Reading:

Teen reading is critical to teen success and is on the rise through a tremendous effort by our Teen Librarian--1,944, up 24% from 1,565 last year.

Reading Trends:

E-Book lending has increased 224% this year while Books on CD increased by 9%. Internet viewing occupies a good deal of the space previously occupied by newspaper reading. With the new technologies, people are moving toward listening to content rather than reading it. Downloadable audiobooks continue to creep into the paper space; the new e-book nook space continues to develop in all demographics. Grandparents and Grandchildren reading: Intergenerational contact and reading together is emerging as a

powerful positive activity and is increasing with dual income families and grandparents with the time and energy to devote to their grandchildren.

How Reading Changes:

Reading opportunities and measurement have shifted greatly over the last few years due to technology changes in content delivery and electronic device integration software. The aspects of downloadable e-books with hi-definition clarity for outside viewing has increased the interest in utilizing e-books, although downloadable-recorded books remain viable and will continue as a major alternative reading activity.

Virtual Services:

As we continue along the concept of the virtual library, Skype and other transmission technologies will provide opportunities to increase our virtual services in many ways. However, the Library as a monolithic entity where people gather to discuss and learn will remain a physical force in a society which needs to be socially and intellectually connected. Twitter and Facebook are part of the daily communication strategy for the library. The strategies for each are similar—the consistent promotion of library programs and services but to also add value in sharing information about other resources that might interest the community. A third piece in this communications strategy is to find other nuggets about reading, books, and news that are not library specific, but would relate to libraries, books, technology, and literacy in general.

The structure of Facebook lends itself to more visual content such as photos, videos, and graphics. Facebook allows us to provide direct links to blog posts, news articles about the library, and promotional materials, all of which pop up in thumbnail view on our followers' feeds. It is a more eye-catching option for us, allowing more creativity with the kinds of content we post. The majority of followers on Facebook are members of the community, so with the Facebook posts the goal is to show them the added value in using the libraries' services. Popular posts have included references to Mango, the eReader program, pajama story time, the new wishing well, the Dana Lauren jazz concert, and quotes about libraries and reading from the late Ray Bradbury and Nora Ephron.

Our Twitter followers, in contrast, tend to come from the local media and other social and non-profit organizations. Our new followers have found us as a result of the re-tweets by these organizations. Because our followers extend past the community of Farmington library users, we have expanded the content of our tweets to extend beyond library usage.

For example, in addition to what is happening in our libraries, We also have tweeted about the Town of Farmington's new Emergency Communications tool, about free farm tours available from the farms in the state that comprise The Farmer's Cow enterprise, about the Town of Farmington's summer bus trips, and about the Ben and Jerry's June ice cream social in Unionville. All of these tweets were re-tweeted by the Hartford Courant and Farmington Patch (among others).

In each case, we have cross-posted the visual posts on Facebook via a tiny URL link on Twitter so that anyone interested in clicking on the link would also have the chance to view the content that has been posted on Facebook.

Promotion Objective:

We are determined to study those materials and contents that will stimulate thought, entertain, and increase reading as a major service delivery goal while addressing customer-focused needs and expectations to deliver the ultimate service beyond expectations with smiles, competent exchange, and intelligence.

New Frontiers:

LED light data transmission, faster bandwidth, smaller devices and new technologies delivering content: Music, Film, Books, Media, Information services, vetted databases and improved interactive devices with apps beyond comprehension will each have significant effects on the capabilities and future of the Farmington Libraries. I believe these adaptations and innovations will not change the basic cultural need the Library fulfills and therein will only give more power to the edifice by virtue of its unique position in Farmington's cultural and educational matrix.

Cloud Computing:

We continue our course to cloud computing as a tactical and long range solution to data storage and information retrieval as the most cost effective and reliable operational method.

Interesting Facts

DID YOU KNOW: The Library's website had over 130,092 visits?

DID YOU KNOW: 4,874 Adults and teens attended 348 programs last year at the libraries?

DID YOU KNOW: 19,321 children attended 648 programs at the Libraries?

DID YOU KNOW: Kids read 16, 677 books during the Summer Reading program?

DID YOU KNOW: You can always find an interesting art exhibit at the libraries
Galleries

DID YOU KNOW: 72,380 one-on-one information consultations and questions were
answered?

DID YOU KNOW: An APP code was added for access to Library information using a
smartphone. (<http://flct.boopsie.com/>)?

DID YOU KNOW: 1,100 people attended 15 different music programs during the year?

DID YOU KNOW: 800 people volunteered this year to make our libraries the best?

DID YOU KNOW? The Friends gifted the libraries with over \$60,000 this year.

DID YOU KNOW: you can give a tax deductible gift to the libraries on-line @
farmingtonlibraries.org ?

DID YOU KNOW: in the new year 2012-13 you can obtain a passport at the Main
Library?

DID YOU KNOW: you can receive technology help at the information desk?