

CARLSBAD PUBLIC LIBRARY



Annual Report FY 2014-2015

Prepared by

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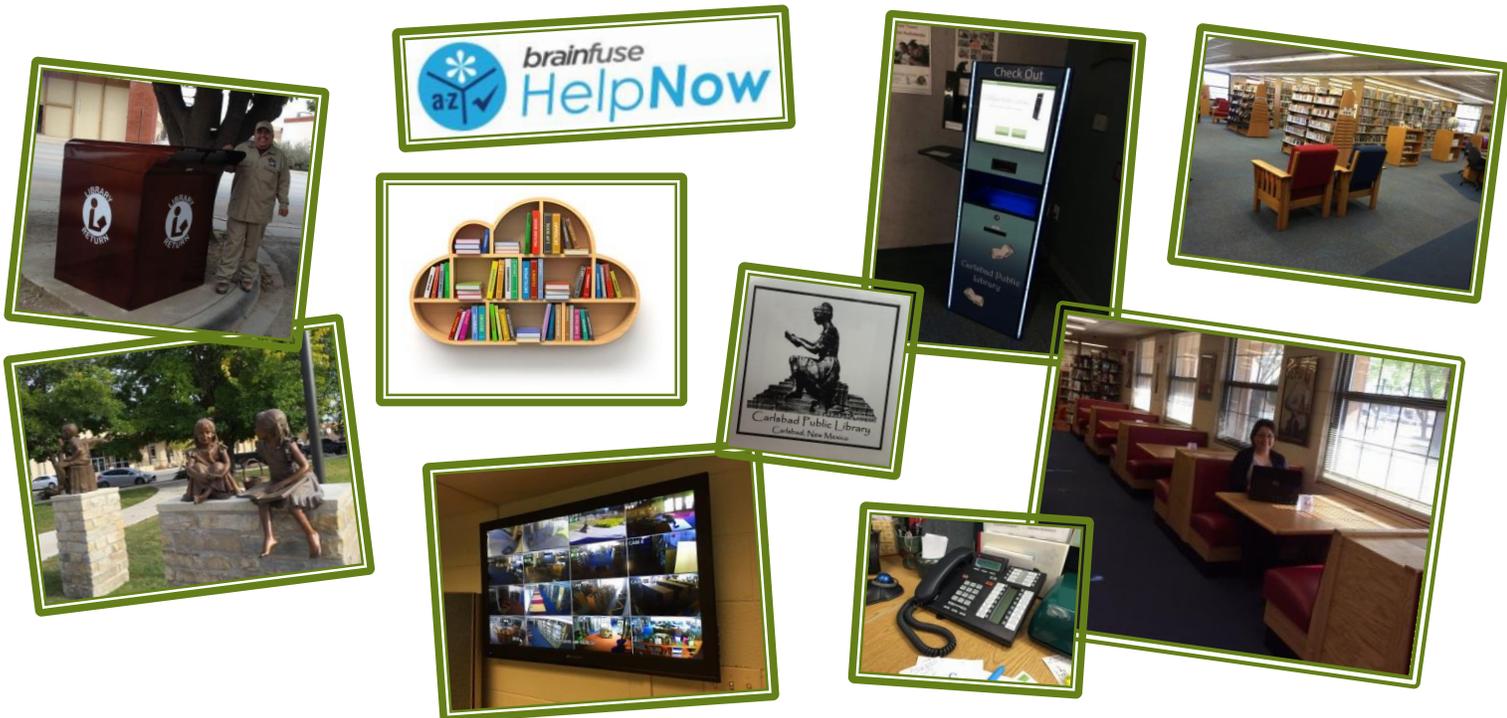


Annual Summary

The Carlsbad Public Library began its 118th year of service with many project plans and quality service goals for FY 2014-15. The vast majority of Americans feel public libraries play an important role in their communities, and having an excellent public library improves their overall quality of life (*How Americans Value Public Libraries in Their Communities*, PEW, 2013). The year's significant usage of Carlsbad Library's offerings and services attests to its **community value and success**. Thanks to the financial support of the City of Carlsbad, a hardworking library staff, a dedicated Board of Library Trustees, and the continued backing of our Friends of the Library group, a majority of these goals were accomplished, or significant progress achieved.

Primary goals:

- Initiate a library-wide Radio Frequency Identification (RFID) system of material inventory, security, and labeling.
- Provide an easy-to-use materials self-check station for patrons in the library lobby.
- Upgrade the library and museum telephones to a digital system with voicemail capability.
- Provide areas for small group or individual work with wifi access and power/charging stations.
- Increase our digital collection and remote access database services to provide information to users 24/7/365.
- Modernize and improve lighting in the lobby area utilizing energy efficient LED fixtures.
- Complete the wall covering project by installing soundproofing vertical carpet in the adult library section.
- Continue the weeding project in the Adult Nonfiction collection, focusing on a target copyright date of 10 years or less to insure timeliness.
- Continue to catalog our archival books with full records and subject headings to increase searchability.
- Replace the exterior bookdrop with one capable of handling multimedia materials.
- Complete the library flooring project by installing Interface carpet tiles throughout the adult library section, including moving all the loaded bookstacks.
- Install additional library security cameras to increase interior coverage.
- Revise and update important library policies such as the Circulation, Information Services, Patron Code of Conduct, and Public Computers policies, as well as the Library Mission Statement.
- Continue to provide excellent youth literacy services, with both onsite library programs and outreach events.





Library Materials

Carlsbad Public Library acquires materials of interest to our service community, based upon the Library's Community Assessment document which details the demographic characteristics and informational needs of Carlsbad residents and surrounding communities, as well as patron requests, school curriculum support needs, and professional journal reviews.

Collection Materials

Carlsbad Public Library currently offers materials in three formats: print, multimedia, and digital. The collection as of 6/30/15 totaled 72,164 items, decreasing 2.5% in size from this time last year. This is mainly due to extensive weeding in the aging Adult Nonfiction area and reductions in the amount of print reference titles purchased.

Print materials include books, large print books, magazines, graphic novels, and newspapers. The print collection dropped 7.5% (4,521 items) from last year. *Print items are the bulk of CPL's collection and patron usage, and will remain so for the foreseeable future.*

Multimedia materials include audiobooks, videos, music, and software. The multimedia collection increased by 17.3% (790 items) over last year. Multimedia items are very popular and circulate extremely well. The DVD collection features many full seasons of popular television shows and PBS series, classic films of all genres, and National Geographic and History Chanel videos. *Due to lack of high speed Internet available in our area, physical media is expected to remain more popular than streaming media for the next 3-5 years at least.*

Digital materials include eBooks, eAudiobooks, eMagazines, and eReader devices. The digital collection increased by a net 20.4% (1,916 items) from last year. More titles are now available to be purchased by public libraries from more publishers, though prices remain high and some publishers limit checkouts or impose license expirations. *This collection is expected to grow steadily as more readers begin to use electronic devices and media.*

Materials By The Numbers

- CHILDREN'S MATERIALS – 33.4% OF COLLECTION**
 Print books, magazines, graphics.....19,164 eBooks, eAudios, eMagazines....3,093
 Audiobooks, kits.....473 Software & music.....166
 DVDs.....1,204
- TEEN MATERIALS – 5.5% OF COLLECTION**
 Print books, magazines, graphics.....3,234 eBooks, eAudios, eMagazines....639
 Audiobooks.....75
- ADULT MATERIALS – 61.1% OF COLLECTION**
 Print books, magazines.....33,109 eBooks, eAudios, eMagazines.....7,571
 Audiobooks, kits.....1,412 DVDs.....2,019
 Software & music....5

Material Formats





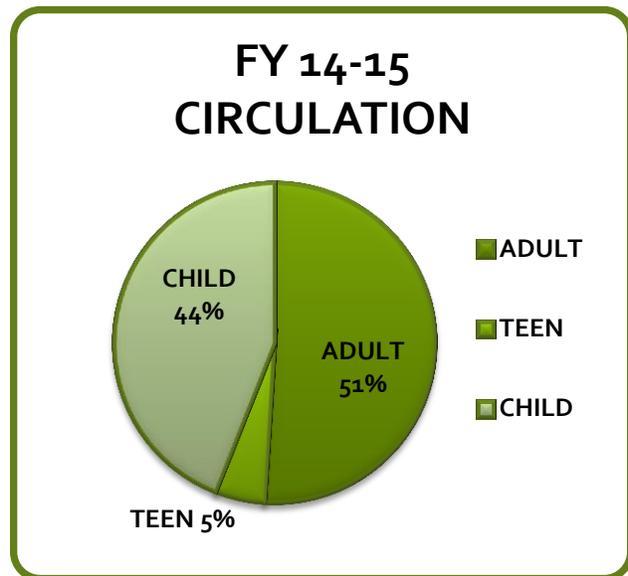
Material Circulation

Carlsbad Public Library circulates an average of 6,944 items per month, in both physical and digital formats. Adult items are usually the most popular, especially titles on the national bestselling lists, comprising 51% of our total annual circulation. Children’s items are also extremely popular, making up 44% of our annual circulation. During Summer Reading in June and July, children’s items made up 53.8% of circulation for those months. Teen items also circulate well, though they are our smallest user group, averaging 5.3% of our annual circulation. Total annual circulation is down 7.4% this year as compared to last year, due in part to the wide range of choices for entertainment and learning available to consumers, and the increased ability to purchase materials using extra personal income created by the local oil and gas boom.

| DEPT / SECTION | FY 2014-15 | FY 2013-14 |
|--------------------------------|--------------|--------------|
| TEEN FICTION HB | 1,851 | 2,079 |
| TEEN FICTION PB | 1,094 | 1,593 |
| TEEN NONFICTION | 237 | 341 |
| TEEN BIOGRAPHY | 11 | 8 |
| TEEN GRAPHIC | 558 | 875 |
| TEEN MAGAZINE | 37 | 71 |
| TEEN AUDIOBOOK | 75 | 0* |
| TEEN EBOOK | 151 | 87 |
| TEEN EAUDIOBOOK | 134 | 73 |
| TEEN DATABASE USE | 268 | 236 |
| TEEN TOTAL CIRCULATIONS | 4,415 | 5,363 |

| DEPT / SECTION | FY 2014-15 | FY 2013-14 |
|---------------------------------|---------------|---------------|
| CHILD FICTION HB | 2,915 | 3,715 |
| CHILD FICTION PB | 4,330 | 8,226 |
| CHILD LARGE PRINT | 15 | 40 |
| CHILD EASY (PICTURE) | 5,959 | 8,185 |
| CHILD READER | 8,960 | 8,345 |
| CHILD NONFICTION | 2,715 | 3,471 |
| CHILD BIOGRAPHY | 199 | 250 |
| CHILD NEW MEXICO | 25 | 33 |
| CHILD SPANISH | 180 | 213 |
| CHILD HOLIDAY | 1,231 | 235* |
| CHILD REFERENCE | 113 | 118 |
| CHILD GRAPHIC | 1,255 | 1,510 |
| CHILD MAGAZINE | 37 | 43 |
| CHILD AUDIOBOOK | 915 | 802 |
| CHILD DVD | 6,743 | 5,975 |
| CHILD MUSIC/SOFTWARE | 144 | 239 |
| CHILD EBOOK | 151 | 88 |
| CHILD EAUDIOBOOK | 134 | 73 |
| CHILD EMAGAZINE | 0 | 0 |
| CHILD DATABASE USE | 535 | 470 |
| CHILD TOTAL CIRCULATIONS | 36,856 | 42,170 |

| DEPT / SECTION | FY 2014-15 | FY 2013-14 |
|---------------------------------|---------------|---------------|
| ADULT FICTION HB | 8,124 | 10,402 |
| ADULT FICTION PB | 1,595 | 2,304 |
| ADULT LARGE PRINT | 4,124 | 4,272 |
| ADULT NONFICTION | 5,696 | |
| ADULT BIOGRAPHY | 413 | 405 |
| ADULT NEW MEXICO | 446 | 489 |
| ADULT SPANISH | 246 | 240 |
| ADULT REFERENCE | 3 | 2 |
| ADULT MAGAZINE | 698 | 775 |
| ADULT AUDIOBOOK | 3,372 | 3,713 |
| ADULT DVD | 7,374 | 4,934 |
| ADULT EBOOK | 2,719 | 1,571 |
| ADULT EAUDIOBOOK | 2,403 | 1,312 |
| ADULT EMAGAZINE | 253 | 389 |
| ADULT DATABASE USE | 1,873 | 1,646 |
| ADULT TOTAL CIRCULATIONS | 42,062 | 42,444 |



* Category added midyear



Patrons & Visitors

Carlsbad Public Library serves as a community cultural center where people of all backgrounds and ages gather for information, reflection, discovery, participation, and personal growth.

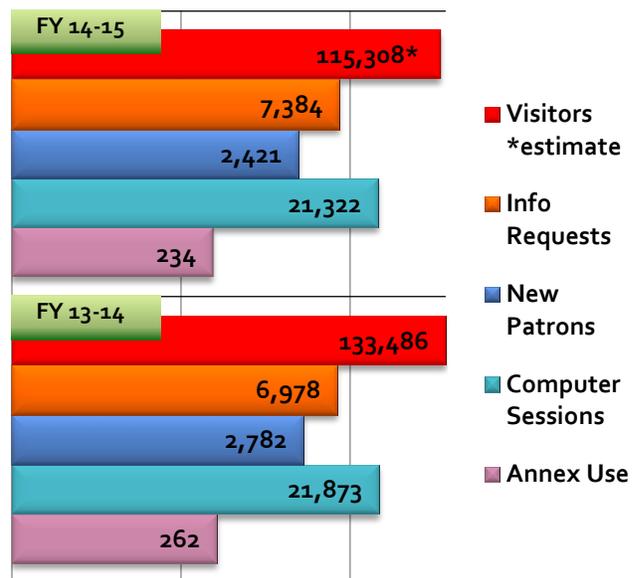
Carlsbad Public Library is visited by an average of 8,359 number of people each month. Patrons include Eddy County residents of all ages who have a library card, new residents, tourists, "snow birds", travelers, National Park Service personnel, and temporary local residents employed in the oil and gas industry. Door count is down this year, though glitches with our old door count sensor are believed to have caused some of this recorded reduction.

Library Services

In addition to informational and recreational material access, essential library services include:

- Meeting space for community groups
- Answering information requests by phone, text, email or in person
- Referrals to local, state, and federal assistance programs
- Job search, resume building, and job skill training
- Interlibrary loan and reader advisory service
- Access to computers, printers, Internet, and current office suite programs
- Research and report assistance
- Pro se legal forms and tax forms
- NM Motor Vehicle DWI Prevention partner and NM Traffic School authorized test center

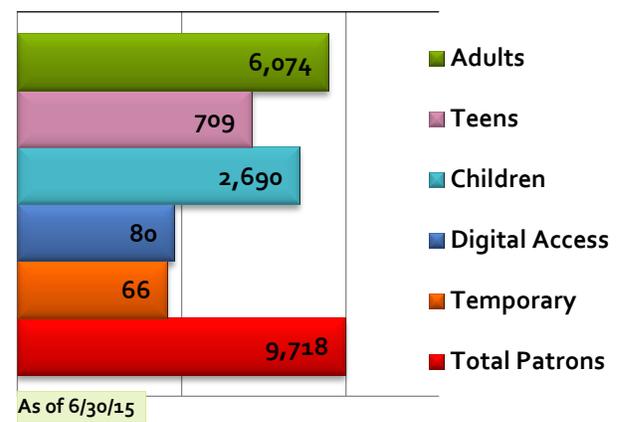
Number of Library Visitors



Library Patrons

- Adults age 18 and over
- Teens age 13-17
- Children under age 12
- Digital Access card holders who can use all electronic library materials and services
- Temporary residents visiting for under 6 months
- Special needs users who require large print or assistive devices
- School classes in Carlsbad and Loving who remotely access library databases

Number of Registered Patrons





Programs

Carlsbad Public Library offers public programs for various age groups throughout the year to encourage and support reading, lifelong learning, and digital literacy skills. Public programs at the library are always free.

Public Programs

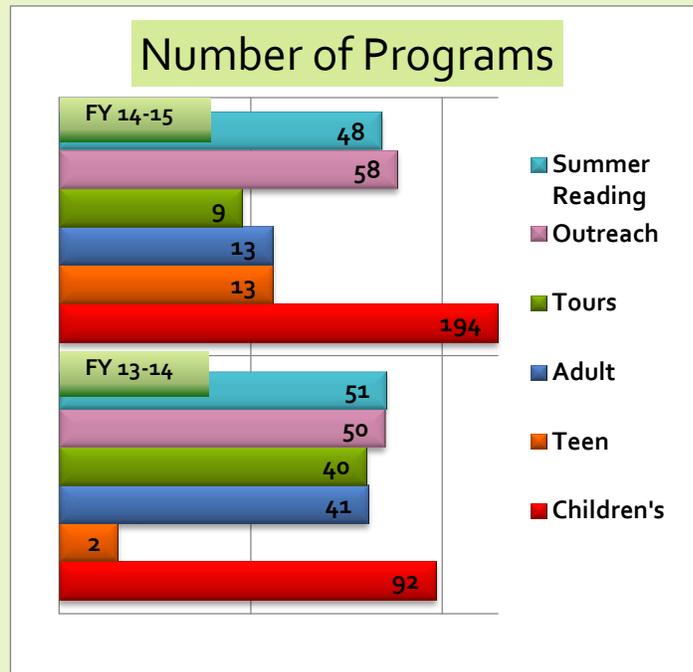
Children’s programs include Toddler Time, Preschool Story Time on site and outreach, LEGO Club, and the Children’s Summer Reading Program.

Teen programs include the Teen Advisory Group get-togethers and Teen Summer Reading Program. Special events are Teen Read Week and Teen Tech Week.

Adult programs include library-themed special events, such as “Blind Date With a Book,” “Library Lovers” and technology classes.

Tours are given as requested to school groups, HeadStart classes, and community groups.

Outreach programs include visits to schools and various community groups, attending community events such as the Farmers Market and City Health Fair, MainStreet events, and offsite technology classes.



| PROGRAM | SCHEDULE | FY 13-14 ATTENDANCE | FY 14-15 ATTENDANCE | AUDIENCE | ANNOTATION |
|--------------------------|---|---------------------|---------------------|--|---|
| TODDLER TIME | Weekly year round | 1,575 | 1,554 | For children ages 0-3 and parents | Movement, music, social time |
| PRESCHOOL STORYTIME | 3 times a week | 972 | 962 | For children ages 3-5, Daycare centers | Stories, songs, poems, crafts |
| TOURS | As requested | 593 | 228 | All ages, school groups, HeadStart | Varies as schools are allowed field trips |
| OUTREACH | Weekly | 4,677 | 4,517 | Visits to schools, daycares, and community groups | Regular visits to San Jose Daycare & schools for SRP |
| TEEN PROGRAMS | Teen Read Week & Teen Tech Week | 32 | 12 | Teen Advisory Group meetings | Fewer TAG meetings held this year |
| ADULT PROGRAMS | Lib Lovers, Book Fair, Holiday Open House | 714 | 941 | Adult patrons, visitors | Addition of Open House & higher BF attendance |
| DIGITAL LITERACY CLASSES | All year on a varied schedule | 194 | 104 | Tech classes in computer & Internet use, digital devices, library digital materials, Word, email, etc. | Additional classes in Jan & Feb 2014 due to public interest in new gift devices |
| SUMMER READING CHILDRENS | Annually June – July Figures for '14 & '15 | 3,570 | 4,013 | Reading incentives, stories, games, and crafts for ages 3-11 | Higher registration numbers in 2015: 860 vs 916 |
| SUMMER READING TEEN | Annually June – July Figures for '14 & '15 | 178 | 105 | Reading incentives, classes, and crafts for ages 12-17 | 17 classes in 13-14; 6 in 14-15 |
| LEGO CLUB | Monthly | 805 | 115 | Loosely guided creative play for ages 5+ | monthly in 13-14; bimonthly in 14-15 (LEGO part of SRP) |



Financial

CPL finished the fiscal year in excellent shape, devoting \$219,037, or 97.6%, of its allotted annual budget to operating expenses, professional organization participation, contracts with local businesses, collection materials, staff training, and new technology.

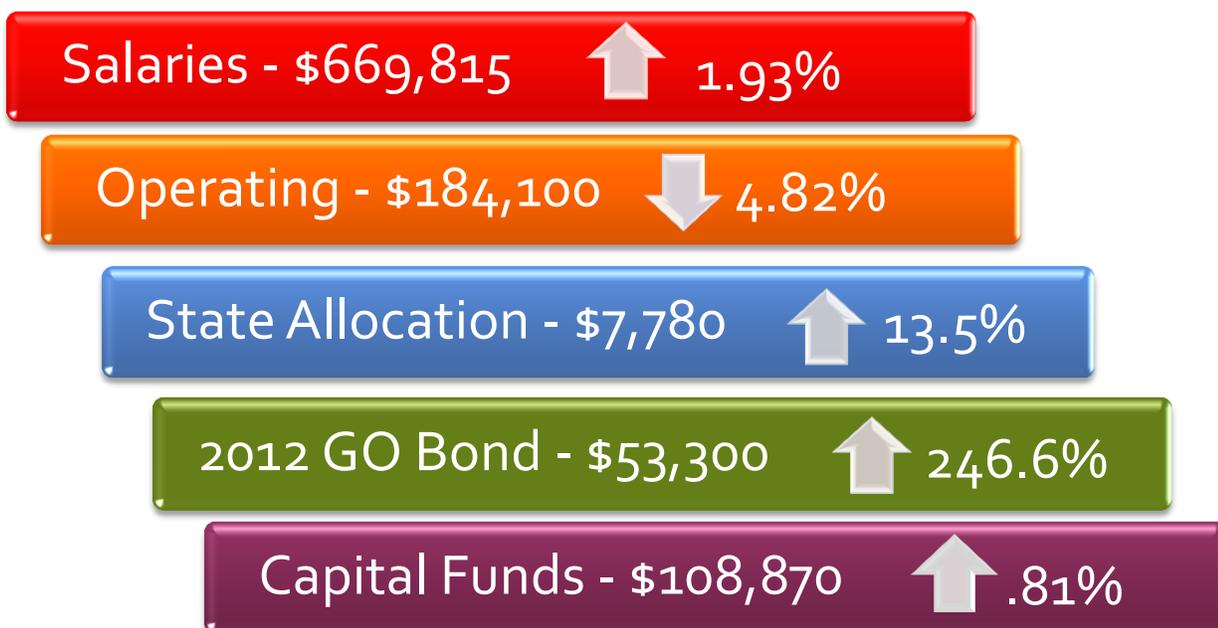
Carlsbad Public Library benefited from the increased municipal revenues due to the oil and gas boom in Eddy County, as well as the support of City financial planners aware of the importance of an up-to-date, dynamic public library to our community's well-being.

2012 GO Bond funds allocated to CPL totaled \$53,300, to be spent over two years. The GO Bond fund increase shown below reflects the receipt of these new funds. \$25,800 of these funds were invested in new library shelving and wired study booths for public use.

State Allocation funds are determined by the NM State Legislature each year, and distributed by the NM State Library to all libraries within the state, according to service community population determined by the most recent U.S. Census. Eligibility for funds is dependent upon our filing certain reports with the State Library each year, and on the City funding a minimum per capita amount for library collections. **In FY 14-15, the City spent \$2.81 per capita; only \$1.50 was required.** This year, State Allocation funds of \$7,780 were used to purchase collection and archival materials, new databases, and allowed for library director attendance at the American Library Association 2015 Annual Conference.

Capital funds of \$108,870 received from the City of Carlsbad were allotted for: Exterior Book Drop (\$8,200); Flooring Project Phase 2, Wall Covering Project Phase 2, and Entrance Improvements (\$50,000); Library/Museum Telephone System (\$15,000); Library Materials Security System and additional security cameras (\$35,670). \$6,250 in capital funds were carried over into FY 2014-15 for the completion of the Wall Covering project.

Budget Detail - FY 14-15, compared to FY 13-14





Projects

Carlsbad Public Library continued to update facilities, equipment, collections, and services to fulfill its mission of connecting people with information, ideas, and experiences for learning and personal growth. In FY 2014-15, the library focused on installing a new exterior book drop capable of accepting multimedia materials without damage, mounting additional security cameras to cover interior public areas, implementing an RFID materials security system by tagging each material and entering it into the inventory, replacing the 1990 telephone system, moving all existing stacks and materials to install new flooring, and installing custom small group work booths with charging stations for patron use. Of the \$108,870 allotted for these capital improvements, \$102,620 was spent and \$6,290 was carried over to FY 2015-16 for wall covering in the adult collection area. In addition to these capital projects, operating funds were used to replace the existing florescent lights in the lobby area with energy efficient LED fixtures and to purchase a storage unit for building complex maintenance supplies.

Capital Projects - Details on some completed projects this year

EXTERIOR MATERIALS RETURN UNIT COST \$6,722

NEED

Patrons must return their DVDs and audiobooks inside the library, since the existing book drop has only a single chute. Video and audio cases are damaged by books dropping on top of them. With only one container, staff had to transfer the returned items by hand to a book cart for transport into the library.

SOLUTION

Replace the existing book drop with one which has separate print and multimedia chutes which are padded to prevent damage. A Kingston materials return unit was selected based on reviews, features, warranty coverage, and price. Two containers were included so staff can easily trade them out and transport the returned materials back to the library for check in. The old book drop was repurposed to accept donation materials.



RFID MATERIALS SECURITY SYSTEM COST \$34,480

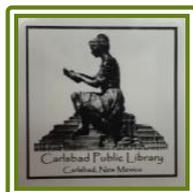
NEED

A significant number of library materials are misshelved or are skipped during check in, resulting in missing items. Self-check stations are now considered standard patron services. The existing electromagnetic (EM) materials security system has been inoperable and unrepairable for some time.

SOLUTION

A materials handling system from Bibliotheca featuring Radio Frequency Identification (RFID) tags was purchased in May. Included were four staff stations with RFID read/write pads, software, a self-check kiosk, an inventory wand, and 10,000 printed RFID tags.

Tagging of the collection and installation of the hardware began in August, and the system was operational in October.



FLOORING PROJECT PHASE 2 COST \$43,786

NEED

Existing floor tile was showing significant wear and tear. Cracks and ridges constitute tripping hazards for patrons and staff. Commercial carpet tiles with extreme long-wearing performance and the ability to easily replace damaged tiles were needed.

SOLUTION

Commercial carpet tiles from Interface were chosen for their durability and design. They were installed in January, 2015.

Hallett Movers of Chicago was able to raise most of the loaded shelving stacks and move them around, allowing the carpet installers to lay the squares over the entire area in only two days. Patrons say the library is now more inviting, colorful, and contemporary.



STUDY BOOTHS WITH CHARGING STATIONS COST \$21,127

NEED

Patrons needed space to work with partners on projects and handy power receptacles for their laptops, tablets, and eReaders, but square footage in the library was limited.

SOLUTION

Make the most of existing space by combining seating and work spaces into units which can be installed back to back, and incorporate built-in surge-protected charging outlets and multi-volt USBs to accommodate a variety of devices. The spacers between booths were custom sized to position the units at each window. Oak hardwood was used for durability, along with commercial-grade vinyl seat covering with antibacterial and antifungal treatments.





Staff

Carlsbad Public Library is fortunate to have a dedicated staff of trained personnel who have a strong commitment to professional standards and service to the community. Librarians take responsibility for administrative tasks, collection development, cataloging, and public programs. Library clerks focus their skills on assisting the public at the Service desk, and processing collection materials. Library pages are dedicated to shelving the many returned materials and assisting with programs. A CHS BPA (Business Professionals of America) student gains experience in the workplace and assists with many library tasks. Facilities crew from the Sports & Rec Dept. work diligently to maintain the building complex and environs.

| ADMINISTRATION LIBRARIANS | PUBLIC SERVICE LIBRARIANS | LIBRARIANS ON-CALL | LIBRARY CLERKS | LIBRARY PAGES | FACILITIES & BPA STUDENT |
|---------------------------|---------------------------|--------------------|----------------|---------------|--------------------------|
|---------------------------|---------------------------|--------------------|----------------|---------------|--------------------------|



CASSANDRA ARNOLD

17 years at CPL: Children's Librarian for 12 years, Assistant Director for 2 years, Director for 6 years. Has a Master's degree in Library Science.



BETH NIEMAN

11 years at CPL: 2 as a Page, 3 as a PT Librarian, and 6 as Youth Services Librarian. Has a Bachelor's degree in English.



JOE RODRIGUEZ

15 years at CPL as Information Librarian On-Call. Has a Bachelor's degree in Political Science.



DIANNE HOWERTON

33 years at CPL – our most veteran library employee. Expert at processing and repair.



MISTY MORALES

9 years at CPL. Assists with Children's programs.



DENNIS CONTRERAS

Facilities Maintenance at the library and museum for 4 years.



SYBIL WALTERSCHEID

22.5 years at CPL: 4 years as Children's Librarian, 5 years as On-Call Librarian, 5 years as Director, and Assistant Director for a total of 8.5 years. Has a Bachelor's degree in Social Work.



JULIE PEARSON

15.5 years at CPL: 2.5 as a Page, 2 as a PT Librarian, and 10 as Public Services Librarian and cataloger. Has a Bachelor's degree in History.



ELIZABETH THOMAS

2 years at CPL as Information Librarian On-Call. Staffs the Information Desk and assists with cataloging. Has a Master's Degree in Library Science.



MARGIE MANSFIELD

28 years at CPL – our 2nd most experienced staff member.



LAURA HUGHES

7 years at CPL. Has an Associate degree in Library Science.



BILLY POTTER

Library and Museum Custodian for 7 years.



SAMANTHA VILLA

13 years at CPL: 5 as a Page, 4 as a Clerk, and 4 as Technology Librarian. Has a Master's degree in Library Science.



SABRINA ACOSTA

6 years at CPL: Page for 4 years, Clerk for 2. Excellent at patron service.



LUPITA MONTANA

2 years at CPL: BPA for 1 year, and Page for 1 year.



TRISTAN RODRIQUEZ

CHS BPA Student for school year June 15 – May 16.



JULIE TAVAREZ

2.5 years at CPL. First-rate at patron service.



ANDREW GOODBAR

9 months at CPL.



TARA THOMPSON

9 months at CPL.



Notes

Copies of the this report are available at the Carlsbad Public Library, 101 South Halagueño Street and on the web at <http://www.cityofcarlsbadnm.com/libresources.cfm>.

Original data for this report and additional reports are also available. Please contact Cassandra Arnold, Library Director, at 575-885-6776 or caarnold@cityofcarlsbadnm.com.