2014

Southern Maine Library District Annual Report, 2013-2014

Southern Maine Library District

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Southern Maine Library District

Annual Report
July 1, 2013 - June 30, 2014
The Maine Regional Library System was created in 1973 under Public Law 626. The purpose of the Regional System is to:

- Organize library resources and services for research, information and recreation
- Improve statewide library service
- Serve collectively the entire population of the state

The Southern Maine Library District, one of three Districts in the Maine Regional Library System, consists of member libraries in Cumberland and York Counties and the following towns in Oxford County: Brownfield, Denmark, Fryeburg, Hiram, and Lovell.

The population increased from 460,089 in 2000 to 487,759, in 2010 – the largest of the three districts in the Maine Regional Library System. The Southern District is the smallest in geographic size with only 2,735 square miles compared to over 10,000 in the Central District and over 22,000 square miles in the Northeastern District.

The Portland Public Library serves as the Area Reference and Resource Center for the Southern District and provides:

- Interlibrary loan of books, audio/visual materials and magazine articles not available at local libraries
- Information services for district libraries
- Free PPL borrower’s card for eligible Cumberland, York and Oxford residents
- Mobile computer lab for district libraries
- Bookmobile outreach services

**EXECUTIVE BOARD MEMBERS**

Jodi Breau [Chair], School Libraries, South Portland; Jeff Cabral (1) Public Libraries, Biddeford; Amy Wells Denecker (2) School Libraries, Windham; Elizabeth Dyer, Academic Libraries, University of New England; Andi Jackson-Darling (4) [Vice Chair], Public Libraries, Falmouth; Heidi Grimm (2) Public Libraries, Yarmouth; Linda Lord (1) Maine State Librarian, Augusta; Janet McKenney (1) Director of Development, Maine State Library, Augusta; Amanda Kozaka, School Libraries, Cape Elizabeth; Deborah A. Clark (1) Library Consultant, Maine State Library, Portland; Nicholas Noyes, Special Libraries, Maine Historical Society, Portland; Steve Podgajny (1) AARC, Portland Public Library, Portland; Beth Sweet (3) Public Libraries, North Berwick; Bill Wood [Vice-chair], Trustees, Harrison

(1) ex officio, (2) term ended May 2014, (3) filling unexpired term, (4) resigned

**STAFF**

Elaine Bissonnette, Administrative Assistant
Deborah A. Clark, Consultant (beginning October 7, 2013)
District Goals

I. Increase Public Awareness, Use and Support of Maine Libraries
II. Facilitate Professional Development
III. Encourage Resource Sharing and Regional Cooperation
IV. Foster Literacy
V. Improve Communication among Libraries, Library Organizations, and Other Groups
VI. Foster Improved Library Service

Status of District Libraries

Of the 67 public libraries in the SMLD, all but two filed their required annual reports with the Maine State Library. Those libraries have been placed on probation and MSL staff will work with their staff and trustees to bring them back into compliance.

Many libraries in the district have been involved with construction projects of some kind. At least 15 SMLD libraries have recently completed, are undergoing, or are anticipating building expansion or renovation. At least 3 other libraries are planning capital campaigns to fund proposed future expansions.

Municipal funding for SMLD public libraries has slightly increased, on average, in the past three years. However, many libraries, especially those in more rural areas report a lack of funds to adequately meet their needs for staff coverage, collection purchases, and building maintenance. This has prevented some libraries from being able to improve or add new services and update resources. SMLD libraries continue to take advantage of grants and assistance programs such as PC’s for ME to complete building repairs and upgrade technology.

Meetings and Workshops

District Meetings
Council Meetings
Fall Council Meeting/ Early Literacy Workshop
Portland Public Library (10/10)
Participants learned about early brain development, the relevance of early literacy programming to school readiness, and a variety of age-appropriate methods and activities to integrate in library children’s storytimes. Christine McKnew, early literacy consultant from Texas, led the day-long workshop. (33 attended)

Tri-District Spring Council Meeting
Augusta Civic Center, Augusta (5/29)
Staff from all library types met for district business meetings and to attend a keynote address on library leadership from former ALA President, Maureen Sullivan. This was followed by a question and answer session for attendees. (87 attended)
Children’s and Young Adult Book Review Meetings (240 total attendance)
2013/2014 year were held at the Portland Public Library on the following dates: July 9 (8), August 8 (9), Sept. 18 (25), October 9 (24), Nov. 13 (23), Dec. 11 (22), Jan. 8 (31), Feb. 12 (27), Mar. 12 (26), May 14 (25), and June 11 (20). There is no April meeting due to the Reading Round-Up Conference. Monthly meetings attended by school and public librarians who review new books received for the Maine Examination Collection. Participants keep the books they review for their library collections, which can amount to as many as 240 books per participant annually. Volunteers processed a total of 1,818 review books from approximately 70 publishers.

School Librarian Meetings (53 total attendance)
“Book Repair: Don’t Toss It. Repair It” (May 22, Scarborough High School - 8 attended)
“The Genre-fied Collection: from Debating to Doing” (April 29, King Middle School, Portland - 10 attended)
“Speed Dating Poster Session: Hot Topics in School Libraries” [QR Codes, emergency planning] (February 11, Windham High School - 13 attended)
“Integrating Library Skills into the School Curriculum” (March 19, So. Portland High School - 22 attended)

Kelly McDaniels, librarian at King Middle School in Portland, presenting on “genrefying” the school library collection

SMLD Regional Director Groups
[These meetings provide the opportunity for public library directors to network, discuss issues, and share ideas. There is sometimes a brief continuing education presentation or guest speaker on a requested topic.]

“Loose Librarians”
- Oct. 11, Spaulding Memorial Library, Sebago (4 attended)
- March 7, Naples Public Library (12 attended)
- June 20, Casco Public Library (10 attended)
“Talking Heads”
- Nov. 14, Wells Public Library (10 attended)
- March 20, Scarborough Public Library (9 attended)
- Nov. 21, Falmouth Memorial Library (5 attended)
- January 29, Baxter Memorial Library, Gorham (4 attended)
- This group was dissolved and members moved into other director groups

“Yapping Yorkies”
- Dec. 6, Limerick Public Library (11 attended)
- March 14, South Berwick Public Library (8 attended)
- June 27, Community Library, Lyman (6 attended)

SMLD Reference Librarian Group
[These meetings provide the opportunity for public library reference librarians to network, discuss issues, and share ideas. There is sometimes a brief continuing education presentation or guest speaker on a requested topic.]
- Nov. 15, McArthur Public Library, Biddeford (7 attended)
- March 20, Scarborough Public Library (8 attended)
- June 6, Portland Public Library (16 attended)

SMLD Library IT/ eCommunications Group
[These meetings provide the opportunity for public library technology and public relations personnel to network, discuss issues, and share ideas. There is sometimes a brief continuing education presentation or guest speaker on a requested topic.]
- March 27, Portland Public Library (16 attended)
- June 20, Portland Public Library (15 attended)

Statewide Meetings

Reading Round Up of Children’s & Young Adult Literature (attendance: 361)
Augusta Civic Center (4/10)
The 25th Annual Reading Round-Up of Children’s and Young Adult Literature sponsored by the Maine Regional Library System and the Maine Library Association’s Youth Services Section was held in Augusta and featured author Anita Silvey as the keynote speaker. Breakout sessions addressed topics such as engaging reluctant readers, involving parents in improving child literacy, creating graphic novels, challenging readers with the Common Core, a Maine author panel, apps and interactive e-books, and presentation of the Cream of the Crop reading list.

Orientation for New Library Directors (attendance: 33)
The Senator Inn, Augusta (5/16)
This program was designed to give new and relatively new public library directors an introduction and familiarity with the resources offered to libraries through the Maine State Library.

18th Annual Public Library Directors’ Institute (attendance: 67)
The Senator Inn, Augusta (6/12)
This year’s Institute focused on the best practices for non-profit organizations. Topics included trustee roles and responsibilities, fiscal management, and fundraising. Directors were encouraged to bring trustees to the program. Lori Roming from Unity Foundation was the guest speaker. This was followed by an open discussion session for attendees and an opportunity to borrow from the MSL’s professional development collection.
Maine Library Leadership Institute
Three SMLD librarians completed the leadership program; Devin Burritt from Wells Public Library, Sonya Durney from Portland Public Library, and Kara Reiman from Walker Memorial Library in Westbrook. Devin has just been hired as director at Wells PL, Kara was promoted to Children’s Librarian at Walker ML, and Sonya assisted in the development of the financial literacy program that traveled with me, a Key Bank personal finances expert, and the PPL bookmobile to 18 Cumberland County libraries this spring. She is also involved in the Choose Civility initiative at Portland Public Library.

Spring 2014 Portland Public Library Bookmobile Visits

Moms and kids visiting the PPL bookmobile at Raymond Village Library

Lady browsing financial literacy materials
I joined the Maine State Library Professional Development team in October 2013 as SMLD Consultant and have been visiting district libraries to become acquainted with district communities and library staff and services. I have been very impressed with the high level of dedication, professionalism, and creativity I have encountered throughout the SMLD. So far I have visited 61 public libraries, had contact with 6 special libraries and 1 academic library, and met many school library personnel through MASL meetings and SMLD workshops. I also, responded to over 300 requests for information from member library staff. In addition, I traveled to meet with directors and trustees in Shapleigh, Raymond, and Orr’s Island to assist them with strategic planning efforts.

I attended public relation events at Windham Public Library, Long Island Library, Scarborough Public Library, and Walker Memorial Library, as well as the Friends of the Maine State Library volunteer tea.

I re-established the local regional directors groups, as well as the reference librarians and IT/eCommunications groups so district library personnel would have the opportunity to network and share ideas with colleagues. I also worked with school librarians Jodi Breau, Amy Denecker, and Amanda Kozaka to coordinate four workshops for school library personnel.

I drove 3 youth services librarians (one from each districts) to attend the NERTCL “Kids and Technology” Conference in Worcester in March 2014. I also attended the joint NELA/MLA Conference in Portland in October 2013. Of the 608 attendees, there were 184 from Maine.

Ten SMLD libraries signed on to participate in the EDGE Initiative to assess their community’s and library’s technology needs and improve library services in those areas.

I participated in national training programs to prepare for the MSL to bring ILEAD grant opportunities to Maine libraries in 2015. These projects would use web-based tools to solve community problems or address some local need that could be improved through technology. I am currently serving as Assistant Program Manager for the project.

I am currently serving on a MARVEL databases workgroup to re-design the search engine webpage, making it easier for Maine residents to use. The group will also look at methods of promoting and increasing usage of the databases.

I also regularly attended meetings of the Maine State Library staff, District Liaison Committee, and Maine Library Commission meetings, as well as Maine InfoNet and MINERVA meetings. In addition, I attended meetings for the HSLIC health sciences librarians as well as Cornerstones of Science meetings to promote STEM literacy in libraries. I attended a special meeting with the Library Science Program at University of Maine, Augusta to discuss future collaboration opportunities. Vincent Livoti and I had a follow-up meeting to discuss student intern assignments at public libraries.

I participated in the Choose Civility training program with Portland Public Library staff to help PPL better support public issue forums. I will continue to partner with PPL to bring some of this training to SMLD libraries in the future.
I also collaborated with the ARRC, Portland Public Library, and PPL bookmobile sponsor, Key Bank, to develop a financial literacy program that traveled with me, a Key Bank personal finances expert, and the PPL bookmobile to 18 Cumberland County libraries this past spring. The partners are currently working on a schedule for additional bookmobile visits to York County libraries this fall.

I joined the planning committee for the annual Reading Round-up Conference. The 2014 25th Anniversary RRU Conference was held on April 10, 2014 was a great success. There were 362 attendees for the keynote speaker Anita Silvey and 18 workshops focusing on children’s literature. Conference founder, Shirley Helfrich, was honored. Link to video clip At the after-conference de-briefing session, I was asked to stay on as chair for the 2015 conference.

The SMLD Board distributed 260 brochures to all district libraries promoting its consultant services. Thank you to MSL Public Relations Manager, Adam Fisher, for his design assistance.

I presented on the future of public libraries for a group of 40 retired hospital workers and at an annual trustees forum in western Cumberland County.

Fourteen SMLD libraries registered to participate in the Lawyers for Libraries annual event May 1st.

I was appointed as MSL liaison to the Friends of Maine Libraries group. FOML recently improved their website with Wild Apricot and are preparing for a membership appeal.

For my own continuing education and professional development, I attended webinars and in-person classes on the following topics:

Emergency and Disaster Planning for Libraries and Museums
Wet Salvage of Library and Museum Materials
ILEAD Training
Maine Archives and Museums Development Primer Workshop
Getting Ready for the EDGE Initiative
Health Happens in Libraries
Fundraising for Libraries
Influencing Others (to build support for libraries)
Kids and Technology Conference for NERTCL
NELA Conference (Harwood Institute workshops on community engagement)

Respectfully submitted,
Deborah A. Clark, MSL SMLD Consultant
Southern Maine Library District
OFFICE OPERATING BUDGET

July 1, 2013 - June 30, 2014

BUDGETED $12,800.00

EXPENSES
Books/AV/Subscriptions
Cont. Ed/Staff Development
Equipment/Software/OIT
Parking
Phone
Postage (1st class & library rate)
Printing/Photocopier
Promotion & Publicity (exhibits)
Supplies
Travel

Sub-total $12,615.59

BALANCE $184.41

EXECUTIVE BOARD MEETINGS
October 25, 2013 – Harrison Public Library
December 13, 2013 – Maine Historical Society
February 7, 2013 – South Portland High School
April 4, 2013 – Portland Public Library
June 19, 2013 – SMCC, South Portland (Annual Meeting)
Committees

SMLD Representatives to District and Statewide Committees:

Certificate of Appreciation: Jodi Breau, Mahoney Middle School (South Portland); Amy Denecker, Windham High School, Steve Podgajny, Portland Public Library

Children’s Book Review Hostesses: Martha Van Wyck, Portland Public Library; Bernie Alie, Kennebunk Free Library; Sybil Shiland, retired; Kris Zuidema, retired; Patty Temple, Long Island Community Library; Sheila Dube, Springvale Public Library; Lauren Isele, Scarborough Public Library; Danielle Grady, Baxter Memorial Library; Nina Sachs, Walker Memorial Library; Karen Spiliopolus, Parsons Memorial Library; Ann Marie Townsend, South Berwick Public Library; Barbara Merritt, Scarborough School Dept.; Karen Silverman, Scarborough High School; Brooke Faulkner, McArthur Public Library; Shirley LaBranche, Maple Stone School; Melissa Madigan, Merrill Memorial Library; Mary Lehmer, Freeport Community Library; Ann Daigle, Sacopee Valley High School; Kelley Goodfield, Sacopee Valley Middle School; Teri Bauld, Graves Memorial Library; Dorothy Hall-Riddle, New Gloucester; Laurel Parker, Windham Public Library; Kathy George, Gray Public Library.

Cream of the Crop: Sheila Dube, Springvale Public Library; Lauren Isele, Scarborough Public Library; Sybil Shiland, Standish; Patty Temple, Long Island Community Library; Kris Zuidema, Sebago; Nina Sachs, Walker Memorial Library; Danielle Grady, Baxter Memorial Library.

Nominating: Jodi Breau, Mahoney Middle School; Amy Denecker, Windham High School, Steve Podgajny, Portland Public Library

STATEWIDE
Reading Round-Up
Pam Goucher: Chair, Freeport; Megan Blakemore, Kennebunk; Patti Francis, Pownal Elementary School; Dorothy Hall-Riddle, New Gloucester; Liz McMahon, Deborah Clark, Southern Maine Library District; Laurel Parker, Windham Public Library.

Regional District Liaison Committee
Jodi Breau, SMLD Board Chair; Bill Wood SMLD Board Vice-chair; Deborah Clark, Consultant.

Maine Reader’s Choice Awards Committee
Submitted by Stephen Podgajny, Director, Portland Public Library, Portland, ME

FY13-14 Statistical Summary

While the level of programmatic and collections development was on pace, both lending and visits did decrease in FY14. Library staff are putting in a concerted effort this next year to review and analyze the data and factors within PPL to understand and respond to this decline, as well as examining other libraries’ experience and the impacts of external factors – competitive market, economy improvements, etc. All circulation declined by -6%, with print circulation declining -6%, AV declining -10%, and overall Children’s use declining -3%. At Peaks Branch (-6%) and Riverton Branch (-3%), declines were less than at Burbank Branch (-12%, likely due to deteriorating conditions at the facility which will be addressed in FY15) and the Main Library (-9%). Patron use of the Bookmobile, which began in April 2013, grew over +300% through the year, with particularly high use of Children’s fiction and movies.

E-audiobooks and e-books are showing dramatic growth (47% and 48% respectively), but other online resources are relatively flat. Library staff are also focused on promoting underperforming online resources this next year, and are particularly addressing the visibility of online resources in the new PPL website that was rolled out in FY14.

Reference questions are up by +5%. Public computer use is down by -13%. We expect that the wireless usage is increasing to compensate for the drop in wired computer use, and have now put in place a tracking system for FY15.

Attendance at programs and events tipped up at the Main Library (+3%) and Peaks (+6%), but down at the other locations for a total of +1% system-wide.

ILL Statistical Summary

Total ILL transactions for the ARRC:
  items requested = 35,208
  items loaned (items sent OUT) = 22,788

Total ILL transactions for SMLD libraries (non-Minerva):
  items requested (requests placed in OCLC on behalf of SMLD = 5,122
  items loaned (items checked out to SMLD libraries) = 18,908

Total Reference Questions answered: 70,835

Total number of borrower cards: 7,133
Total number of borrower cards issued to district libraries (0 – there were no new SMLD libraries)
  and, new borrower cards for their patrons:

  Cumberland County = 1,693
  Oxford County = 56
  York County= 430

SMLD Library Outreach

The PPL bookmobile went on the road this spring to 18 towns within Cumberland County, thanks to Deb Clark and our Portable Library staff. The visits resulted in new cards, check-outs, financial literacy programming from Key Bank, a greater awareness of ARRC services and lots of smiles and fun. Thank
you to our host libraries for coordinating and welcoming us. We are making plans for future visits to York and Oxford County towns in the near future.

We currently have 46 PALS libraries in SMLD who have issued cards to 452 new patrons this year. We now have 2,894 total PALS patrons who have borrowed 18,397 items since the program began. (186 items are out right now to PALS patrons!)

**Shared Collections Management Center**

PPL and Maine Historical Society have partnered in FY14 to purchase a new facility on Riverside St in Portland for storage and curation of collections. For the Library, we now have approximately 100,000 items at this facility allowing us to improve our environments at our Main Library and branch locations with better display of materials, more seating, more natural light, and collaborative work areas. Together, we are actively finishing the fundraising for the facility.

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**SMLD Membership**

[Total: 148 ~ public: 67, school systems: 44 (190 individual schools), academic: 8, special: 29 libraries]

**Public Libraries**


**School Libraries**

Acton Schools ~ Berwick Academy, South Berwick ~ Biddeford Schools ~ Breakwater School, Portland ~ Bridgton Academy, North Bridgton ~ Cape Elizabeth Schools ~ Cathedral Grammar School, Portland ~ Catherine McAuley High School, Portland ~ Cheverus High School, Portland ~ Falmouth Schools ~ Freeport Schools ~ Fryeburg Academy ~ Gorham Schools ~ Gov. Baxter School for the Deaf, Falmouth Foreside ~ Greater Portland Christian School, Portland ~ Kittery Schools ~ Levee Hebrew Day School, Portland ~ Merriconeag Waldorf School, South
Freeport ~ New Country School, West Baldwin ~ North Yarmouth Academy, Yarmouth ~ Portland Schools ~ St. Thomas School, Sanford ~ Sanford Schools ~ Scarborough Schools ~ South Portland Schools ~ Thornton Academy, Saco ~ Waynflete School, Portland ~ Westbrook Schools ~ Windham R.E.A.L. School ~ York Schools ~ RSU #5 (Durham, Pownal, Freeport) ~ RSU #14 (Windham, Raymond) ~ RSU #21 (Arundel, Kennebunk, Kennebunkport) ~ RSU #23 (Dayton, Saco, Old Orchard Beach) ~ SAD #6 (Buxton, Hollis, Limington, Standish, Frye Is.) ~ SAD #15 (Gray, New Gloucester) ~ SAD #35 (Eliot, South Berwick) ~ SAD #51 (Cumberland, North Yarmouth) ~ SAD #55 (Baldwin, Cornish, Hiram, Parsonsfield, Porter) ~ SAD #57 (Alfred, Limerick, Lyman, Newfield, Shapleigh, Waterboro) ~ SAD #60 (Berwick, Lebanon, North Berwick) ~ SAD #61 (Bridgton, Casco, Naples, Sebago) ~ SAD #72 (Brownfield, Denmark, Fryeburg, Lovell) ~ CSD #18 (Wells, Ogunquit)

Academic Libraries
Kaplan University, South Portland ~ Maine College of Art, Portland ~ New England Bible College, South Portland ~ St. Joseph’s College, Windham ~ Southern Maine Community College, South Portland ~ University of New England, Biddeford/Westbrook ~ University of Southern Maine, Portland/Gorham ~ York County Community College, Wells

Special Libraries