



PORTAGE COUNTY DISTRICT LIBRARY

2015 Annual Report

www.portagelibrary.org

Annual Report for 2015

Cecilia Swanson, Director

The Portage County District Library began with the Hiram School District Library in 1935. In 1936, the State Library of Ohio was interested in finding a public library willing to provide better library service to the rural residents and schools in areas of the county not being served by the Kent Free and Reed Memorial libraries. The Hiram Library accepted this responsibility and was soon providing extension library service throughout the county. The Hiram Library became Portage County District Library in 1949 by approval of the State Library of Ohio and the Portage County Commissioners. The name change, and the designated status of county district library, signified the library's commitment to serving residents across the county. In 1983, PCDL's service boundaries were refined to be composed of the Aurora, Crestwood, Field, Garfield, Rootstown, Southeast, Streetsboro, Waterloo, and Windham school districts. The library system is directed by a seven-member board appointed by the County Commissioners and the Court of Common Pleas Judges.

The mission of the Portage County District Library system is to satisfy its current users and attract new users by:

- serving as the crossroads of the community by providing a neutral place for interaction, discussion and public discourse;
- providing a variety of resources on a broad array of topics related to work, school and personal life;
- supporting and assisting lifelong learners as they explore the world of information and knowledge;
- providing popular, high-demand items through current materials, program and services that reflect library user preferences, and
- providing resources to support formal and homeschooling education programs.

PCDL acts upon the goals of this mission through its five branch locations in Aurora, Garrettsville, Randolph, Streetsboro and Windham, as well as through the delivery of online resources. In addition, Outreach Services to individuals and communities include our remote pickup lockers, a computer lab, a lending library machine, and delivery of library materials to homebound individuals and nursing homes.

This Annual Report includes a breakdown of year-end figures and descriptions of branch and department activities intended to paint a picture of the services we provide to our communities. The numbers are indicators that the materials and services we provide are important to our users and relevant to patrons of all ages and interests, as well as a bargain for our residents. The activities described in each section of this report illustrate the variety of events and undertakings that go into providing the rich experience that is today's library.

Everyone knows that the library has books, but not everyone knows that PCDL's collection includes nearly 225,000 items. Patrons can also choose materials from our Portage Library Consortium partners, Kent Free Library and Reed Memorial Library. The choices for patrons are further expanded through our participation in the SearchOhio and OhioLINK resource sharing service, with millions of items available for our patrons to borrow from other public library

systems as well as colleges and universities around the state. Books accounted for 59% of the library's annual circulation in 2015, while DVDs and Blu-rays made up 33% of circulation.

Not everyone knows that they can use the library from the comfort of their own homes. Our online collection of materials includes thousands and thousands of titles to borrow and use. In 2015, PCDL added Flipster's digital magazines and Hoopla's streaming content of TV, movies, books, and music to its online resources. Patrons can browse our online catalog of materials to place holds for pick up at a branch or they can choose our Library Express delivery option to have materials delivered to a pick up locker in one of nine community locations.

So, everyone knows the library has books, most know that we also offer recorded books, movies, music, and magazines, but not everyone knows that we also offer free high-speed Internet access and Wi-Fi at our branch locations and our computer lab in Deerfield. Not everyone knows that we have computers for the public to use and staff members to help guide the less seasoned computer users.

The library also has programs which bring people together for shared experiences and learning opportunities. Story time is a traditional offering at the library, providing preschool children with an introduction to literature, literacy, and the group experience. Library programs are also available for school age children and adults, covering a wide spectrum of topics and interests.

Two of our branch libraries have meeting rooms that are available, free of charge, to community groups. The remaining branches use meeting areas that are booked by a separate entity.

We continue to explore opportunities for outreach services to our communities. In 2013, a federal grant enabled PCDL to open a computer lab in the Deerfield Town Hall. That lab offers free beginning computer skills classes, public access laptops, and Wi-Fi. At the end of 2015, the computer lab staff were planning a series of family movies for local residents. In the fall of the year, a lending library machine was delivered to the health and wellness center at NEOMED in Rootstown. In this new partnership with NEOMED, the school is providing a space for the library's newest service, a lending library which operates like a vending machine. The Library Box allows patrons to use a library card, rather than cash, to borrow new books and DVDs.

Not everyone knows what PCDL has to offer so part of our responsibility is marketing our services and informing our residents about the breadth of our offerings. To that end, in 2015, we attended community events in every school district we serve to tell more people about our library, often travelling with a laptop and hotspot to give us the ability to issue library cards, demonstrate our online access, and check out books through our mobile pop-up library. In addition to our local community activities, library representatives visited county officials, local community groups, and state legislators to talk about PCDL services.

In 2015, Portage County District Library was on the ballot to pass a 1-mill levy which would have ensured PCDL of a stable funding source and allowed the library to be open more hours, have more staff, and purchase more materials. Unfortunately, the issue was defeated. This was PCDL's seventh attempt to pass such a measure. Since PCDL receives no local funding, the library is entirely dependent on the Public Library Fund (PLF) from the State of Ohio. Library

funding was seeing a downward trend from 2001 and received a severe cut in 2009, resulting in cutbacks at PCDL. Funding from the State has stabilized, but has not returned to the levels libraries received in the past so PCDL is maintaining its level of services. Should PCDL be successful in passing an operating levy in the future, PCDL would be able to return to levels of service offered in the past and work towards its goal of having more direct library service in every school district we serve.

2015 at a glance:

Revenues: \$2,255,582

Expenses: \$ 2,209,601

Collection: 224,385 physical items

Items added in 2015: 19,333 physical items

Circulation: 476,082

Adult materials circulated: 342,779

Juvenile materials circulated: 133,303

Items delivered to homebound and nursing homes: 19,898

Interlibrary loans: 8,251 received; 10,481 sent

Programs: 655

Program attendance: 17,400

Reference questions: 20,399

Computer assistance: 5,573

Library card holders: 34,948 (2014)

Visitors to the library: 171,600 (2014)

Computers for public use: 93

Public Internet computer users: 39,104 (2014)

Wi-Fi sessions: 9,379 (2014)

**Assistant Director
Annual Report for 2015
Corrine Alldridge, Assistant Director**

The Assistant Director works closely with the Director and the Fiscal Officer to coordinate day-to-day operations of the library. This position also serves as the main Human Resources Officer and the Collection Development Manager.

Employment Activity

The Assistant Director continued working to ensure that the recruitment and selection process was conducted in accordance with employment laws, the bargaining unit contract, and PCDL policies. This included posting and advertising open positions, reviewing applications and resumes, coordinating interviews with the appropriate manager, interviewing, and conducting reference checks.

The Fiscal Officer retired after a long career with the library. This position was one of the five terminations in 2015. Due to an expansion of hours at Aurora and Garrettsville, two 12-hour circulation clerk positions were created. These were two of the seven new hires for the year.

Employee Development & Training

EASE@Work is the employee assistance plan offered by PCDL and our contract runs from April 2015 to March 2016. This is a confidential service that is offered free of charge to our employees. Topics include everything from financial and legal assistance to stress reduction and fitness coaching. There are two components to the EASE@Work service. The first is a referral and counseling service. From April 1, 2015 to September 30, 2015, the use of this service came in at 4.08%. If the use continues at the same pace, our annualized use will be 8.10% which is just above the national average of 4-7%. The second part of the service is the Work-Life website. There were 18 logins during this same time period which is considered excellent for a group our size. The top hits for personal use were for legal and financial learning. PCDL also uses this website as an additional resource for staff training. The top category of Accomplished Employee saw 41.6% usage. The subjects covered people skills with titles such as: *Effective Communication*, *Appreciating Personality Differences* and *You Make Me So Mad*.

In 2015, seventeen workshops were attended and 84 webinars were viewed. PCDL pays half the membership cost for any staff wishing to join the Ohio Library Council which is the primary advocate for Ohio public libraries. Four employees attended the chapter conference of the OLC. Attendance at the conference allows PCDL employees to network with other library staff from around Ohio while attending educational sessions covering everything from reference and customer service to RDA and management.

Workshops attended by the Assistant Director in 2015 were mostly on human resource topics. The SERB Academy, presented by the administrators and staff of the State Employee Relations Board, is an intensive two day review of representation, dispute settlement, and unfair labor practice matters, covering the law, the administrative rules, and the day-to-day procedures of the agency. CareWorksComp Worker's Compensation and Safety Seminar is an update on BWC billing and incentive programs. It also satisfies required safety training for the library system.

Outreach & Community Events

This year, Portage County District Library combined forces with the League of Women Voters of Northern Portage County to take part in National Voter Registration Day. This event, on September 22, is listed as “a non-partisan unofficial national holiday designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote”. While the number of registrations taken this first year was low, it was felt to be a worthwhile collaboration on the part of both groups.

PCDL had a booth at a variety of fairs and festivals, including the Garrettsville Summerfest, the Streetsboro Family Days, Brimfest and the Randolph Portage County Fair. This year, we focused on sharing information about the library and the ballot issue in November.

A new event for PCDL was the Farmer’s Market at NEOMED. Starting in June, the pop-up library was in Rootstown on Wednesday afternoons. People were given a chance to get new library cards, check out DVDs and gather information about our services, including the new Library Box. The Library Box is a vending machine containing bestselling books and movies and operates similarly to a Redbox only with a library card.

Collection Development

The work of the Collection Development manager is to provide a unique collection of books, periodicals and audio-visual and digital media for all age groups served by the Portage County District Library System.

The goals for 2015 included looking for new opportunities and services that benefit the patrons of Portage County District Library. However, we cannot add services without evaluating what we currently offer. Zinio had limited titles and, therefore, limited use so will be canceled when our contract expires in 2016. A different digital magazine service called Flipster was added because of the wide variety of titles for adults and children and the 50% discount offered by the vendor. We have 73 subscriptions including *Consumer Reports*, *Cobblestone*, *Creative Knitting*, *Crochet World*, *Good Housekeeping*, *Men’s Fitness*, *Newsweek Global*, *Nickelodeon*, *People*, *Writer’s Digest* and *Zoobooks*.

Reading books in a digital format continues to grow. Our Overdrive service of e-books and audio circulated 14,025 e-books in 2014 up from 11,385 in 2013. In 2015, our circulation increased to 16,605. Our second service, Axis 360 never caught on and use was extremely low. This service was canceled and the titles purchased are being transferred to Overdrive to supplement that collection.

According to broadband services company Sandvine, “Real-Time Entertainment (streaming video and audio) traffic now accounts for over 70% of North American downstream traffic in the peak evening hours on fixed access networks. Five years ago it accounted for less than 35%.” (<https://www.sandvine.com/trends/global-internet-phenomena/>) In 2013, both Overdrive and Midwest offered a streaming service, but the titles seemed limited and the decision was made to delay adding streaming service to PCDL. In 2015, the services were reviewed and PCDL signed

a contract with Midwest Tapes to provide Hoopla to our patrons. Hoopla includes streaming movies and music, plus audiobooks, e-books and comics.

Though e-books continue to grow in popularity, print is the backbone of our reading habits. Most people who read e-books also read print books. The generous help of the Friends of the Library groups, memorial donations from the community and a donation from the Eagles helped fund our materials budget. The Aurora Friends of the Library donated \$6,000 which was used to purchase additional copies of popular authors and large print for the Aurora Memorial branch. In addition, this money purchased debut authors such as those from Pamela Dorman Books which launched its first hardcover list in January 2010. The imprint focuses on debut fiction “that is both well-written and accessible—character-driven novels propelled by strong storytelling and rich emotional cores.”

Going forward, the Assistant Director/Collection Development manager will continue to fine-tune services of import to Portage County and encourage staff to develop goals that support those services.

**Technical Services
Annual Report for 2015
Rhonda Marr, Technical Services Manager**

The Technical Services department orders, receives, catalogs, and processes all the materials that are selected by the Collection Development Manager and the YS Librarians. The first steps are: placing the orders with the appropriate vendors, unpacking all the boxes of materials, verifying that those were the materials ordered, assigning them to their designated branch and location, deducting the price from that particular fund and getting the invoices ready for the Fiscal Officer to pay. During cataloging, a bibliographical record describing the item is put into the automated system, a call number is assigned to the item and a link created between the bibliographic record and the item. Processing involves adding labels (call number labels and genre stickers), putting Mylar jackets or Kapco covers on books, covering barcodes and labels, and making the item ready for circulation. On an average day, 2-5 crates of books, magazines, DVDs, Blu-rays, books-on-CD, music CDs, and video games are sent out from the Technical Services department to the branches.

With the increase in the materials budget, 2015 was a busy year for us. October was especially busy with many books and movies having October release dates. We added 2160 items in October compared to 1329 in May and 1734 in December which are typically busy months.

The Technical Services Specialist took three online Ohionet training sessions: Fundamentals of Cataloging, Common AV Formats and Subject Analysis for Copy Catalogers. She also watched a Nebraska Library Commission series of YouTube videos on Authority Control. Both members of the department attended a NOTSL workshop, Don't be Afraid of the Big, Bad BIBFRAME.

In December, we canceled Baker & Taylor's AXIS 360 e-book service which we shared with Kent Free Library and Reed Memorial Library. We are in the process of migrating those records to our Overdrive service.

19,333 items of all material types were added to PCDL's total collection in 2015, almost 1,500 more than we added in 2014. The following pages contain a list of items added by item type.

Adult Books and Magazines	11,721
Juvenile Books and Magazines	2,473
Young Adult Books and Magazines	813
Audio-visual	4,326
Total	19,333

PCDL items added in 2015

I-Type	Description	Count
12	Comic Book	8
18	Kit	1
19	Kit Contents	17
39	Reference	50
40	Vending DVD	60
41	Vending Book	129
50	Adult 000	101
51	Adult 100	166
52	Adult 200	89
53	Adult 300	452
54	Adult 400	40
55	Adult 500	113
56	Adult 600	1,050
57	Adult 700	561
58	Adult 800	71
59	Adult 900	237
61	Adult Biography	147
63	Adult Fiction	2,729
64	Adult Paperback	544
65	Adult Mystery Pbk	87
66	Adult Sci-Fi Pbk	30
67	Adult Western Pbk	37
70	Adult Audiobook CD	406
73	Juvenile Hanging Bag	1
75	Adult Music CD	364
76	Juvenile Music CD	26
78	Adult DVD	1,901
79	Juvenile DVD	290
81	Juvenile 000	5
82	Juvenile 100	4
83	Juvenile 200	4
84	Juvenile 300	29
86	Juvenile 500	152
87	Juvenile 600	65
88	Juvenile 700	50
89	Juvenile 800	7

I-Type	Description	Count
90	Juvenile 900	16
92	Juvenile Biography	13
93	Juvenile Board Book	90
94	Juvenile Big Book	5
95	Juvenile Easy Reader	312
96	Juvenile Fiction	390
97	Juvenile Paperback	402
98	Adult Magazine	2,648
99	Juvenile Magazine	175
100	YA Magazine	96
101	Juvenile Picture Book	720
102	Juvenile Parent/Teacher	8
103	Large Print	835
104	Mystery	591
105	Science Fiction	174
108	Western	30
109	YA 000	1
110	YA 100	4
111	YA 200	1
112	YA 300	18
114	YA 500	2
115	YA 600	6
116	YA 700	3
117	YA 800	3
118	YA 900	7
120	YA Biography	3
121	YA Fiction	613
122	YA Paperback	56
125	NEW PCDL DVD	648
126	PCDL NEW BOOK	810
127	Video Game	27
156	Blu-Ray	603
	TOTAL	19,333

Computer Services Information Department
2015 Annual Report
Lucy Etta Galayde, Computer Services Information Manager

Our department installs and maintains PCDL's computer equipment, software, and network systems. We are available to troubleshoot problems and answer questions during the hours the branches are open. We work in the branches remotely when possible and on site at other times. The second week of each month Microsoft releases software updates and security patches which we install on all PCDL computers. We install and maintain updates for all other software, as needed.

Millennium, our integrated library system (ILS) software, was updated in January 2015. We worked with other Portage Library Consortium staff to identify and resolve issues related to Millennium. We created reports containing information from our ILS system when requested or scheduled.

We assisted staff and patrons with SearchOhio and OhioLINK processes, as needed. Our department continues to work with the Outreach staff to troubleshoot and maintain our Library Express boxes that enable us to provide library service to patrons in the areas of Portage County where we do not have branch buildings.

Sonic Wall firewall devices and new Dell servers were configured and tested for each of the branches and administration. Beginning with the Garrettsville Branch, the new equipment was installed in each branch. Working with a consultant, NEOThink LLC, we altered and updated our wireless servers to work with the new Sonic Wall units.

We replaced outdated barcode scanner and receipt printers and updated or replaced some of our public computers.

A new copier was purchased for the administrative area. The IT department installed software on every work station to allow administration to print directly to the new copier as needed.

We worked with NEOThink LLC to obtain Microsoft Educational classification and thus qualify for a different level of email service on Microsoft's Exchange cloud email server system. By doing this, we were able to eliminate the monthly fees for our email access. We then worked with staff as they transitioned to the new email system.

The PCDL hotspot unit that was purchased in 2014 enables staff to connect a laptop to the Internet using a cellular data connection. This has allowed us to share PCDL's online presence with the public at various public functions around the county and to issue new library cards during these functions. The IT department keeps this equipment updated and charged and keeps track of the reservations for using the equipment.

In September, the Portage Library Consortium contracted with OhioNet to oversee the PLC network. In October, we began working with OhioNet staff to assist during the initial period and to clarify our role as members of the Consortium. One of PCDL's IT staff members works

several hours a day as a PLC employee sending out overdue notices and replacement bill statements.

PCDL purchased a Lending Library Kiosk unit and it was delivered and installed on the NEOMED campus. IT staff helped troubleshoot issues involved with configuring and testing that unit.

We purchased twelve (12) Dell tablets through TechSoup, a non-profit organization. We have installed Windows 10 on those units and are configuring them to be used for training purposes.

We participated in online continuing education sessions. Attending and participating in continuing education programs and interest groups offers us opportunities to network with our peers, keep current on technology advances, and to further our skills.

We once again look forward to a year of interesting challenges and technological advances. As more of our patrons use laptops, e-readers, tablets and other electronic devices for work and in their personal lives, library staff are constantly challenged to supply information in the various forms and formats that are needed.

**Facilities and Delivery Department
Annual Report for 2015
David Hochadel, Facilities and Delivery Manager**

The Facilities and Delivery department has responsibilities in three major areas- contracting and overseeing maintenance and repairs of our facilities, procurement of supplies and services for all branches of the library, and supervision of the county library delivery route.

Maintenance and Repairs- The severe winter weather took a toll on the roof and gutters of the Garrettsville Branch. Prime Roof Solutions was called on three occasions- for preventive removal of snow and ice, for additional snow removal when an ice dam caused a roof leak, and for gutter replacement and repair. Total cost for this was \$2,935.00.

Carpets are cleaned at the branches on a two year rotation. In September, Stanley Steemer was hired to clean carpets in Aurora, Randolph, and Windham.

Landscaping improvements were made outside the main entrance in Garrettsville. Trees and shrubs had become overgrown and were blocking light and the view to the entrance. Our regular landscaper, Islerscaping, removed trees and shrubs and replaced them with low growing shrubs that let in light and allow an unobstructed view to the outside.

Procurement- A new copier was purchased for the administration area at the Garrettsville Branch for \$8,600.00 through Graphic Enterprises. A new service contract was agreed upon that would result in significant yearly savings over the previous contract.

Scotchman Electric was hired to remove Express lockers and book returns from unused locations around the county. The best book returns were used to replace aging units at current locations while the remainder was sold for scrap. Graphic Expressions of Streetsboro was then hired to create and apply new signage on the book returns and Express lockers, creating a more positive image to the public.

E-rate refunds for Internet and telecommunications are processed by this department. Refunds in the amount of \$17,559.21 were applied for and all funds received.

Delivery- E-Check inspection was completed on the 2008 Chevy with no problems found. Our two newer vehicles are still exempt from inspection.

We made it through 2015 with no vehicle accidents. All scheduled maintenance was performed and our fleet of 3 delivery vehicles is in good running order.

We experienced two vacancies with our delivery staff- one regular driver and one substitute- and had to maintain operations with just one driver through much of October and November. The remaining driver worked many of his days off, and the Delivery Manager completed the route on a few occasions, resulting in no disruption of service during that time period. Two new drivers, a regular driver and a substitute, were hired and trained and have been successfully completing their duties.

**Aurora Memorial Library
Annual Report for 2015
Jonathan Harris, Branch Manager**

Of all the changes made at the Aurora Memorial Library over the past year, none has had a greater impact on our community than the expansion of hours in April of 2015. The expansion of operation to a 10-8 schedule Monday through Wednesday has allowed greater flexibility in the timing of programs, as well as offering new and existing patrons more opportunities to access our services. One family, visiting soon after the change in hours, remarked that scheduling conflicts had kept them from coming to the library in the past. We now see the family nearly every week.

Programming and Community Outreach

2015 saw an increase in programming across the board, both in and outside the building. Inside the library, the change in operating hours allowed storytimes and adult programs to shift to times more accessible to patrons. Storytimes in 2015 were often at the maximum capacity, with waiting lists in some cases. Attendance also grew in a number of the monthly adult programs, with a significant increase in the knitting and crocheting group. Participation in summer reading programming at the branch routinely brought in 200 patrons a week for our Tuesday performers and Wednesday storytime sessions. Children's programming in 2015 also featured a new program to connect parents of homeschool children, the second year of our parent and child book club, an American Girl Tea with a Twist, and a visit from YA novelist and Aurora High School Graduate Cori McCarthy. One special note worth mentioning is that during the month of February, the library offered more total programs than days which we were open.

Outside of the building, the Aurora Memorial Library represented PCDL at a number of community events, increasing our use of the pop-up library as part of last year's goal. The library took part in the Aurora Farmer's Market, providing a selection of materials as well as recipe cards provided by the Public Relations and Outreach department. We also took our show on the road to the Fall Festival, Aurora Manor Easter Egg Hunt, Business and Community Showcase, and a partnership with the Cleveland Clinic, which hosted a nutrition-focused program in Aurora. One particular point of community outreach was our partnership with the Aurora City Schools in signing up every first and second grade student for a library card. The library was on site at a local elementary school for three days to register children for cards, the next week each of the classes visited the library to take a tour and check out books. When the dust settled from the new applications and visits, the library had registered over 400 new patrons in one week. The success of this program was later continued with Crestwood Middle School, where our Youth service librarian was on hand to register students for cards. The library also hosted two outside groups, a member of the League of Women Voters was present to help patrons register to vote, and a healthcare navigator made visits to the library to assist patrons in signing up through the Affordable Care Act.

Staffing and Professional Development

The increase in hours of operation at Aurora necessitated an increase in staffing levels at the branch. Due to this and one resignation from the department, we were happy to welcome two new circulation clerks onto the team at the branch, as well as provide increased hours to one

member of the existing circulation staff. Professional development of staff at Aurora ranged from the technical to the personal. Staff in reference participated in training for some of our new online resources such as Hoopla, and completed training in other software skills, such as to better help patrons with programs like Excel. The Youth service librarian took part in two summer reading workshops, presenting at one of them, as well as a workshop in fairy tale and folktale themed storytimes. All branch staff took part in a meeting concerning circulation policies and procedures.

Building and Facilities

The Aurora Library Trust is in the middle of a capital campaign to secure funding for updates to the building's bathrooms and kitchen. The current schedule is to have the renovations begin in 2016, to correspond with the 50th anniversary of the Aurora Memorial Library building. Toward the end of 2015, the Trust's Building Administrator stepped down after nearly 30 years in the position. While there were minor issues during the transition, we have been happy to work with the new Building Administrator and look forward to a continued good working relationship between PCDL and the Aurora Library Trust.

Goals for 2016

Looking forward to the next year, the main goal is to use the momentum the library has built up in becoming more active in the community and to translate that into more active partnerships with various community organizations. The expansion of hours at the branch, coupled with a more active outreach schedule led to better relationships throughout the last year, which will be enhanced in 2016. We plan to have a more active presence at the Aurora Farmer's Market, and hope to offer programming, as well as circulation opportunities, through the pop-up library. We have been in communication with the Aurora Chamber of Commerce about a Portage County Services theme to one of the luncheons, and will work to have PCDL represented on the panel for the program. We will also be working with the Aurora Community Theatre as a partner to make better use of resources such as our license to show movies. The library has also been in talks with PENOhio to serve as a host for a county-wide creative writing competition for high school students. While the expansion of hours and work with the library's ballot initiative caused the digital media lab plans to be put on a back burner, the Aurora Memorial Library will continue to explore proactive and forward-thinking options to better serve our patrons in bridging the digital divide.

Garrettsville Library
Annual Report for 2015
Gregory Trask, Branch Manager

About the branch:

The Garrettsville Library serves patrons from a building shared with Administration, Technical Services, Outreach and Library Express. It is the only building solely owned by the Portage County District Library. Library staff members provide the hard work and creativity necessary to achieve the public service goals of our branch. We emphasize programs and services to recreational readers, adult learners, children, teachers, homeschoolers, parents and caregivers.

Work done at the branch in 2015 include: landscaping, roof and gutter repairs. New mats were purchased to go behind the Circulation Desk and we also replaced chairs at the Circulation Desk and Reference Desk. Also at the Circulation Desk, we added a fax machine to better serve our patrons.

In 2015, the Garrettsville branch expanded hours of operation by six hours a week and added a Circulation Clerk position to offer more convenient hours for the community.

Goals:

Goals I had set for 2015 were to continue our engagement with the community and partnering with other organizations to provide programs and services that promote our shared goals.

The Youth service librarian provided story times throughout the year and several passive and regular programs targeted at different youth age groups. The YS Librarian also continued presenting story times at a local daycare and added a second daycare at the end of 2015. In 2015, notable YS programs include: a Frozen themed party, Memorial Day program, Glow in the Dark Cup, Halloween parties for children and young adults, Decorate a Mug program, and a visit from Santa. Also, the YS Librarian engaged the public through the Summer Reading Club Program, Ready, Set, Read! During Summer Reading Club the YS Librarian had Outback Ray come to the library, Magician Drew Murray, Kent State University Summer Stock performing Rumpelstiltskin, Swifty the Clown, and a final party. At the end of the year, the YS Librarian also had two drop-in programs highlighting the Silhouette Cutter and the jewelry making tools from the Makerspace.

The Adult Librarians also contributed by conducting programs of interest to adults. Notable programs include: Valentine's Day Wedding Program, Resume and Cover Letter writing class, How to use CareerBuilder to find a Job, a Maker Fair, a monthly Book Club, and a monthly crafting program, Crafting with Marian. The Book Club read 11 titles this year and has been very well received by the patrons. Crafting with Marian programs explored a variety of crafting techniques and has also been very well received by our patrons. The library also had several passive programs for all ages.

Garrettsville Library continued to partner with other organizations to provide programs and services that promote shared goals in serving the community. The Small Business Development Center came out and did a Business Basics Workshop, National Wild Turkey Federation gave a

presentation, and the Ohio Researchers of Banded Spirits gave a presentation. We opened the Makerspace twice a month in 2015 and had two programs during Makerspace hours to highlight and promote the Makerspace.

In an effort to continue to interact directly with the community, in 2015, along with others from PCDL, I manned a table at the Portage County Fair talking with community members letting them know that the Portage County District Library was going to be on the November ballot and provided information about the library; explaining that the Portage County District Library partners with Reed Memorial Library and Kent Free Library to share our collections but that we are separate entities; and sharing with them services offered through our library. I also helped staff the pop-up library for two of our visits to the Rootstown Farmers Market. I took the pop-up library to Hiram College Women's Yard Sale, Garrettsville Business Showcase, and with another manager to the Western Reserve Book Festival at Hiram College. I also helped staff the table at Garrettsville's Summerfest and at Brimfield's Brimfest. I gave a few presentations to community groups in 2015. I spoke to the Garrettsville Rotary Club about the Makerspace, the Mantua Rotary Club about the role of the library in Early Childhood Education, and the Hiram Kiwanis about the functions of the library and their importance to the community. The Garrettsville branch also continued to be a collection site for People Tree.

Day to day activities:

Regular ongoing services benefit the public and add to the appeal and success of the library. The Garrettsville branch continued to provide tax forms and voter registration forms. The Garrettsville public computers continue to be well used by the community. Our records show that over the course of 2015, we had a total of 6763 individual computer users. We assisted many of the computer users with job searches, setting up email accounts, using word processing software, and with printing out documents and information. We also continued to promote SearchOhio, Overdrive, and our other databases as great resources for the community.

Staff handled meeting room reservations for the use of the library and for outside organizations. Decorating for holidays and special events is a favorite staff activity. Learning about e-readers has helped our staff assist patrons with access to our online collection.

Weeding is an ongoing process that is necessary to make room for new materials and to maintain the relevancy and timeliness of our collection. Materials that are weeded from the collection are donated to the Friends of the Garrettsville Library.

Staff:

The staff took advantage of different training opportunities in 2015. The YS Librarian attended the Summer Reading Club Workshops and several online webinars. The Reference librarians also attended several online webinars. We had three staff meetings in 2015 and we also welcomed 1 new addition to the staff at the circulation desk.

The Friends of the Garrettsville Library:

The Friends of the Garrettsville Library continue to be an asset to the branch. We appreciate their very active and enthusiastic support of library programs. They helped us through fundraising by holding large book sales during the year. Their fundraising helps to enhance many of our

programs, such as purchasing supplies for the adult craft programs. The Friends also supply the funds that pay for Summer Reading Club entertainers and for the picnic at the end of Summer Reading Club. All of the gift baskets for patron drawings have either been funded by or provided by the Friends.

The Community:

Our community members continue to embrace the library through their generosity and support. Our patrons have donated best sellers, magazine subscriptions, several DVDs, and money. Patrons also have been very generous with the Friends of the Garrettsville Library. Videos and books donated for our Friend's sales have raised considerable sums for programming. The Fraternal Order of Eagles, Aerie #2706 has continued their commitment of supporting the library and their community by giving us an extremely generous donation for 2016 and we look forward to putting those funds to use at the library in support of our community.

Randolph Library Annual Report for 2015 Grace Peterson, Branch Manager

Building

The Randolph Library branch was established on a continuing basis in 1983 with an agreement between the Randolph Township and Portage County District Library (PCDL). The Township handles repairs. Other than replacing ceiling light bulbs, the building did not experience any problems in 2015. PCDL paid to have the carpet cleaned this year, and a lock was installed on the front closet for staff to store belongings.

Staff

We held three staff meetings in 2015. In March, we discussed circulation policies. In August, we discussed safety procedures and rotational duties. In September, the director and assistant director of PCDL attended our staff meeting, and we discussed the upcoming levy and messages to convey to our patrons to generate library support. My goal in 2016 is to again hold three staff meetings.

Our Youth Services (YS) librarian attended planning meetings with other YS librarians in the PCDL system. I attended managers' meetings, Board of Trustees meetings, and Labor-Management meetings.

Several professional library websites provide free webinars for library staff. These trainings keep staff connected to the larger library world and keep them exposed to trends and ideas for serving patrons. My 2015 goal was to have staff attend three continuing education events during the year and they did that. All staff watched Overdrive's webinar, *Explore the Overdrive App* and all staff watched the *Hoopla Live Training: Patron Experience* webinar. In March, the reference librarian and I attended OLC's Northeast Ohio Chapter Conference at Kent State University where we attended four workshops of our choosing. In 2016, my goal again is for staff to take part in three continuing education events

Programming

At Randolph Library, children aged two to five enjoyed winter, spring, fall, and summer storytime sessions that often went beyond the normal five week length. Winter storytime's theme was opposites, introduced by the puppet Pete the Cat.

Summer storytime morning sessions and Summer Reading Club afternoon sessions had a superhero theme. Children at both programs received superhero training first thing. The YS librarian provided Summer Reading Club to children at the Deerfield Town Hall on Thursdays. Randolph and Deerfield participants were all invited to the summer reading finale in July featuring games, a popcorn bar, and Outback Ray.

Often, the library was decorated to go along with children's programming. The April Fool's Day spring storytime session had a mustache theme. Staff and the clock on the wall wore a mustache that day. The summer Superhero theme was accompanied by superhero paintings and decorations.

Another major children's program was the Kids' Garden, in its third year of operation thanks to financial support from the Friends. Children planted, watered, and picked vegetables and herbs. They also enjoyed weekly gardening-related crafts like mini dinosaur gardens and mini greenhouses. They enjoyed a tea party with garden chamomile and zucchini bread.

A number of passive programs were available to patrons of all ages throughout the year, including make-and-take crafts, the monthly candy jar contest, five basket raffles, adult and young adult summer reading contests, reading incentives, and hidden objects to find around the library.

The adult Monday night book club, led by our reference librarian, continued to be popular and well-attended. The adult book club met every month in 2015. In addition, the reference librarian began planning a tree pruning program to be held in the early part of 2016. My goal for 2015 was to have four adult programs in addition to the book club. We had a low maintenance gardening program, a beginner investing program during ALA's Money Smart Week, two local author visits, and a cover crops program, for a total of five adult programs. Adult programming is generally successful at the Randolph Library so our goal for 2016 will be to have six adult programs, in addition to continuing the adult book club.

We surpassed our 2015 movie license goal by showing four movies in the community center instead of two. The Friends paid for a small popcorn popper, so we started serving popcorn at the movies. We met our 2015 goal of having two active teen programs (pom-pom spirit glove craft and scavenger hunt) and two passive programs for teens. Teens had three passive programs, including the summer reading contest. In 2016, we plan to show at least four movies, and have three programs with appeal to teens.

Friends of the Randolph Library

The Friends held two large book sales in 2015. Proceeds helped pay for book club supplies, summer reading performers, programming prizes, adult program speaker fees and refreshments, and gardening supplies. The Friends also paid for a partial subscription to the monthly publication *BookPage*.

The Friends held four organizational meetings at which they discussed book sales and approved spending money on programs. PCDL's director attended the September meeting where the Friends gave their commitment to a levy yard sign rally and bake sale. That rally was held in October.

Community

With a library levy on the ballot in 2015, we tried to step up our presence at local events. In May, the Youth service librarian and I attended Head Start's first annual Family Fun Night at the Randolph fairgrounds, and we attended school Open Houses in the fall. I helped promote PCDL services at a Senior Forum in April, the Mantua Lions Health Fair in August, the Hiram College Western Reserve Book Fair and Brimfest in September, and the Rootstown Chamber Business and Community Expo in October. Multiple staff worked the PCDL booth at the August Portage County Fair. In 2015, my goal was to use the pop-up library Wi-Fi system at least twice, but staff and I used it five times.

The Township is supportive of the library by making repairs and letting us use their meeting room facilities free of charge. I attended Trustee meetings twice, in July and October, to announce upcoming programs, thank them for their provision of a facility, and mention the levy. Regarding the levy, I spoke on its behalf in October at Randolph Candidates' Night and at the Randolph Senior Luncheon.

We had four community outreach events in the Randolph/Rootstown area in 2014. I wanted five in 2015 and we met that goal with attendance at two Open Houses, the Head Start event, the Rootstown Chamber Expo, and the Randolph Fair. We are planning at least five community outreach events in 2016.

The Randolph Garden Club maintains flower beds in front and in back of the library building. We sent them a thank you card and a holiday card.

In April, during National Library Week, PCDL thanked its patrons with cookies and pretzels and a Samsung tablet drawing. At holiday time, we mailed out cards to patrons who had been generous with their time or gifts during the year.

Collection

The collection was weeded according to the schedule sent out by the Collection Development Manager. All VHS tapes were weeded out of the collection which allowed us to shift music and make more room for fiction books.

We highlighted our collection with displays on various topics and to advertise our speaker events.

Services

The Randolph library was used as a site for picking up tax forms, HEAP forms, and filling out voter registration forms. Faxing documents and helping people with the copy machine are frequent services we perform. Patrons use our public computers and printer, and we frequently answered questions about printing and retrieving documents from flash drives and email attachments.

**Pierce Streetsboro Library
Annual Report for 2015
Grace Peterson, Branch Manager**

Building

The Pierce Streetsboro Library branch is leased and maintained by the city of Streetsboro, and operated by the Portage County District Library (PCDL). A service team, operating out of the city's Parks and Recreation Department, is assigned to respond to the library's requests for maintenance.

The city of Streetsboro took care of the snow plowing, salting, and lawn mowing. The air conditioning system experienced some problems in the summer months and the city contracted with a company to have it serviced in summer 2015.

Staff

We held three staff meetings in 2015. In March, we discussed circulation policies. In July, we discussed safety procedures and upcoming programs. In September, the director and assistant director of PCDL attended our staff meeting where we discussed the upcoming levy campaign. My goal in 2016 is to again hold three staff meetings.

Our youth services (YS) librarian attended planning meetings with other YS librarians in the PCDL system, and our circulation coordinator attended meetings with other circulation coordinators. I attended managers' meetings, Board of Trustees meetings, and Labor-Management meetings.

Several professional library websites provide free webinars for library staff. These trainings keep staff connected to the larger library world and keep us exposed to trends and ideas for serving our patrons. Staff in 2015 took part in at least three continuing education events and our goal is to do a similar number of trainings in 2016. All staff watched Overdrive's webinar, *Explore the Overdrive App* and all staff watched the *Hoopla Live Training: Patron Experience* webinar.

Programming

Programming is an important part of the branch library because it promotes childhood literacy, invites the public to learn something new, and allows patrons to enjoy events with neighbors.

At Pierce Streetsboro Library, children aged two to five enjoyed winter, spring, fall, and summer storytime sessions. Summer reading club for children who completed kindergarten through fourth grade enjoyed superhero themed games and crafts. There was a superhero booth where children could get their picture taken and children could check their superhero height. Magician Drew Murray performed at the summer reading end party.

Other programs for children included the monthly Read to a Dog, making waterless snow globes in January, a Pete the Cat party in March, and a bird feeder program in November. Take-home or

in-library crafts for children included a Mother's Day craft, December holiday crafts, and Mexican-themed crafts to go along with the adult Big Read event of Luis Alberto Urrea's book during National Hispanic Heritage month.

Young adults had a scavenger hunt in May, made treasure boxes in September, and had a technology-oriented program in September. During Teen Read Week in September, teens scanned a QR code with their phone to reveal a different book title each day. They wrote the title down on an entry slip for a grand prize drawing of a basket of candy.

Summer reading for adults consisted of one entry per book for a weekly prize drawing and extra entries for completed Heroes quizzes. Teen summer reading included a reading packet with nine tasks to perform for a chance to win a Target gift card.

The monthly Monday afternoon book club consistently drew ten or more attendees. Other adult programs included: an essential oils program, a beginning investing program during ALA's Money Smart Week, programs by Community Legal Aid Services and the Pollinator Stewardship Council, a Bigfoot program, a seed-saving program, local authors, ghost hunters, and a resume & interviewing program. I also taught two computer classes – internet and email basics in May.

We used our movie license four times in 2015 to show children's movies. My programming goals for 2015 included: using our movie license at least two times, continuing the adult book club along with four more adult programs, using the pop-up Wi-Fi system at outside events at least two times, having two computer classes, two passive teen programs and two active teen programs. We exceeded those goals by using the movie license four times and by having nine adult programs.

In 2016, we plan to use the movie license four times for children's movies and two times for adults, have six adult programs in addition to the book club, teach two computer programs, and have three active programs for teens.

Friends of Pierce Streetsboro Library

The Friends group held two book sales in 2015. Daily sales take place on book carts placed near the entrance and on the bookshelf in the alcove near the meeting room. Donations were plentiful throughout the year. The proceeds of these sales paid for all speaker and program fees, program prizes, raffle basket items, and the monthly publication *BookPage*. In September, the Friends sponsored and assisted at the levy yard sign and bake sale rally.

Community

The Pierce Streetsboro Library was connected to the community in several ways beyond programming and loaning materials. Campus Elementary school classes visited the library every month that school was in session for a story with the YS librarian and checking out books. These visits were a cooperative effort with circulation staff who issued library cards to the children, checked material in and out, and kept the kids informed of late items. The YS librarian presented

a storytime to Head Start classes down the street during all but the summer months and, in February, began delivering monthly storytime to the Young Explorers Montessori School.

In March, the YS librarian attended Campus Elementary's Community Reading Night and read to six groups of parents and kids. In May, she met with all of the K through grade 3 classrooms to promote summer reading. In August, we attended Open Houses at both Wait Elementary and Campus Elementary and used the pop-up wifi system.

Groups also approached us about our services or meeting room. Non-profit groups used the meeting room during the year. We were a polling place twice for the Portage County Board of Elections, a service that required staff to be present to open and close with the poll-workers. We became the Streetsboro site for Red Cross blood drives in the Streetsboro area: there were blood drives at the library in September and October. Girl Scout Troop 243 placed a collection box in the library for United Way's Big Red Bookshelf Project in September. In September, a League of Women Voters volunteer was present on National Voter Registration Day to help people register to vote. In October, University Hospitals asked us to provide packets of library information for their pediatric office in Streetsboro. In November, we donated a gift basket to the OSU Extension office of Portage County for their 4-H Youth Development volunteer recognition banquet.

Our display case showcased the work of local artists or groups like the Streetsboro Quilt Guild. We promoted summer reading in the display case in June and July. In April, the city's Parks & Rec department displayed the winning photograph from the annual art competition at the Solon Center for the Arts.

We renewed our Streetsboro Chamber of Commerce membership in 2015. In September, I attended the Chamber's networking breakfast to talk about the levy. I attended city council meetings three times to promote our programs, talk about the levy, and thank the city for their services to us. We thanked out patrons in April, during National Library Week with cookies and pretzels provided by PCDL.

We were out in the community at several events. In April, I used the pop-up wifi at the first annual Senior Forum in Ravenna. Staff worked the PCDL booths at Streetsboro Family Days and the Randolph Fair. I also helped staff PCDL booths at the Mantua Lions Health Fair, Brimfest, Hiram College's Western Reserve Book Fair, and Streetsboro's Trunk or Treat. In 2016, we plan to continue increasing our presence by participating in five or more community events.

Fifth grade volunteers cleaned materials and assisted with the levy campaign in the fall. The granddaughter and great-granddaughters of Roy and Lucille Pierce, major donors to the building of the library facility, visited in July and spent an hour looking at photographs and newspaper articles about their grandparents.

Finally, for the second year in a row, we partnered with Hiram College to host their community-wide reading program. This year the title was *Into the Beautiful North* by Luis Alberto Urrea. Eight high school students from Streetsboro High School attended.

Collection

The collection was weeded according to the schedule sent out by the Collection Development Manager. Staff rotated responsibility for putting displays up on the three end-cap areas in the stacks. Other displays highlighted holidays, seasons of the year, and upcoming programs.

Services

Computers for the public and the printer were heavily used in 2015. Patrons often had questions about attaching documents, printing, and navigating through job application websites.

We were a main site for people to pick up tax forms and received numerous calls during tax season about the availability of forms. Before elections, we became busy with voter registration forms. We also faxed documents for people, helped them with the copy machine, answered questions about downloading our digital services, and proctored exams for college students.

Windham Library
Annual Report for 2015
Gregory Trask, Branch Manager

About the Branch:

The Windham Library is located inside the Renaissance Family Center at 9005 Wilverne Drive, Windham, Ohio 44288. The library staff works diligently to engage the public and provide them with outstanding service. We emphasize programs and services to recreational readers, adult learners, children, teachers, homeschoolers, parents and caregivers.

Goals:

Goals set for 2015 were to continue our engagement with the community and partnering with other organizations to provide programs and services that promote shared goals. Windham Library accomplished this through our relationship with the teachers at Kathrine Thomas Elementary and having their classes come to the library weekly (weather permitting) from the first and second grade, as well as preparing weekly crates of materials for teachers who did not bring their students to the library for story time. As well as the class visits, the youth services (YS) librarian provided story times throughout the year, showed movies on days when school was closed (e.g. NEOEA day), had many passive craft programs, and several programs for other youth age groups. For Summer Reading Club, the theme was Ready, Set, Read! The YS librarian had several programs where participants made Sparkling Bath Stones; engaged in a 60-Second Challenge, which was a series of one minute feats of dexterity; had Superhero Training, Academy, and Graduation; Ping Pong Ball Run; Beads and Baubles program; and a Fun With Foods program. Also for Summer Reading, the YS librarian had Magician Drew Murry perform, had the Ohio Search Dog Association bring out dogs for a demonstration, and had a final party. Over the summer, the YS librarian ran the Garden Club where participants met weekly to work in a community garden at the Renaissance Family Center and had Movie Mondays for children. Other notable youth programs for 2015 include: Marshmallow Madness, chocolate program, Frozen program, Easter egg dyeing, Life Sized Candyland Game, and a series of Teen Reading Week programs. The library also had monthly giveaways for all ages that encouraged patrons to check out materials.

In an effort to interact directly with the community, in 2015, with other employees of the Portage County District Library, I manned a table at the Portage County Fair, talking with community members letting them know that the Portage County District Library was going to be on the November ballot and provided information about the library; explaining that the Portage County District Library partners with Reed Memorial Library and Kent Free Library to share our collections but that we are separate entities; and sharing with them services offered through PCDL. I also helped staff the pop-up library for two of our visits to the Rootstown Farmers Market, I took the pop-up library to Hiram College Women's Yard Sale, and with another manager to the Western Reserve Book Festival. I also helped staff the table at Brimfest.

Day to Day Activities:

The Windham staff perform regular ongoing services that benefit the public and add to the appeal and success of the library. Along with regular daily tasks, the Windham staff, in 2015,

examined the collection twice during the year by shelf reading and scanning the materials in Millennium to ensure that the records are in good condition and to maintain the discoverability of the materials. The Windham branch continued to provide tax forms and voter registration forms as expected by the community.

The Windham computer lab continues to be well used by the community. Our records show that over the course of 2015, we had a total of 5108 individual computer users. We assisted many of the computer users with job searches, setting up email accounts, using word processing software, and with printing out documents and information. We also continued to promote SearchOhio, Overdrive, and our other databases as great resources for the community.

Weeding is an ongoing process that is necessary to make room for new materials and to maintain the relevancy and timeliness of our collection. Materials that are weeded from the collection are taken to the Book Sale room. Our Book Sale room, in collaboration with the Renaissance Family Center, continues to do well. Almost daily we have patrons making purchases from the ongoing book sale. All proceeds go toward programming.

Staff:

We had three staff meetings in 2015 and all staff completed the Extreme Customer Service – Every Time webinar. The YS librarian attended: Summer Reading Club Workshop 2015, Teen Summer Reading Webinar, Genealogy and Family Research Simplified, Storytime Bootcamp, Marvelous Middle Grade Books, Hoopla Webinars, Summer Reading Club Workshop 2016. Circulation staff attended: Grace Under Pressure: Tips and Tricks to Cultivate a Positive Approach, Effective Communication, Staying Afloat in a Sea of Change, and Maximizing Your Day: Effective Time Management.

Community:

Our patrons have continued to embrace the library by making use of our resources and through their generosity and support. Our patrons have donated best sellers, magazine subscriptions, several DVDs, and money, all of which help to keep our collection current. Videos and books donated to our Book Sale room have helped to raise funds for programming.

**Public Relations & Outreach Services
Annual Report for 2015
Sue Ann Schiely, Public Relations & Outreach Services Manager**

In 2015, the Outreach Services department of Portage County District Library (PCDL) saw an increase in circulation (37,781 items circulated compared to 35,727 in 2014). During this past year, Outreach Services prepared a traveling display to promote the department's services. This display traveled to most branch locations and was meant to draw attention to both our home delivery and *Library Express* services. At each community event, information about Outreach services was available. A small collection of DVDs was installed at the Deerfield computer lab for checkout in 2015. These activities coincided with the department's increased circulation.

In addition to increased activity within Outreach Services, public relations duties were frequently at the forefront over the course of the year. PCDL participated in several key community events over the year, emphasizing the important role of PCDL within our service communities. In addition, Outreach Services staff and I attended an informational library levy meeting. It's a privilege to share a few of the year's highlights with you now.

PUBLIC RELATIONS

Highlights

PCDL began promoting new services during 2015 including *hoopla digital media* and *Flipster Digital Magazines*. Both have been well-received by library users. Many activities coincided with their launches such as press releases, Facebook posts, and being featured prominently on the website. In addition, professionally-designed promotional materials (such as posters, signs, and bookmarks) were distributed to the branch locations.

During the year, the PCDL website received an update to Drupal 7. All activities related to the upgrade were handled by the OPLIN staff (particularly Laura Solomon) with minimal disruption to services and/or library users during the upgrade. A few of the improvements with this upgrade include a revamped administrative interface, improved content-editing features, and an enhanced responsive design for mobile device library users.

Promotion & Other Activities

A new promotional medium was used during the year- recipe cards featuring PCDL information. These cards were designed featuring all relevant PCDL information on one side while the other side featured a healthy recipe. The concept was to create these recipe cards for distribution at the local farmers' markets where many of the recipes' ingredients could be purchased. Many of the markets were very pleased with the recipe cards and very eager to assist in promoting PCDL.

PCDL continued utilizing social media and other websites to promote library programs. The Facebook page has acquired several followers over the year and now includes over 400 library users. In addition to the PCDL Facebook page, PCDL has periodically posted various activities on the Portage County Events website.

PCDL purchased table covers and giveaways for community events this year. These giveaways included a lint brush, magnifying bookmarks, and pencils. These library giveaways were very popular at all events, particularly at events promoting the levy such as the Portage County Fair in Randolph.

I contacted local papers and area TV stations about Garrettsville Library's weddings. As in the previous year, local TV stations did not participate, but PCDL received coverage by the Record Courier and the Warren-Tribune Chronicle. Garrettsville Library's staff did an excellent job in decorating for the event, as always, and the couples will enjoy life-long precious memories.

In addition to specific activities performed during 2015, there were several assorted activities completed including: I attended Branch Managers' meetings held during the year; PCDL utilized OPLIN's hero-themed summer reading template for the website; PCDL participated in National Library Week (April 12-18); I made a presentation at Rootstown's First Congregational Church; community information materials from organizations such as Federal Trade Commission (FTC), Ohio Secretary of State, Hiram College, and Ohio Choose to Read were distributed; and several digital slides were designed for the digital frames throughout the year.

Training & Professional Development

During 2015, I attended webinar training on using *LibraryAware* to promote premium research databases, social media to better promote library services and programs, re-engaging *NextReads* users, and a sneak peek of *OverDrive*'s proposed new website. In regards to the new *OverDrive* website, there were several concerns expressed by participating libraries following feedback and so the company has postponed all launches until early 2016.

I attended a conference call and received training on a couple of new services including *hoopla digital media* and *The Library Box*. This training provided me with an overview of the services and will assist me with acquiring promotional materials and day-to-day operations. Each service provides PCDL with an opportunity to create added value with library users thus lending PCDL with more community exposure.

I attended the North Chapter of OLC's Annual Conferences in Independence. Attending OLC's conference was a valuable experience as it gave me the opportunity to take note of what other libraries are implementing for library promotion and gave me ideas of how PCDL could adapt a few of other libraries' examples. In addition to library promotion, I attended a session on using community groups and/or organizations to promote library programs and services.

Goals for 2016

I plan to search for other free online resources and tools to assist with library promotions. This will take a little research, but, as more library users rely on their mobile devices to connect; this will prove most beneficial to PCDL. This will include an examination of free online sources that other public libraries are using for their promotional activities.

I will continue updating all PCDL brochures. This process began with the selection of colors for each service and will continue until all PCDL brochures receive a uniform design. This will take some time as PCDL has a sizable collection of brochures promoting its library programs and services. To ensure a cohesive look to all promotional materials, I will meet with the Director to discuss this uniform design.

OUTREACH SERVICES

Highlights

We began circulating bi-folkal kits donated to the department by the Canal Fulton Public Library. They are very popular with the nursing homes, especially with those focusing on dementia care. Each kit contains multiple copies of materials centered on a particular theme.

We attended the Senior Celebration at NEOMED. The theme this year was *The Roaring Twenties*. In addition to reaching out to Portage County senior citizens to promote Outreach Services, the PCDL booth- shared with Reed Memorial Library- won first place for table decoration. It was estimated that over 400 senior citizens attended this event.

We attended the inaugural Senior Forum event held at the Ravenna High School. It was at this event that Outreach Services utilized the pop-up library's "hot spot" for the first time. It was used a second time at the Crestwood Lion's Community Picnic and Health Fair in Mantua.

Outreach Services staff created a traveling display which has been featured at the Aurora, Garrettsville, and Streetsboro branch locations. It is currently on display at the Windham Library. The display features multiple copies of brochures, framed photos of current home delivery patrons (graciously participating in our promotion), and a few library items related to aging and health concerns that coincide with this process. As a result of utilizing this traveling display, Outreach Services has seen a steady increase in home delivery patrons.

In October, Outreach Services began servicing NEOMED's *The Library Box*. Although it has been down since then due to firmware and other issues, *The Library Box* is now up and running. It is now a regular stop on our delivery route and, since being repaired, the department has noticed that people are beginning to use the new service. A joint (PCDL and NEOMED) promotional event will take place in the near future.

Promotion & Other Activities

Staff participated in attending webinars on a variety of topics. The circulation coordinator attended a WebJunction webinar, *Best Small Libraries*, and an introductory *hoopla digital media* webinar. The delivery driver/clerk attended two WebJunction webinars which included *Put a Goal on It* and *The Pursuit of Happiness Through Libraries*. Each staff member indicated that they were able to extract ideas from the webinars and incorporate them into their job duties.

During the year, Outreach Services continued to attend Portage Senior Services Network (PSSN) monthly meetings. In addition to attending the monthly meetings, the circulation coordinator has

been assisting with PSSN's secretarial duties. This continues to assist the department with the promotion of services as new community groups and/or organizations join yearly.

In addition to specific activities during 2015, the Outreach Services department engaged in a few assorted activities such as offering a few passive reading programs for home delivery patrons, getting PCDL signage on the new primary delivery vehicle, a new substitute delivery driver was hired and trained, and staff prepared its annual holiday small craft for home delivery patrons.

Goals for 2016

Through its participation with PSSN, Outreach Services hears many great presentations on issues related to the aging process. A goal for this year will be to assist the Garrettsville Library with at least one presentation on a related topic, possibly caregiver support. This has been an increasing area of interest as more children are taking on the task of caring for their aging parent or parents.

As our delivery schedule increases with the addition of home delivery patrons, more *Library Express* users, and the addition of servicing *The Library Box*, Outreach Services will need to look at more efficient ways to perform office duties to allow for more time to make deliveries.

Outreach Services will seek out additional ways to participate with community groups and/or organizations this year. This will include assisting PSSN with their *A Santa Helper* senior gift tree program during the holidays and asking community health organizations such as Visiting Nurses Association (VNA) or local hospices to display brochures. In addition to performing a service to Portage County communities, this will offer PCDL some very positive community exposure.