



West Bloomfield Township Public Library
Highlights for 2010 – 2011



NEW THE

Community Outreach and Partnerships

In a first-time collaboration, the Library partnered with **West Hills Middle School in the Bloomfield Hills School District** to launch a reading appreciation program called “West Hills Reads!” The Library provided multiple copies of selected titles at the Library and the West Hills media center. In addition, the Library sponsored two author visits at West Hills, which enrolls students from West Bloomfield Township. Author and illustrator Mark Crilley spoke to 4th and 5th graders, and author Michael Spradlin made presentations to 6th, 7th and 8th graders. In addition, students who excelled at the reading program were invited to meet with one of the authors at the Main Library and received an autographed book.



Author Mark Crilley speaking to West Hills Middle School students.

In a new collaboration, the Library and **Beaumont Hospitals** offered hearing screenings at the Library and a program about grief support. Also this year, a collection of books for young children was installed in the waiting room of Beaumont Hospital’s Center for Children’s Rehabilitation so parents can read to their children as they wait for an appointment.

The Library and the **Greater West Bloomfield Community Coalition** partnered to hold a Friday movie night for middle school students to kick off winter break. More than 80 students watched *Despicable Me* and heard testimonials against the use of recreational drugs and alcohol.

A resume writing workshop and one-on-one resume critiques were held at the Library as a result of a new partnership with **Jewish Vocational Services**.

“One of the first things I did when we moved to West Bloomfield was to go to the library and sign up for my card. My husband and I were delighted to discover how wonderful West Bloomfield Library is! The West Bloomfield Library is a strong contribution to the quality of life in our township.”

—Denise Figlewicz and Thomas Kozina

THIS YEAR

New or Expanded Services

The Library continued to expand its “Help is Here” initiative. A new program about *Reference USA* demonstrates how to use this extensive online resource to research competitors, find prospective customers, create mailing lists and analyze business locations. A companion video tutorial was posted to the Online Library and can be used on demand to learn about creating marketing lists.

In addition, a new guide, *Thrive: Business and Investment Resources*, was produced to provide a comprehensive overview of business and investment resources available at the Library.

Support for school assignments was further enhanced with a new homework help e-newsletter for middle and high school students and their parents. It recommends resources for specific subjects, links to helpful websites, and offers suggestions for studying and test taking.

Presentations about Library resources for students, with emphasis on the extensive electronic resources available, were given to 89 teachers and administrators at Orchard Lake, Abbott and West Hills Middle Schools.



Expanded information about eReaders was added to the Online Library to assist the increasing number of readers who download Library eBooks.

Upgrades to the popular Bestsellers Club offer improved service and allow users to conveniently select new authors, update their email address and set a freeze date on their own.

“Fantastic First Lines,” a new reader’s advisory service featuring the first line from a young adult book, was added to the WB-Hub teen website to promote popular books. Booklists that recommend titles by grade level and genre also were added to encourage reading for enjoyment.

New, user-friendly shelf signs were installed in selected nonfiction areas, making it easier to locate different subjects and find books of interest.

Public printers at both buildings were upgraded so that patrons using Macintosh computers can print documents at the Library.

The West Bloomfield Patch, an online news site, began to post monthly videos of librarians promoting popular books as another way to publicize what the Library has to offer.

Because of the demand for computer workstations at the Westacres Branch, use was restricted to residents of West Bloomfield and the Library's contract communities to provide the greatest possible access.

Two new monthly e-newsletters were developed for parents. The media e-newsletter announces youth DVDs, CDs, video games and eBooks that have just arrived at the Library. The Program Blast e-newsletter provides the latest details about youth programming.

A redesigned volunteer program takes advantage of the special talents and interests of teens. After completing an orientation, teens drop in as their schedules allow and complete tasks related to the CD, DVD and young adult collections.

“I depend on the West Bloomfield Library for my kids’ education and for my own enjoyment. This library is an asset to this community.”

—Catherine Daneshvar

Enhanced Collections and Online Resources

New travel DVDs that focus on local and regional destinations along with popular U.S. cities were added to the collection. Travel DVDs were integrated with the travel book collection to provide one-stop access while planning trips.

Free software called Scratch was added to workstations in the Computer Center and Young Adult Room at the Main Library. It can be used to create interactive stories, games, music and animations.

Free Skype software was installed to designated computer workstations. Skype can be used to make phone calls and video conference at no charge by using a computer rather than a phone. A tip sheet for using Skype was created.

A “Great Sites for Kids” page was added to the Homework Help section of the WB-Buzz website for youth. The page includes links to websites broken down by grade levels and homework topics.

New electronic subscriptions were added to the eLibrary, including *Small Business Resource Center*, *PowerSpeak Languages*, *U.S. History in Context* and *World History in Context*.

“My son applied for an internship...and he was asked to submit a sample program in a computer language he’d never learned. He downloaded a digital book from the WBTPPL, pulled an all nighter and submitted a program within 24 hours. Way to go WBTPPL! He was the only non-New York college student offered a technology internship.”

—Michelle Stiennon

Programs and Events

A new class called “De-Mystifying eBook Readers” was developed to answer questions about which eBook readers are compatible with the Library’s collection and how to download eBooks from the Library.

Additional computer workshops were developed and offered, including *Craigslist for Job Seekers*, *Twitter for Beginners* and *YouTube for Beginners*. Scratch workshops were offered for tweens in grades 3–6.

More tutorials were developed to help users review what they learned during a Library computer workshop. The tutorials, which are available at the Online Library, also can be used for self-instruction and independent learning. Tutorials were developed for Facebook, eBooks and eReaders, PowerPoint Basics 2007, and Scratch workshops.

Professional storytellers presented new *Language of the Heart* programs in their native languages. A Chinese storytime featured Chinese costumes and artifacts. A Chaldean (Neo-Aramaic) storyteller talked about traditional Iraqi dress and foods while sharing songs and games, and a Spanish storytime featured Spanish stories, music and games.

The first ever after-hours reception for local book clubs was held to celebrate Book Club Month in October. Michigan author Mary DesJarlais and photographer Bill Rauhauser, the subject of her latest book, were featured. Members of book groups posed for photos, which were sent to our sister library in Japan along with the titles of each group’s favorite book.

For the first time ever, the Detroit Tigers Winter Caravan stopped at the Library. The Tigers congratulated the Library on receiving the 2010 National Medal. Players Max Scherzer and Scott Sizemore read *The ABC’s of Detroit Tigers Baseball* while mascot PAWS entertained the overflow crowd.





Library Awarded National Medal



Community member Cameron Thomas-Shah, Library Director Clara N. Bohrer and First Lady Michelle Obama at the National Medal Ceremony.

The West Bloomfield Township Public Library was awarded the nation's highest honor for libraries, the National Medal for Museum and Library Service. The Medal was presented by First Lady Michelle Obama at a White House ceremony on December 17, 2010.

The award from the Institute of Museum and Library Services (IMLS) recognizes libraries and museums that demonstrate extraordinary and innovative approaches to public service and inclusiveness. The U.S. has more than 123,000 public, school, academic and special libraries. The West Bloomfield Township Public Library was one of only five libraries in the nation to receive the 2010 National Medal.

A National Medal Community Celebration was held March 6, 2011 honoring the staff, community and Library partners who made the award possible. Commemorative road signs installed on Orchard Lake Road and Commerce Road are a permanent marker of the National Medal distinction.



“You are here because you’ve challenged the conventional notions of what a library ... can and should be, pushing the boundaries of what’s possible, embracing new ideas and approaches.”

— First Lady Michelle Obama



Mrs. Obama spoke about the importance of museums and libraries before presenting the National Medal.

“The Library has gone above and beyond the call of duty, and for that they are truly deserving of this award.”

— U.S. Senator Carl Levin

“The West Bloomfield Township Public Library truly merits this recognition. I have had the pleasure of seeing their work first-hand and know that they are creating partnerships with the community to help Michigan families.”

— U.S. Senator Debbie Stabenow



During the National Medal Community Celebration, Rep. Gary Peters (center) presented a proclamation that he had read into the Congressional Record to recognize the Library’s accomplishment. Library Director Clara N. Bohrer and Board President Ken Macon accepted it on behalf of the Library. Oakland County Commissioners and West Bloomfield Township officials also presented tributes.

Additional Recognition

Also this year, the Library was once again named a Top 100 American Public Library. The ranking, from Hennen’s American Public Library Ratings, measures excellence in service and judges performance against national standards.

Community Support

Township residents made their own statement about the value of their library when they voted to renew operating millage in the August primary election. The funding proposal passed by a yes vote of nearly 85%.

Thank you, West Bloomfield, for your vote of confidence and support.



Noteworthy Numbers

The Library's collections include 318,502 items. Overall, the collection increased by 11,320 items or 3.6% this fiscal year.

eBooks and downloadable audio formats increased by 2,790 items or 14% over last fiscal year.

On average, 2,500 people visit the Library each day.

Total circulation was 2,785,702 – a new Library record.

38.9 items were checked out per person, which is an increase of 1.5 items per capita over last fiscal year and the highest in Library history. Statewide, circulation per capita is 8.6.

The turnover rate for materials is 8.7, which is significantly higher than the state average of 2.1. The turnover rate is the average number of times each item in the collection was checked out.

On average, staff answered almost 100 inquiries each hour the Library was open.

The Library filled 114,437 hold requests during the year, which is a 6.8% increase over last fiscal year.

A total of 17,773 unique laptop users connected to the Library network for a total of 51,305 connections. Users increased by 23% over last fiscal year and the connections by 22%.

The Library held 1,417 programs (in-house and outreach) for a total attendance of 61,454, which is a 5% increase in attendance over last fiscal year.



The nation's highest honor
for libraries.

MAIN LIBRARY

Telephone: (248) 682-2120

Fax: (248) 232-2291

TDD: (248) 232-2292

WESTACRES BRANCH

Telephone: (248) 363-4022

Fax: (248) 363-7243

EMAIL & TEXT

Email: wbrief@wblib.org

Text a librarian: txt@wblib.org

Text the catalog: find@wblib.org

ONLINE LIBRARY

Open 24 hours every day

www.westbloomfieldlibrary.org

HOURS OF SERVICE:

Monday-Thursday 9 AM – 9 PM

Friday & Saturday 9 AM – 6 PM

Sunday (School Year) Noon – 8 PM

Sunday (Summer) Noon – 5 PM