

CHELSEA

district library

Newsletter | Winter 2011/12

Outlook & Opportunity Planning Our Future



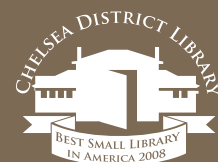
DeMea family, reading together in KidSpot

December | January | February

Inside THIS ISSUE

Chelsea District Library Strategic Plan

Director's Chair	2
Process	3
Research	4
Vision	6
Workgroups	7
Thank You	8
Programs	9-10
Check it Out	11
Donations	11
Friends	12



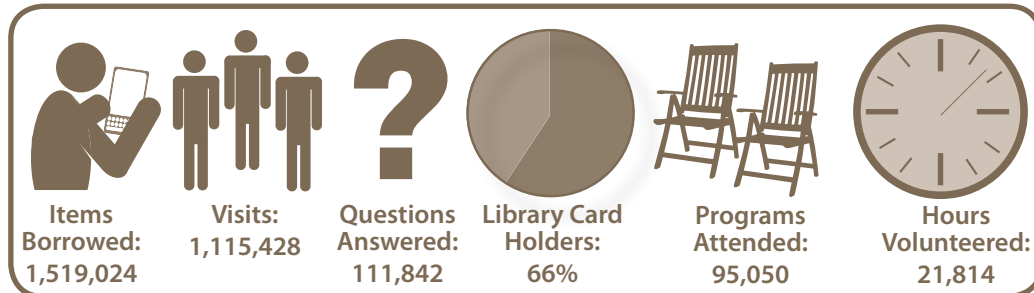
chelsea.lib.mi.us
[facebook.com/ChelseaDistrictLibrary](https://www.facebook.com/ChelseaDistrictLibrary)
twitter.com/ChelseaLibrary
[foursquare.com/ChelseaLibrary](https://www.foursquare.com/ChelseaLibrary)

Director's CHAIR



The 21st century library exists right here in our community. Since moving into our new facility and reconnecting with our downtown roots, the Chelsea District Library has achieved a remarkable record as a respected, visionary, resourceful, and model public library—the Bill and Melinda Gates Foundation *Best Small Library in America*, 2008. The new library, opened in 2006, has instilled a sense of civic pride in citizens throughout our community.

Clearly, Chelsea supports its public library! Statistics for circulation, visits, computer use, volunteer hours, and library card holders are extraordinary:



The current economic environment is negatively impacting public library budgets across the state, including our own. Our revenues have continued to fall in parallel with the decline in taxable value. Since 2010, the library has lost about \$112,000 in tax revenue. New threats to state aid to libraries and the elimination of the Personal Property Tax would result in an additional \$109,000 loss if there is no guarantee of replacement funds for local services.

The Library Endowment

To ensure the library's long-term financial stability, an endowment fund has been established with a goal of \$200,000. A gift to this fund creates a legacy that will benefit Chelsea residents for years to come.

With your support, we will continue to:

- Deliver pioneering programming that meets community needs
- Connect people and technology by staying in tune with our users and emerging users
- Deliver exceptional customer service in unconventional and innovative ways
- Initiate and expand partnerships and collaborations to utilize the creativity, networks, and expertise that exist in our community

How Your Contribution Helps

Your contribution to the Endowment Fund is a gift that grows. The principal remains intact, while the interest income supports the programs and services you enjoy, promising a rich library experience for future generations.

Contact

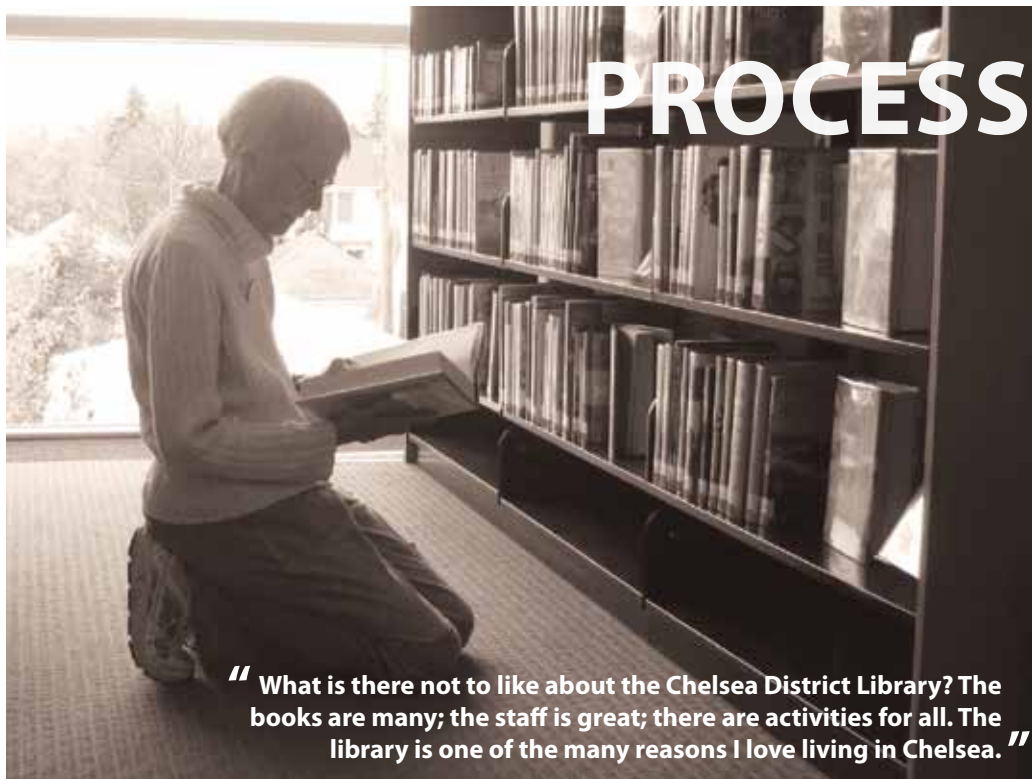
Library Board of Trustees can be reached through the board page on our website (chelsea.lib.mi.us/libraryboard.htm). For additional information about giving opportunities, please contact me, (734) 475-4268 or email bharmer@chelseadistrictlibrary.org.

The Michigan legislature voted to eliminate the state charitable tax credit received for contributions to public institutions including libraries, museums, colleges and universities, effective January 1, 2012. **To take full advantage of the state charitable tax credit, make your donation by December 31, 2011.** Check with your tax advisor about your personal circumstances.

The Future

For the past several months, our staff has been working with the Library Board of Trustees to develop a vision for the library and identify ways to maintain our excellence over the next five years. I invite you to take a closer look inside and let us know what you think.

William Harmer
bharmer@chelseadistrictlibrary.org



The library staff, through support from the Library Board of Trustees, launched a pro-active information gathering process to develop a long-range strategic plan for 2011-2015.

The planning incorporated the following phases:

Work by planning committee, including the library's management team, 24 staff members, and the Library Board of Trustees.

Their tasks:

- Establish best practices in library services
- Identify major trends, especially technological, impacting public library service
- Review the City of Chelsea's Comprehensive Plan and data from the U.S Census Bureau
- Consult industry and community leaders
- Develop innovative plan of action

Work by a community advisory council, made up of more than 25 community leaders and advocates.

Their tasks:

- Serve as an advisory board for library staff and respond to plan of action
- Help match library services to community needs
- Identify service gaps for future planning and decision making

Public input, through a series of individual and group meetings, surveys, and focus groups.

The tasks:

- Identify satisfaction of current users and nonusers
- Express feedback, guidance, and concerns about library services
- Suggest additions to and extensions of existing library services



Research: Surveying the Landscape

The library researched and analyzed many societal, cultural, and technological trends and issues affecting public libraries today to help develop future plans, including:

Customer Service Expectations

- Business world is raising the bar for fast, friendly, and efficient service
- Respond to demands from increasingly informed customers

Reading Adversity

- Recent studies, most notably by the National Endowment for the Arts, has shown that reading is declining in America
- Children and teens favor television and gaming to reading
- Circulation of books is declining in many libraries while computer use and media checkouts of audio and video materials are rising
- Library budgets are trying to encourage literacy habits while responding to demands for media

Libraries as Community Centers

- Role of the library as a communal space is being revitalized
- Programs addressing lifelong learning for all ages greatly enhance the library's relevance in the community
- Connecting with community organizations through outreach, partnerships and collaborations is a crucial component of the library as the heart of a vital community

Media Revolution

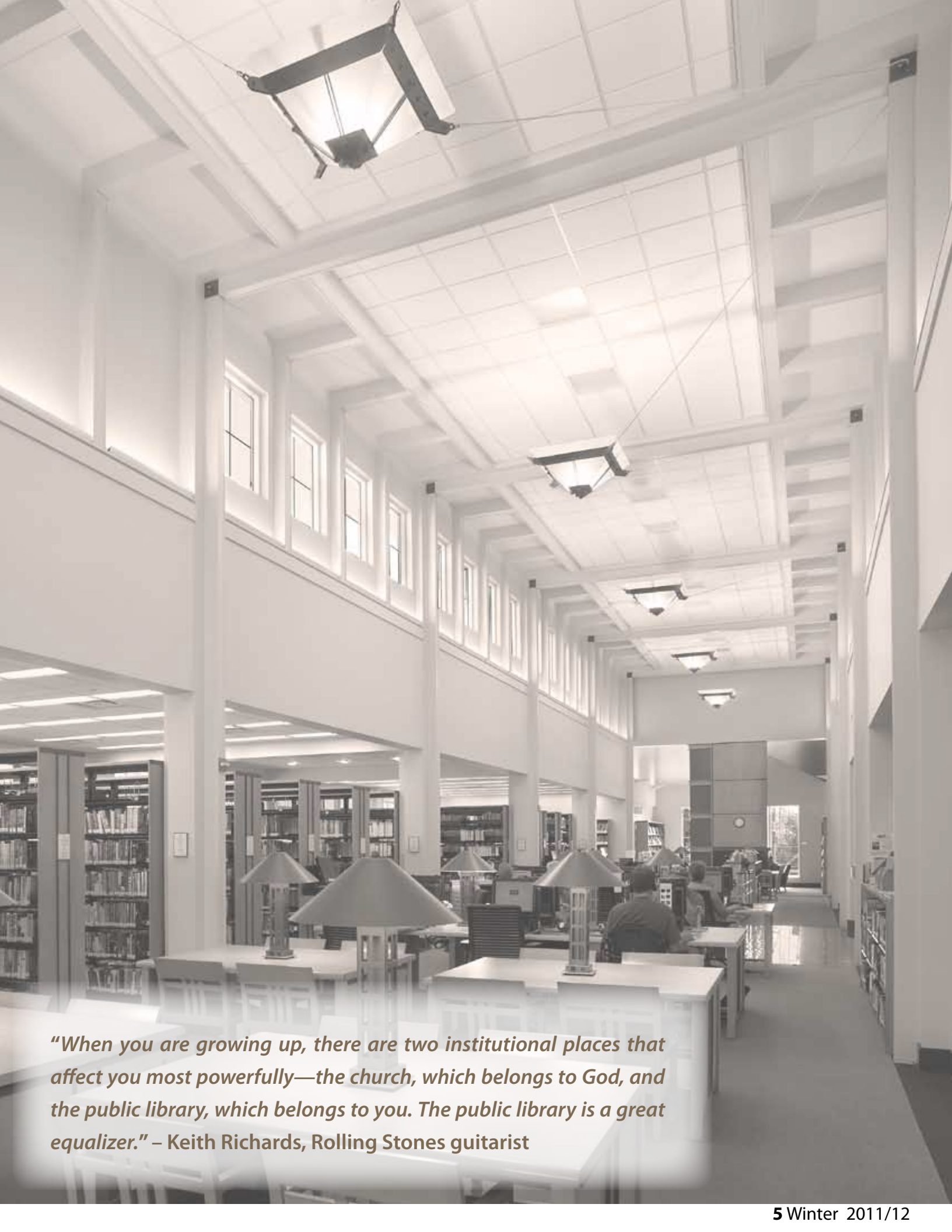
- Libraries are changing, especially media, with its ever-evolving formats and complexities
- New technologies like ebook readers and mobile devices are in demand by our public but taxing to the library's budget

Information Literacy/Illiteracy/Early Literacy

- Current research on early literacy and brain development indicates that it is never too early to prepare children for success as readers
- Public libraries have the vital tools to help prepare parents for this important responsibility
- Libraries help users navigate the digital world

Teen and Senior Citizen Service Challenge

- Libraries have increased efforts to design services to serve teens and seniors, traditionally under-served groups



“When you are growing up, there are two institutional places that affect you most powerfully—the church, which belongs to God, and the public library, which belongs to you. The public library is a great equalizer.” – Keith Richards, Rolling Stones guitarist



Americans consider libraries vital to the quality of life in their communities. National research from the Pew Internet & American Life Project (2007) and the Penn Fels study on the Economic Value of the Free Library (2010) indicate that people trust their public library and value it as a community center. Research also tells us that books and materials continue to be a primary motivation for library use, despite the fact that people remain unaware of the depth of many other library services and programs. A deep appreciation of library staff was another theme that we uncovered in our research; therefore, libraries need to maintain ongoing commitments to customer service. To address these opportunities and more, we have crafted five vision areas:

Customer Service

- Deliver exceptional customer service in innovative ways
- Prioritize customer needs
- Develop best practices for delivering outstanding service

Quality Programming

- Develop programming that meets community needs
- Strengthen community collaborations and partnerships
- Offer community something that no one else can

Outreach

- Establish library presence throughout community via civic engagement
- Create a library experience that touches and connects lives

New & Emerging Technology

- Identify emerging technologies that are a fit for the community and reasonable for staff to implement

Literacy

- Encourage reading, writing, and interaction across a wide range of platforms, tools, and media
- Train staff to effectively locate relevant information for a personalized, useful customer experience
- Enhance the information experience



Key Concepts and Initiatives

Our staff has been working in teams to develop a few key initiatives:

Strategic Outreach

Partnerships and collaborations are essential to staying vibrant and connected. Perceptions of the library staff are highly related to library support; recognition that our staff is actively involved in the community is a strong indicator for support.

Objectives

- Identify common concerns, needs, and interests across community sectors to prioritize limited staff and financial resources
- Develop skills necessary to be effective, active facilitators and collaborators
- Encourage staff to get involved in the community

Improved Customer Service

By seeing the world through the perspective of the customer, the library will strive to increase customer satisfaction and encourage return visits.

Objectives

- Create best practices for customer service
- Provide pro-active public service throughout the library
- Develop customer-friendly policies and procedures

Enhanced Programming & Services

Our focus will be on the quality of programming to ensure that all programs and services have clear relevance to the community.

Objectives

- Design programs and services based on community needs
- Identify strategies for enhancing programs and services with the schools

Enriched Collections

We will consider library holdings from the users' experiences with those materials.

Objectives

- Transition our collection philosophy to actively meet specific community needs
- Develop strategies for eBooks, digital content, and streaming media

New & Emerging Technology

Implement new and emerging technologies that can be transformed into knowledge, learning, and usage.

Objectives

- Improve library website
- Encourage feedback via website
- Test new technology with focus groups and surveys



Postscript & Thank You

The Future Is Bright

In many ways, people believe libraries are more essential now than ever. In Chelsea, there is agreement about the library providing an oasis from fast-paced, stressful lives. Public libraries seem almost immune to the distrust associated with so many other institutions. The community continues to rely on us for having a building that is well-maintained, with comfortable places to read, and enough friendly, knowledgeable staff to supply help when needed.

My dream as director of the library is for all of us to focus on a vision for the library that will be beneficial to all. After reading the highlights of our strategic plan, we hope that you are as excited as we are about the future of the Chelsea District Library.

Thank You

The library could not have completed this work without the help of many hands. A lot of individuals contributed innumerable hours to help at every level to make the Chelsea District Library's strategic plan a success. We could not do it without them.

Chelsea District Library Board of Trustees

Gary Zenz, President | Lynn Fox | Kristin van Reesema | Mary Budzinski | Dawn Caplis
Janis Miller | Kathy Frisinger

Chelsea District Library Staff

William Harmer, Director | Linda Ballard, Assistant Director | Brian Morey, Head of Technology Services | Karen Persello, Head of Youth & Teen Services | Sara Wedell, Head of Adult Services
Terri Lancaster, Circulation Supervisor | Leslie Abcouwer | Ron Andrews | Cindy Balyo | Edith Burney | Anna Cangialosi | Julie Doman | Beth Easterwood | Peg Greisberger | Cathy Kamil
Mindy Kinner | Robin Linkowski | Debbie McBride | Jennie Medeiros | Emily Meloche
Deborah Pilarz | Lucie Smith | Kathy Taylor | Allison Winters

Community Advisory Council

Pat Conlin | Reiley Curran | John Francis | Erin Gong | Debra Greer | John Hanifan
Jim Heaton | Amy Heydlauff | Sally Hoyle | Andy Ingall | Mike Jackson | Will Johnson
Pat Kelly | Dave Killips | Susan Lackey | JoAnne Ladio | Robert Lange | Aubrey Martinson
Shauna Mote | Nancy Paul | Bob Pierce | Trinh Pifer | Virginia Rezmierski | Patti Schwarz
Cynthia Silveri | Alissa Talley | Megan Torrance | Kenneth B. Unterbrink | Willem van Reesema
Sandra Xenakis

Adult PROGRAMS

To register for programs:
Call (734) 475 - 8732 or go online at
chelsea.lib.mi.us and click on
the *Calendar* tab.

Great Books @ Chelsea Senior Center

**First Fridays, December 2 | January 6 | February 3
1pm | Chelsea Senior Center | 512 E. Washington Street
Registration Required**

Join great book discussions led by library and senior center staff. Reserved copies of books are available at the 2nd level Information Desk. *In partnership with Chelsea Senior Center.*

December 2 | *Rabbit, Run* by John Updike

January 6 | *Red Badge of Courage* by Stephen Crane

February 3 | *Midnight in the Garden of Good and Evil*
by John Berendt

International Book Club

**Second Tuesdays, December 13 | January 10 | February 14
6:30-8:30pm | McKune Room | Registration Required**

Join us as we feature books that take you to cultures around the globe. Reserved copies of the books are available at the 2nd level Information Desk. Refreshments provided. *In partnership with Mission Marketplace.*

December 13 | *The Basque History of the World: The Story
of a Nation* by Mark Kurlansky

January 10 | *Fools Crow* by James Welch

February 14 | *Riding the Iron Rooster:
By Train Through China* by Paul Theroux

Books & Banter

**Third Thursdays, December 15 | January 19 | February 16
1:30-3pm | 2nd level Women's Club table
Registration Required**

Hosted by Michaelina Brown. Reserved copies of the books are available at the 2nd level Information Desk.

December 15 | *Story of Beautiful Girl* by Rachel Simon

January 19 | *The Detroit Electric Scheme* by D.E. Johnson

February 16 | *The Warmth of Other Suns* by Isabel Wilkerson

made possible by



Grow Your Business : One-on-One Counseling

**Wednesdays, January 18 | February 15
3-7pm | Study Rooms | Registration Required**

Register for a free one-hour consultation with an experienced business counselor who can assist start-up and existing business owners to define their own path to success. *In partnership with SCORE.*

Common Chords Concert

Friday, December 2 | 7-9pm | McKune Room | Drop-in

The Common Chords hand bell choir will perform a holiday concert as part of Chelsea's Hometown Holidays celebration. Join us for music, refreshments and good cheer to kick off a great Chelsea tradition.

Purple Rose Concert Reading

**Saturdays, December 3 | February 4 | 10:30am-1pm
McKune Room | Registration Required**

Join us for readings of new plays performed by Purple Rose actors and stay after the performance to share your thoughts on the script!



Microsoft Workshops

**Basics of PowerPoint 2007 (3 session workshop)
Mondays, February 6, 13 & 20 | 6:30-8:30pm**

Learning Lab | Registration Required

Basic computer and mouse skills needed. This workshop is a quick and basic introduction to the creative PowerPoint program.

Basics of Excel 2007 (3 session workshop)

Thursdays, January 5, 12 & 19 | 6:30-8:30pm

Learning Lab | Registration Required

Basic computer and mouse skills needed. This workshop is a very quick and basic introduction to the number crunching Excel spreadsheet program.

F2F w/ Facebook

Sunday, January 29 | 1-3:30pm

Learning Lab | Registration Required

Basic computer and mouse skills required. Join us for an introduction to the popular social networking site. **Participants who do not have a Facebook account should come from 1-1:30pm to set up an account.** You must have a valid email address to sign up for a Facebook account. Starting at 1:30pm, all participants will learn about profile information, privacy settings and the best way to use their personal Facebook account.

1 on 1 Computer Help

**First & Third Tuesdays, January 3 & 17 | February 7 & 21
10am-12pm | Learning Lab | Registration Required**

**Third Sundays, January 15 | February 19 | 3-5pm
Learning Lab | Registration Required**

We've combined Senior 1:1 and Mac 1:1 into 1 on 1 Computer Help! Computer volunteers are on hand to educate, inform and answer questions about computers, the Internet, Microsoft applications and other technology issues. If you have Apple questions, want to share ideas, or just discuss Apple's latest technologies, a volunteer specializing in Apple services will be available. Bring your devices and questions. Wireless access is available. Please note new fields about your questions and device type in the online registration form.

To register, go to chelsea.lib.mi.us and click on *Calendar* from the library homepage, then choose the 1 on 1 Computer Help session you would like to attend. You can also register by calling or coming into the library. Registration is important so that we can prepare for your questions with enough volunteers.

Youth & Teen PROGRAMS

To register for programs:
Call (734) 475 - 8732 or go online at
chelsea.lib.mi.us and click on
the *Calendar* tab.

Babytime

Tuesdays | 10:30-11:15am

KidSpot | Drop-in | Ages 0-24 months

Babytime is the place to introduce your baby to the world of books and reading. Bring a friend!

Storytime

Wednesdays | KidSpot | Registration now online!

Fall Session II: November 3- December 7

(No storytime November 23)

Winter Session: January 11- February 15

10:30-11am 2-3 yr olds with caregiver in room

11:30am-12pm 3-5 yr olds with caregiver in library

Join Miss Jackie and Rosie in storytime fun-- stories, finger-plays, puppets, songs, crafts!

LEGOs @ McKune

Mondays, December 5 | January 9 | February 6 | 3:30-4:30pm

McKune Room | Drop-in | Ages 5+

Build to your hearts' content with a wide variety of LEGOs. Creations will go on display in the library.

READ to Library Dogs

Fridays, December 16 | January 20 | February 10 | 3:30-5pm

KidSpot | Registration Required | For readers

Improve your reading skills by reading books to our friendly service dogs. Call for a ten minute slot.

December 16 Uno the Golden Retriever

January 20 Boomer the Sheltie

February 10 Leyland the Havanese

Hometown Holiday Tween & Teen Homemade Gifts for the Holidays

Saturday, December 3 | 2-3:30pm

McKune Room | Registration Required | Ages 10-15

Need a present for a friend or family member? Who doesn't like a homemade gift? Make your own holiday presents here in the library! What we'll be making is a surprise, but we'll make it and wrap it during the workshop! Parents, this would be a great time for you to go shopping downtown, while your children make you a present! All supplies provided.

'Twas the Week Before Christmas Storytime

Wednesday, December 14 & Thursday, December 15 | 6-7pm

McKune Room | Registration Required | Ages 2-6

Join Miss Jackie and Rosie for Christmas stories, songs, crafts and snacks just right for the holiday season. Sign up early, these sessions always fill up!

Teen Holiday Donation Drive

December 5-January 5, 2011

You can help teens by bringing toiletries, such as shampoo, deodorant, and acne cream to the library during this month. All donations will be given to Faith in Action or Ozone House.

Science Saturdays @ the Library

Saturdays, January 14 | February 11 | March 10 | 1-2pm

McKune Room | Registration Required | Ages 6-12 w/ parent

The University of Michigan Exhibit Museum Of Natural History is back with three exciting hands-on workshops for kids and parents together. This year's theme is Vital Signs: How Health Works!

Saturday, January 14-Workshop 1: How YOU Work. What are you made of and what do all those stats mean? We will explore what makes you, you. We'll look at the building blocks of us (cells and DNA), figure out what all those numbers that doctors care about really tell us and how it all works together.

Saturday, February 11-Workshop 2: Germs, Parasites and Allergies, Oh My! What makes us sick and what makes us well? We will look at what things make us sick and how our body protects itself.

Saturday, March 10-Workshop 3: Build the \$6 Million You: Making the Most of Your Health. We will learn what we can do to improve and maintain our health. We'll examine environment, healthy eating and exercise.

Dungeons & Dragons Weekly Gaming Night

Tuesdays & Thursdays | 4:30-8:30pm

KidSpot | Drop-In | Ages 12+

Dungeons and Dragons isn't just fun, it's challenging! Build your character, solve puzzles, battle monsters and find treasure. New and experienced gamers are welcome! Different games on Tuesdays and Thursdays. See online calendar for details.

MADLAB & Animanga Club

Wednesdays, December 7 | January 11 | February 1

3:30-5:30pm | McKune Room | Drop-In

Now on Wednesdays! MADLAB is the monthly meetup for Youth Service Group members and teens who want to volunteer! MADLAB meets for one hour, followed by an hour of Animanga Club.

Winter Lock-In: Karaoke Competition

Friday, February 10 | 6:30-8:30pm

McKune Room | Registration ends February 9th

Put your singing skills to the test! Eat pizza, compete for prizes, and play on the computers when your voice is gone! Attendees must bring their library card to use computers.

Guiding Good Choices Family Workshop

Wednesdays, January 11-February 8 | 6:30-8pm

KidSpot & McKune Room | Registration Required

A five-part workshop for parents or caregivers of children ages 9-14. Based in years of research, Guiding Good Choices has been proven to improve parenting skills and parent-child interactions, reduce adolescent substance abuse and depressive symptoms, reduce rates of self-harm by teens and raise your child's feelings of self-worth by over 20%. *In partnership with SRSLY.*

Check IT OUT!

Library Welcomes Two New Staff Members



Meet Brian, our new Head of Technology Services! Brian will be helping us fully utilize and optimize technology platforms and programs here at the library. Brian moved to the surrounding Chelsea area almost ten years ago from Ann Arbor, and loves the open spaces and outdoor setting of our rural communities. Before coming to the library, Brian spent a little more than ten years with the City of Ann Arbor as their Architecture Manager, building technology platforms to help serve the

citizens of the Ann Arbor area. Brian enjoys being outdoors, working in the yard, rock collecting, exploring new areas, spending quality time with his children and keeping up with today's current topics.



Meet Robin, our new Youth & Teen Services Librarian! Robin comes to us with experience as the former Head of Youth Services at the Lyon Township Public Library, and worked as a substitute librarian at Chelsea District Library from 2008-09. Robin has volunteered for the past two years at Kids Read Comics and has also been active in The Library Network, having served as the secretary of the Teen

Services Committee. Robin is the mother of Truman, 2, and lives in Plymouth with her husband, Paul. She loves chess, rock climbing and being a librarian.

eBook Collection Now Available with Kindle



We're excited to announce that our eBook collection is now compatible with the world's bestselling eBook reader, the Amazon® Kindle. You can download popular and classic eBooks to a Kindle device or any mobile device running the free Kindle app, such as iPhone®, iPad®, Android™, and more.

To get started, visit:

<http://tln.lib.overdrive.com>.

Kindle users can browse the library's collection of bestselling and classic eBooks from a PC or Mac computer, check out titles using a library card, and

select *Get for Kindle* to deliver eBooks to their Kindle device or any device running the free Kindle app.

All-in-one Video Player to Thrill Kids, Parents Alike



We have added the Playaway View™ to our Youth collection!

A pre-loaded video player, the View offers libraries and their patrons access to award-winning programs from top children's content providers such as PBS KIDS, National Geographic, Sesame Street and TumbleBooks, among

others. With Playaway View, libraries can provide their patrons with portable educational and entertaining programming that was designed with libraries and kids in mind.

Donations THANK YOU!

KIDS READ COMICS: Megan Torrance | Edith Burney | Dan Mishkin | State of MI (MCACA)
Mission Marketplace IN MEMORY OF STARLET RICHARDS: Sheila Gregory | Caroline Meisterheim
Dave & Laura Shellenberger | Nick & Donna Rayer | Lisa Kuebler | Cindy & Dennis Phillips
The Banker Family IN MEMORY OF RAYE POINDEXTER: Janet & Joe Potenza | Sharon Pignanelli
Friends of Chelsea District Library



221 South Main Street
 Chelsea, MI 48118
www.chelsea.lib.mi.us

POSTAL PATRON

Non-Profit Org.
 Postage Paid
 Chelsea, MI
 Permit #28



Friends' Used Book Sales Critical As Library Funds Dwindle


The Friends of Chelsea District Library (Friends) is a not-for-profit organization comprised of volunteers who help raise funds for the Chelsea District Library. The Friends organize their bimonthly Used Book Sale, which is a fixture of the Chelsea community. The book sale is our main tool for raising funds that support various programs at the library, such as the Summer Reading Program, Midwest Literary Walk and other popular events. Chelsea District Library, like libraries all over the country, is facing a reduction in funds, making the Friends' fundraising efforts more critical than ever.

Although the Friends have enjoyed a long history and had many volunteers over the years, it has become a challenge to find enough volunteers to keep the used book sale going strong. In 2005, the Friends were fortunate to have Sharon Pignanelli take over the used book sale operation, and under her guidance the sales blossomed. Sharon has lived and breathed the book sale the past six years and is now stepping down from her leadership role. The last book sale under her guidance is November 12, 2011. This, however, does not mean the book sale is going away, but will evolve under the guidance of a new structure and new individuals. Rather than having the sale operations be the responsibility of one person, the Book Sale Task Force has broken the job down into various parts to be done by a number of volunteers.

Thankfully, many of the positions have been filled by dedicated book sale volunteers, including key leadership positions, but we still need eight volunteers! These positions include: book sorters, book shelvers and more. Most of the volunteer opportunities take only a couple of hours or less per week, and some of the positions are very flexible and can be done whenever the library is open.

Please consider joining the Friends as a volunteer to help keep the book sale vibrant by signing up for one of these positions. Contact any board member or library staff member for more information, or email cynthia@silveri.com. And, if you are not keen on volunteering, you can become a member of the Friends by making a tax deductible contribution in any amount. Membership brochures are available at the library check out desk.

The mission of the Chelsea District Library is to provide equal access to quality resources that serve the life-long cultural, educational, and informational needs and interests of all people.

 Printed with vegetable based inks | Powered by 100% Certified Renewable Energy
 Printed in Michigan by Michigan Workers

221 South Main Street
 Chelsea, MI 48118
 (734) 475-8732
www.chelsea.lib.mi.us

WINTER HOURS

Monday - Thursday 10am-9pm
 Friday 10am-6pm
 Saturday 10am-5pm
 Sunday 1-5pm

LIBRARY BOARD OF TRUSTEES

At Large, Lynn Fox
 At Large, Gary Zenz
 City of Chelsea, Kristin van Reesema -12/2011
 City of Chelsea, Susan Brown starting 1/2012
 Dexter Township, Janis Miller
 Lima Township, Katherine Frisinger
 Lyndon Township, Mary Budzinski
 Sylvan Township, Dawn Caplis

DIRECTOR
 Bill Harmer

ASSISTANT DIRECTOR
 Linda Ballard

DEPARTMENT HEADS
 Adult Services, Sara Wedell
 Technology Services, E. Brian Morey
 Youth & Teen Services, Karen Persello

CIRCULATION SUPERVISOR
 Terri Lancaster

MARKETING COORDINATOR
 Anna Cangialosi

LIBRARY CLOSINGS
 Saturday, December 24 | Christmas Eve
 Sunday, December 25 | Christmas Day
 Saturday, December 31 | New Year's Eve
 Sunday, January 1 | New Year's Day
 Monday, January 16 | Martin Luther King, Jr. Day