

Amherst Town Libraries – Fiscal Year 2014 Annual Report
The Jones Library, Munson Memorial Library, North Amherst Library

Vision Statement: We believe in the freedom to read, learn, discover, and change lives.

Mission Statement: We serve and inspire people of all ages by providing multi-cultural resources for lifelong learning. We welcome everyone to our historic buildings. We celebrate Amherst history and literary heritage, including local poets Emily Dickinson and Robert Frost.

Borrower Services

- 62,556 items were pulled from The Jones' stacks to fill Holds throughout C/W MARS libraries.
- 261 items were received from outside the C/W MARS network to fill requests for our patrons.
- 313 Jones items were sent to libraries outside of the C/W MARS network to fill requests.
- 112,268 items were sent through delivery from The Jones to other C/W MARS libraries (includes items returned to The Jones that belonged to other libraries and items sent to fill Holds at other libraries).
- The circulation department partnered with: Mohawk Trail Concerts, to offer free tickets to Jones patrons to attend their summer concert series; The Amherst Survival Center to participate in "Food for Fines" month which resulted in collecting 850 pounds of food and \$1,082 for the Center; Valley Light Opera to provide access to audition materials.
- Our musical instrument collection grew by the addition of a Yamaha Electric Keyboard, and a bell kit (like a glockenspiel). Musical instruments circulated 160 times!
- There are 15 new participants in the Library's Homebound Delivery Program this year, bringing the total number of homebound patrons to 30. Also added to this Program is picking up items for elderly residents that can drive, but are not comfortable in snow and ice.

Collections

- Provided Library patrons with access to Wowbrary, a service that sends patrons weekly e-mails showing the newest materials (books, DVDs, audiobooks, etc.). Feedback has been quite positive.
- Increased our adult book clubs to five: the Classics Book Club, Contemporary Book Club, Understanding Differences Book Club, Science Fiction and Fantasy Book Club, and the Dog Lovers Book Club.
- Provided new ways for patrons to learn about and try out Zinio, our online magazine platform, including an iPad interactive display in the Library atrium and public demonstrations.
- Organized a Holiday Book Fair, with local authors and organizations participating.

Information Services

- After the holidays, we held six "Device Advice" drop-in sessions during which we assisted patrons in setting up and using their new e-readers, tablets, smart phones, and laptops – with a particular focus on downloading library eBooks, eAudio, and digital magazines.
- We continued to add new e-readers to our E-Reader Lending Program, including a new batch of Kindles loaded with popular titles so that our patrons can get their hands on popular books faster. (Our e-readers have now circulated nearly 500 times.)
- We launched our new Online Museum Pass Reservation system, which allows patrons to reserve passes from outside the Library.
- We installed a sophisticated new public scanning station in the Reference Room. It allows patrons to easily scan a document/photo and then email it, print it, save it to a USB drive, send it to a smart

phone or device (using a QR code), or save it to a cloud storage service. Patron feedback has been extremely positive.

- We began subscribing to several new resources, including Value Line Investment Survey Online and Muzzy Online, a BBC language learning program for young children.
- We also weeded and consolidated the print Reference collection to one side of the Reference Room so that a large shelf could be removed. We then consolidated our public internet computers in the Reference Room. (Prior to that, four of these computers had been out in the atrium.) Having the computers all grouped together makes it easier for patrons to see what's available, makes it easier for us to see if patrons need assistance, and allows us to stay closer to the desk when we're providing assistance. Additionally, it created a nice space in the atrium, which has extra seating in it currently.
- We developed a Wikipedia article for the Jones Library (http://en.wikipedia.org/wiki/Jones_Library). Having a Wikipedia article makes our Library – and our Special Collections in particular – much more “discoverable” to those searching the internet for relevant topics (such as Dickinson and Frost materials).

Technology

- Upgraded all OPAC computers with better hardware.
- Upgraded all public computer operating systems from Windows XP to Windows 7.
- Standardized public desktop image on Branch computers.
- Configured and deployed ten additional systems (scanning station, digital media station, ESL student station, Youth Services desktop and laptop, North Amherst laptop, Woodbury Room laptop, two ESL iPads, staff break room, Tech Services laptop, Business Manager laptop).
- Upgraded all wireless access points (AP)

Programming and Outreach

- Town/Gown programming (a collaboration between The Jones Library and UMass, Amherst) - two programs were held each semester (total of four covering a range of subjects).
- Poem in Your Pocket Day – encouraged patrons to celebrate National Poetry Month by carrying, sharing, and reading a special poem on this day; social media postings and provided poems in lobby.
- Money Smart Week programming: offered three adult programs and one children's story hour to support consumer financial literacy.
- Coordinated Jones Library participation in World Book Night, a national campaign to spread the joy of reading by distributing free copies of selected titles to non-readers.
- North Indian music programs organized by Seth Rothberg and funded by the Friends of the Jones Library: Anna Sobel on the Tabla and Mike Jarjoura on the sitar.
- Organized “On the Same Page 2014,” a community read of *Sandcastle Girls* by Chris Bohjalian – Janet Ryan and Linda Wentworth secured author, reserved venue, supplied books, organized relevant programs and book discussions, created press releases and promotional materials, created library display. Over 400 people participated in these events.
- World Enough & Time: On Creativity and Slowing Down - a four session workshop on writing and creativity with local author Christian McEwen, funded by the Woodbury Fund.
- Co-ordinated, planned, and hosted five programs for our *Bridging Cultures: Muslim Journeys Bookshelf Grant* from ALA/NEH – a collaboration with local interfaith organization ION (Interfaith Opportunities Network).
- Coordinated Adult Summer Reading Program: created promotional and programming materials, organized incentives and prizes, scheduled brown bag book discussion programming in collaboration with Linda Wentworth.

Young Adult Services

- In January we held “Teen Lounge” Friday movies. The teens picked the movies which included *Pacific Rim*, *Despicable Me 2*, *Monsters University* and *Iron Man 3*.
- “Acting Up” held its first session meeting at The Jones every Wednesday in January. This is a teen acting class and available to all teens in the area.
- Our Teen Advisory Board met monthly. We talked about upcoming programs the teens would like to hold.
- In collaboration with the Amherst Boys and Girls Club, a “Cook with a Nook” program was started. This was a very successful program with between five and eight kids coming to cook on Tuesday afternoons at the Club.
- 23 teens attended the Teen Summer Reading Party. We played a trivia game and had some food and picked the winners of the prizes.
- Hired Garrett Pinder to serve as our new Young Adult Services Coordinator in August 2014. Garrett succeeds Tomi Eve who resigned this position in May 2014.

Youth Services

- Every Child a Reader, an annual program, introduces every Second Grade Class from the Amherst Schools every Monday morning in March, April and May. Sondra Radosh leads a tour of The Jones which also features poetry readings from Emily Dickinson, Robert Frost and Eugene Field. The tours end in the Woodbury Room where the students listen to stories and choose a free book to take home to keep. The program is sponsored by The Friends of the Jones Library. After the program, the students spend time in the Children’s Room and check out books with their new Library cards.
- Our incredible Lego Club, led by Theresa Atteridge and Marcin Marszalek and funded by the Friends of the Library, was held monthly.
- Two book authors gave presentations and book signings in September. Aaron Becker presented his best-selling picture book *Journey* and Jonathan Hall presented his *Toto the Tornado Kitten*. The real rescue kitten, Toto, was a big hit with the audience.
- Clare Cooke began her position as Youth Services Coordinator in September. Her first program in October was an After School Book Club featuring the Newbery Award book *The One and Only Ivan*. In November there was an “After School Writing Club” and in December a “Comics Book Club.”
- The Mass Humanities grant funded program Family Adventures in Reading with story teller Motoko, continued on Saturdays in November with 10 families participating.
- An Emily Dickinson Writing Workshop with author Burleigh Muten was co-sponsored by The Jones Library and a grant from the Amherst Cultural Council. Tours were taken of the Homestead, Jones’ Special Collections and the Evergreens.
- The American Girl Tea Party was the featured event held during the February school vacation week. Theresa Atteridge and Clare Cooke prepared a lovely event this year. This party is an annual feature of Kids Room programming. There were 23 kids in attendance and 18 parents who chose to stay at the party.
- The Friends of the Jones Library Children’s Music Series featured José Gonzalez on February 15 with 110 attending and Rolie Polie Guacamole on February 22 with 140 attending. This program, ongoing for 37 years, is the highlight of the dreary winter months for many families with young children.
- The highlight of April’s programming was the John Boyne talk, book signing, and reception. Boyne was touring from Ireland to promote his new children’s book “Stay Where You Are and Then Leave.” His only three stops were New York, Washington, and Amherst. We partnered with Odyssey Bookshop to present this program. Sondra and Theresa planned the reception. Following the reception, we showed the film “The Boy in the Striped Pajamas,” Boyne’s best known novel.

- A Comic Book Club for grades 3 to 5, led by Clare Cooke, met in April. The featured books were “Around the World” by Matt Phelan and “Lunch Lady and the Video Game Villain” by Jarrett Krosoczka.

Special Collections

- Over the past year, the major focus in Special Collections has been to process the backlog of materials. Kate Boyle continued to process recent gifts and photographs. Tevis Kimball completed initial sort of several large donations, including Stone Family Papers and Deed Records of Amherst compiled by James Avery Smith.
- Jennie Bergeron, a recent graduate of Mount Holyoke College, joined Special Collections as a paid intern. She organized the J. J. Lankes Collection, which includes woodblock prints used to illustrate Robert Frost’s work. Ms. Bergeron prepared a working draft of a new finding aid for the Lankes Collection.
- Throughout November, the Atrium exhibit related to the history of Amherst’s Merchant Row. This exhibit, researched by Ed Wilfert, focused on the businesses of Merchant Row from the nineteenth century to the mid twentieth century, as well as the Amherst House, Amherst Academy, Amity Street School, the Baptist Church, Amherst College properties, and other residences standing on this block of land.
- Tevis Kimball and Kate Boyle worked with students from Professor Olsen’s class from the Public History Program at UMass to research historic resources to be used in the creation of two digital projects: the new Hadley Farm Museum website and a mobile phone app that provides a guided walking tour of the homes and lives of local Amherst authors. On April 24, we were invited to UMass to attend a formal presentation of these applications.
- In April, Allyson Miller and her 9th grade class from the Pioneer Valley Chinese Immersion Charter School visited Special Collections. Tevis Kimball introduced students to primary and secondary resources related to Emily Dickinson, Robert Frost, and Robert Francis.
- After 13 years as Head of The Jones Library’s Special Collections Department, Tevis Kimball retired on Friday, August 1, 2014. Tevis had a special way of seeing the possibilities of the future while still honoring the traditions of the past. She took care of each and every researcher, treating them as if they were the only patron in the world. Tevis will truly be missed.

English as a Second Language (ESL)

- The Four Rivers Charter School conducted interviews with 10 of our (higher level) immigrant students. They compiled the information into a book and a set of advocacy ideas to send to state leaders.
- Students in a Hampshire College summer ESL teaching certificate program observed and helped lead activities in the Thursday and Friday conversation circles during the month of June. Some of them were also short-term one-to-one conversation partners.
- After attending the conversation circles for a year, Jing Jing Ao of China, gushes about the Library—she loves coming here because, “It feels like home here.” Jing Jing asked if she could volunteer at the Library, and has experience teaching English in China, so she tutored for a beginning-level immigrant student who had requested a Mandarin-speaking tutor.
- Submitted a proposal to the Amherst Club to buy two iPads (with security locks/cables) to station in the tutoring rooms that do not have a computer in them.
- One of our tutors, Shirley Kurtulus, a retired ESL teacher, likes to take on students who are facing tough obstacles, and need to improve their English ASAP. One of her former students (an agricultural expert from China) was in the U.S. for only one year to accompany her husband, a visiting scholar at UMass. Initially she had very little in the way of oral English proficiency. The student has since returned to China, and Shirley still keeps in touch with her. Shirley sums it up this way:

- *Mangshuang was like a second daughter to me. Her vastly improved English helped her get a job in the same university in China as her husband, so the family can finally be together there.*
- One of our tutors enjoyed the work so much, he decided to seek certification as a teacher. He moved to Texas for a graduate program there, and was accepted as an Americorp volunteer at a school there. He wrote to say he continues to teach his student in Amherst, via Skype, and that Americorp is going to count the hours that he spends doing that as part of his total hours. So we have an ESL volunteer based in Texas. That's a first!

Munson Memorial Branch Library

- Thanks to Woodbury funding through the Friends and the Munson Memorial Library Gift Fund, PC Doctor Hank and Sue Hugus helped 87 people with Computer, eBook, and Tablet problems, from January through May. PC Doctor Hank has been well received by the public and new computer problems keep cropping up.
- During the year, classes from the Amherst Montessori School use the Munson Memorial Library for class projects.
- The Munson Library received a generous gift of over \$16,000 from Dr. Vladimir Haensel and his wife, Hertha. Dr. Haensel was a chemical engineer who invented a process for reforming petroleum hydrocarbons into gasoline. (It was a process used to remove the lead from our gasoline of today.) He was also involved in the creation of the catalytic converters used in automobiles. Hertha was also involved with cutting greenhouse gases and co-authored several U.S. and foreign patents.
- The Library hosted a Holiday Tea for the public in December.
- Summer Reading came to a close with a party in the Hall. Sue Hugus read the first Chapter of Mary Pope Osborne's "Dinosaurs before Dark" since it brings out the discovery of magic and joy of reading. 58 children received books and prizes for reading over the summer.
- Many classes and programs use the Munson Memorial Hall when the Library is closed, adding to the use of the building.

North Amherst Branch Library

- The story/crafts programs are very much fun; the children attend regularly and are very excited to participate.
- There has been a noticeable difference in comfort levels at North Amherst now that the building has been insulated.
- Many, many thanks to Nancy D'Amato for the countless hours of volunteer time that she has donated in managing the North Amherst garden.
- We have hired Ellen Kaye to serve as a new Library Assistant for North Amherst.
- Kudos to the great North Amherst staff who recently helped a UMass student conduct research for a paper using our wonderful gardening book collection, in conjunction with making observations about our wonderful flower garden. The student came to us with minimal botanical knowledge but left happily able to complete his assignment, enjoying both the interior and exterior bounty of our little Library!

Technical Services

- Placed "on order" books in the computer catalog. Patrons can now reserve the new books, even before we receive them in the Library.
- Became one of the few libraries in central and western Massachusetts to enter our new materials into the online computer catalog first.
- Helped improve the C/W MARS online catalog by working on features such as better author, title, subject and call number searching; correct numerical order for volumes; and distinguishing Blu-rays from other DVD.

Buildings and Facilities

- Sought and received a Planning and Design Grant from the Massachusetts Board of Library Commissioners in the amount of \$50,000. A match of \$25,000 was approved by Town Meeting.
- To maximize fiscal responsibility and leverage, we are deferring work which might be impacted by renovations until plans are firm and we know whether a state contribution is available.
- Oversaw completion of Insulation Project at North Amherst branch.
- Worked on finishing up capital projects in still in progress: Cooling Tower and Roof Repairs.
- Oversaw major repair of chiller (HVAC).

The Burnett Gallery

The Burnett Gallery's monthly exhibits, juried by a volunteer committee, showcase the work of local artists. The purpose of the Burnett Gallery is to provide a place where community artists and crafts people can show their work, particularly those without the reputation or resources which would enable them to exhibit at museums or commercial galleries. Collectively, the Library's exhibits reflect a variety of media, styles, cultural viewpoints, and levels of artistic experience. Applications for the Burnett Gallery may be submitted by individuals or groups from Amherst and surrounding towns.

Community Partnerships

Thanks to the generosity of so many community partners, The Jones Library is able to provide superior services to Amherst area patrons. Many thanks the following local organizations for their ongoing support of Library programs: Amherst Area Chamber of Commerce, Amherst Club, Amherst College and the Frost Library, Amherst Community Connections, Amherst Historical Society, Amherst Media, Amherst School District, Amherst Survival Center, Amherst Business Improvement District, Applewood, Emily Dickinson Museum, Hampshire College, Thursday Club, and the University of Massachusetts and the UMass Library.

The Jones Library also has a fabulous working relationship with other Amherst Town departments. For example:

- the Library actively advertises and promotes Leisure Services and Supplemental Education (LSSE) camp programs in the lobby and sells tickets to LSSE musicals;
- the Library's Children's Room co-sponsors the teen improvisational group, ACTSMART, which uses drama to address teen issues such as bullying, peer pressure and social and emotional issues;
- the Library hosts information tables at community events including the Schools' First Day Celebration and Latino Night Celebration;
- the Reference Department provides access to Town reports and other documents made available for public review; assists the schools in the selection of textbooks by making potential selections available for public review and comment; provides voter registration forms; and is available to assist Town Departments and officials with research projects;
- the Library supports town-wide surveys (e.g., Waste and Recycling Survey) by providing print copies to residents upon request and by assisting residents in completing online surveys;
- the Library's ESL Department works with the Cambodian Social Services Coordinator in sharing naturalization information to ensure that elderly disabled refugees can become citizens; and works with the ESL Department at the High School to make sure families have access to services;
- the Library helps to promote Health Department seasonal information such as encouraging residents to get flu shots and learn about Lyme Disease;
- the Special Collections staff provides support to Amherst High School students, as they conduct research on Amherst buildings, as part of a long standing cooperative effort;
- the Library provides meeting room space to other town departments;
- and as the Munson Memorial Library building is the voting location for precinct 8, Library staff are able to help the Town Clerk's office during elections.

The Jones Library also directly benefits from the advocacy efforts of the Massachusetts Library Association (MLA), the Western Massachusetts Library Advocates (WMLA), the Central and Western Massachusetts Automated Resource Sharing Network (C/W MARS), and the Massachusetts Library System (MLS).

Funding

- To improve our future prospects, we have engaged Financial Development Agency, a fundraising consulting firm; acquired new fundraising software; and are developing plans to establish a capital fund and to upgrade our annual fund and endowment efforts.
- Our first annual Samuel Minot Jones Awards for Literary Achievement gala was held in April at the Yiddish Book Center. Over 200 people attended this wildly successful event!

Donor Generosity

The Jones Library is fortunate to have many generous donors led by the Friends of the Jones Library System (volunteers) who donated over \$34,000 for programs free to the public and an additional \$15,000 for books and other circulating materials through their Beds for Books program and other fundraising activities. The Jones Library (elected) Trustees raised over \$67,000 from many individual donors. Other donors include: the UMass Community Health Fund which has been most helpful by enabling workers to use payroll deduction to send contributions directly to The Jones; Amherst Club and Yankee Candle which support the ESL program; Amherst Garden Club which donates money to be used for the purchase of gardening materials; Community Foundation of Western Massachusetts which raises money for us annually through their online Valley Gives program; Amherst Cultural Council which supports Library programming; Emily Dickinson Society which donates money to the Special Collections Department; and the Thursday Club which donates to the Munson Memorial Library.

The Jones Library, Inc. Endowment

The Endowment's balance on June 30, 2014 was \$7,833,279.72 and the separate Woodbury Fund totaled \$631,428.13.

Trustees

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Tamson Ely, Clerk
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Linda Wentworth, Head of Collections
Christine White, Cataloging Specialist
Dawn Winkler
Katherine Zdepski

Special Thanks to the FRIENDS OF THE JONES LIBRARY SYSTEM!

Officers: Bonnie Isman, President; Lucy McMurrer, Past President; Mary Elizabeth Sitze, Vice President; Kathy Caputo, Treasurer; Nancy Gregg, Secretary.

Board Members: Edith Byron, Jean Jeffries, Miriam Jenkins, Mary Ellen Kelly, Lewis Mainzer, Dorothy Morse, Christine Stevens, Janice Thern, Sidney Treyz, Bonnie Vigeland, and Barbara Ford (Beds for Books).

FY 2014 at a Glance

FY14 Library Checkouts	
Books	306,807
Newspapers & Magazines	12,517
Audio & Visual Items	173,371
Electronic & Other Materials	19,064

Cataloged Collections Available June 30, 2014	
Books	198,403
Audio & Visual Items	27,141
Electronic & Other Materials	52,939

Amherst residents with C/W MARS library cards	19,132
Number of items circulated to non-Amherst residents	146,818
Total hours the Library was open on Saturdays	875
Total hours the Library was open on Sundays	128
Attendance	318,868
Number of reference transactions	32,022
Number of weekly users of Internet computers	1,000
Number of children's programs	213
Attendance at children's programs	6,221
Number of young adult programs	45
Attendance at young adult programs	589
Number of adult programs	304
Attendance at adult programs	4,600
Number of hours volunteered in Library system	19,076

The Jones Library, Inc.
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