

Amherst Town Libraries – Fiscal Year 2015 Annual Report
The Jones Library, Munson Memorial Library, North Amherst Library

Vision Statement

- The Jones Library staff will create a welcoming atmosphere for everyone, and will be deeply engaged and committed to maintaining the highest levels of professionalism and providing exceptional customer service.
- The Board of Trustees, Friends of the Jones Library System, and staff will provide visionary leadership so that the town of Amherst and its residents will continue to support the Library through financial and volunteer support.
- The Jones Library will help provide Amherst with a bridge to the latest state-of-the-art technologies and will provide those needing training with instruction and support.
- Special Collections, which includes works by Robert Frost and Emily Dickinson, will draw people from all over the world, helping to ensure a vibrant business community.
- A strong base of committed volunteers will augment the Library staff and be recognized for their important contributions, helping the Jones Library remain strong and connected to the entire community. Each volunteer will be matched with appropriate tasks so that their skills and interests are aligned with the needs of the library.
- The Jones Library will augment its effectiveness by developing and maintaining mutually beneficial relationships with other Amherst town departments, with libraries and other relevant departments and offices at surrounding colleges and universities, C/W MARS as well as with other local business and cultural entities.
- The Library will actively welcome and encourage access by members of our community with economic and social disadvantages.

Mission Statement

The Jones Library will be a community hub to a diverse population of Amherst residents, where books are celebrated and all members of the community can enhance their educational, cultural, and lifelong learning pursuits.

Borrower Services

- Five Homebound volunteers delivered 1,247 items (books, CDs, DVDs, Kindles, reference database printouts, and bibliographies) to 46 homebound patrons.
- Everyone is happy now that the newspaper sticks are gone! Our papers are now displayed on a nice rack against the wall, which also takes up much less floor space.
- Hosted “Food for Fines” during the month of January. Patrons brought in non-perishable food items to be donated to the Amherst Survival Center in lieu of paying overdue fines.
- Installed a new barcode scanner which reads Library card barcodes stored on iPhones.
- Contributed expertise to help the consortium improve the C/W MARS online circulation system.
- Installed an Online Public Access Catalog near the adult circulation desk to make it easier for patrons who want to check the catalog first when they enter the building.
- Continued to send welcome letters and give Library tours to all new Library card holders.
- Circulated 32,532 Jones Library items to satisfy system wide holds.
- Made books-on-CD easier to locate with newly added three-letter codes.

Collections

- New displays for courses, radio, and foreign language learning made nonfiction books-on-CD easier to browse.
- Added to our collection of Chinese books (our 2nd most popular foreign language after Spanish).
- Assisted with “On the Same Page - Amherst,” by working closely with Carol Ross of the Amherst Public Schools.
- Began subscribing to the *New York Times Large Print Weekly*.
- Began using Wowbrary to promote Library events and topics.
- Held a popular program on the literary bestseller *Go Set a Watchman*, with Amherst College professor Barry O’Connell;
- Organized a Holiday Book Fair with the Friends of the Jones Library System.

Information Services

- The in-house Web Advisory Group designed and built a new, responsive website that highlights our collections, resources, and staff. The site will launch in early December 2015.
- The e-readers and tablets in our lending program circulated frequently over the past year, and have now circulated over 630 times since the beginning of the program.
- Delivered daily drop-in and by-appointment technology support sessions to help both patrons and staff access our expanding digital collections with their computers and devices.

Technology

- Updated and patched nearly all public and staff computer applications. Installed new applications in half the time using deployment software (PDQ). Upgraded all staff and public computers’ Microsoft Office software.
- 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 breakroom, Technical Services laptop, Office laptop).
- Upgraded all Online Public Access Computers with better hardware.
- Upgraded all public computer operating systems from Windows XP to Windows 7.
- Upgraded all wireless access points.
- Helped numerous staff with technology problems and questions.
- Helped many patrons with technology in the Woodbury Room and Reference.

Programming and Outreach

- Hosted “The Forgiveness Project” which was a collaboration between the Jones Library and Art & Soul on the theme of forgiveness, including a mini-community read based on Desmond Tutu’s *The Book of Forgiving* and a three-session film and discussion series (four programs in total).
- Collaborated with the Coming Together Project to bring a monthly film and discussion series to the public on issues of race and diversity (nine films and one panel discussion);
- Hosted the Parker String Quartet Concert for Families, a collaboration with Music at Amherst from Amherst College to make concerts by famous musicians accessible to families and the wider community during a free daytime concert.
- Collaborated with Amherst Together in a variety of ways, including making surveys and other materials available to the public, serving as a location for information and survey tables, and hosting several programs, including the short documentary *Aspirations*.

- Collaborated with the Amherst Regional Public Schools, including serving as a drop-off location for Project Backpack and hosting an information table at the “back to school” event on the Common.
- Organized, sponsored, and hosted many programs which were funded by the Friends of the Jones Library System including:
 - “On the Same Page - Amherst,” a community read of *The Girl Who Fell From the Sky* by Heidi Durrow.
 - *jubilat*/Jones Poetry Reading Series.
 - Adult Summer Reading Program which included incentives and prizes.
- During Money Smart Week, we offered two adult programs and one children’s story hour to support consumer financial literacy.
- Held a “Banned Book Week” program on intellectual freedom called “From ‘Banned in Boston’ to Ethnic Studies in Arizona.”
- Hosted seven local author events.
- Offered a chocolate tasting by local cookbook author Dede Wilson.

Young Adult Services

- Hosted a popular young adult author panel featuring Sarah J Maas, Alexandra Bracken and Dawn Metcalf.
- Participated in the book launch for *The Iron Trial* by Cassandra Clare and Holly Black.
- Hosted a “Write Here! Write Now!” writing workshop for teens, featuring young adult authors Cammie McGovern, Dawn Metcalf, Page Morgan, local writer Heather Richard, and *Kirkus* Reviewer Ann Childs (six weekly sessions and one wrap-up party).
- Purchased a cart for new young adult books and a monthly book display.
- Established multiple social media accounts for teens @joneslibteens
- Acquired advanced reading copies of books for teens to take in exchange for book reviews.
- Hosted best-selling author Leigh Bardugo.
- Many thanks to the Friends of the Jones Library System for sponsoring the 2015 Teen Summer Reading Program, which included bringing a group of teens to see Miranda Sings in concert!

Youth Services

- The youth room staff gracefully handled a year filled with transition as Sondra Radosh, Head of Youth Services for 43 years, retired. Their cooperative attitudes and dedication kept youth services running smoothly while dealing with lots of change. Weeding and cleaning efforts helped to hone the collection and the welcoming environment of the youth room remains one of our greatest strengths.
- Organized, sponsored, and hosted many programs which were funded by the Friends of the Jones Library System including:
 - “Sing with Your Baby,” performed on Tuesday mornings by Wendy Plummer with an average of 50 people attending each week. There were a total of 20 “Sing with Your Baby” programs, in two 10-week sessions.
 - EveLynn Goodhind’s Saturday art program for children ages 10-15, which has been consistently well-attended and enthusiastically received.
 - 2015 Youth Summer Reading Program featuring a superhero theme (Every Hero Has A Story). Inspired by the theme, the youth room showed two movies, *Big Hero 6* and *The Incredibles*. Other highlights of the Youth Summer Reading Program include the “Writing with Miss Emily” program; reading to Hachi the Listening Dog; and family

- storytimes at the Amherst Saturday Farmer's Market. A total of 110 kids participated in the youth 2015 summer reading program.
 - Local author and illustrator David Hyde Costello presented an interactive storytelling program that encouraged audience participation in the creation of art that was later donated to the Jones Library art collection.
 - Little Bits Club and Jones Library Makerspace, which highlight inventive creativity, using robotics and STEM tools (plus the impressive imaginations of our youth room patrons) to produce everything from paper tube flashlights (that really work) to Perler bead artwork. We are grateful to Trevor Takayama, the technology teacher from Wildwood Elementary school, who volunteered to help get our Makerspace program up and running.
- The youth room also hosted literature programs that ranged from morning preschool storytimes to the afterschool comic book club.

Special Collections

- Cyndi Harbeson began work in January 2015 as Head of Special Collections.
- Upgraded Digital Amherst, our online site for digital collections, and added additional content, including the exhibit "Robert Francis, At Home & Abroad."
- Developed and installed a new exhibit, "Highways & Byways of the South: Photographs by Clifton Johnson," in the reference room. A reception was held in June 2015 to celebrate the exhibit's opening with 30 people in attendance.
- Hosted nine group visits to Special Collections including visits from Smith College Campus School sixth graders; Roberts Wesleyan College students; a Girl Scout troop; Lee University students; and the Worcester Women's History Project. We also hosted a workshop for the Emily Dickinson Museum guides.
- Developed exhibits for Special Collections including "Imaginings of Spring," an exhibit of Robert Frost-related material, and "And the Sammy Goes To..." honoring the 2015 Sammys awardees Julius Lester and Pat and Peter Schneider.
- Exhibited Special Collections materials at the TEDxAmherst Conference held at UMass in April 2015. Over 200 people viewed the exhibit.
- Received and inventoried many new acquisitions. Highlights include an addition to our Fine Arts Collection, "Cuts with Class" by Edward L. O'Gilvie; donations of historical photographs and scrapbooks from the Amherst Chamber of Commerce; and the poem *Icicles* written and autographed by Robert Francis.

English as a Second Language (ESL)

- 75 adult learners were placed with volunteer tutors and conversation partners.
- Conducted four year-round conversation circles four times per week (with an average attendance of 12 people per session).
- Four of our students became U.S. citizens. All were older women, and three of the four had no prior formal education. In addition, two students passed their driver's permit tests, and one passed her HiSet (high school equivalency) test.
- With some assistance from the ESL Center, one of our long-term Tibetan students received scholarship awards from two separate community groups and was admitted into the nursing school at Holyoke Community College.
- The UMass Community Campaign chose to highlight a Jones Library ESL success story, "From Refugee to Citizen" as the opening blog post for their new web site:
<https://www.umass.edu/umacc/blog/refugee-citizen>

- Filmed 13 new videos to be featured on the Library's new web page. In them, ESL volunteers and students talk about their experience in the program:
https://www.youtube.com/playlist?list=PLzi1dXIdetU_weXAlLcg1bpBc7yOfJ0-m
- Lynne Weintraub's teaching suggestions were featured in ProLiteracy's membership journal, "Notes" (in an article about using children's literature in adult education contexts).

Munson Memorial Branch Library

- Woodbury Grant funding from the Friends combined with Munson Memorial Library Gift Funds enabled PC Doctor Hank and Branch Head Sue Hugus to help 129 people with computer, eBook, cellphone, and tablet problems from October through May. Private contractor, PC Doctor Hank, has been well received by the public.
- Throughout the year, the Amherst Montessori School used the Munson Memorial Library for class projects.
- The Library hosted a Holiday Tea for the public in December.
- Summer Reading came to a close with a party in the Munson Memorial Library Garden. Sue Hugus read *Aunt Isabel Tells a Good One* by Kate Duke to the parents and children. 36 children received books and prizes for reading over the summer.
- The Munson Memorial Hall was the host for the "On the Same Page," program sponsored by the Friends of the Jones Library System.
- The Munson Memorial Library staff created a Facebook page to promote the Library's programming and book collections.
- Many classes and programs used the Munson Memorial Hall when the Library was closed, adding to the use of the building.
- Many thanks to the Friends for sponsoring the 2015 Munson Memorial Summer Reading Program!

North Amherst Branch Library

- The North Amherst Library building is an anchor to the North Amherst community, drawing visitors to both the lovely outdoor garden space as well as the well-stocked interior space filled with print, audiovisual and digital connections with access for all.
- The wonderful and popular children's story and craft program continued on Wednesday afternoons.
- The North Amherst Library staff, with their dedication to service, is one of our most valued resources, and is appreciated by the many patrons who visit us.
- Many thanks to the Friends for sponsoring the 2015 North Amherst Summer Reading Program!

Technical Services

- Improved the Library's book ordering process which enables patron-placed holds on the newest books, even before the Library receives them.
- Contributed expertise to help the consortium improve the C/W MARS Online Public Access Catalog.
- Began several new collections including "New Biography," "New Young Adult," and "UMass Press Publications" to help patrons browse.

Buildings and Facilities

- Coordinated the design and construction of a lighted built-in display case in the lobby for Library/Friends sales with partial funding provided by the Friends of the Jones Library System.

- Using Amherst Joint Capital Planning Committee (JCPC) funding, oversaw the installation of new railings and replacement of stairs at the entrance of the North Amherst Library.
- Hired a part time, seasonal gardener on staff to maintain the Kinsey and Jones Gardens.
- Using JCPC funding, oversaw the replacement of all carpeting in the North Amherst Library.
- Built and installed new covers for the basement exterior window vestibules in the original portion of The Jones building.
- Reconfigured the main Jones office and furnished a space for a receptionist.

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, particularly those without the reputation or resources which would enable them to exhibit at museums or commercial galleries, can show their work. Collectively, the exhibits at the Burnett Gallery reflect a variety of media, styles, cultural viewpoints, and levels of artistic experience. Applications to exhibit at the Burnett Gallery may be submitted by individuals or groups from Amherst and the towns of the Pioneer Valley.

The Burnett Gallery Committee is comprised of community members who oversee the overall operation of the Burnett Gallery; solicit artists to apply to exhibit at the Burnett Gallery; jury the applicant's works of art; and provide liaison assistance to the artists as they mount their exhibits.

The Burnett Gallery participates in the Amherst Art Walk which is usually held from 5:00 p.m. to 8:00 p.m. on the first Thursday of each month.

We extend a special thank you to the Friends of the Jones Library System for the generous gift of a bench to the Burnett Gallery in 2015.

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 to the following local organizations for their ongoing support of Library programs: Amherst Area Chamber of Commerce, Amherst Boys and Girls Club, Amherst College and the Frost Library, Amherst Community Connections, Amherst Historical Society, Amherst Media, Amherst Schools, 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 continues to have a collaborative 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 Youth Services department 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 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).

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 \$33,000 for programs free to the public and an additional \$12,000 for books and other circulating materials through their Beds for Books program and other fundraising activities. The Jones Library (elected) Trustees raised over \$60,000 from many individual donors.

Other donors include: *Amherst Club* which supports the ESL program; *Amherst Cultural Council* which supports Library programming; *Amherst Garden Club* which donates money to be used for the purchase of gardening books; *Community Foundation of Western Massachusetts* which raises money for us annually through their online Valley Gives program; *Emily Dickinson Society* which donates money to the Special Collections Department; *Harpo Power*, owner of The Harp, for donating money to the North Amherst Library and the Youth Services Department; *UMass Amherst Community Campaign* which has been most helpful by enabling workers to use payroll deduction to send contributions directly to The Jones; and *Yankee Candle* which support the ESL program.

The Jones Library, Inc. Endowment

The Endowment's balance on June 30, 2015 was \$7,567,845.59 and the separate Woodbury Fund totaled \$618,213.34.

Trustees

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 Christopher Hoffmann, Vice President
 Tamson Ely, Clerk
 Robert Pam, Treasurer
 Jon McCabe, Vice Treasurer
 Michael Wolff

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Julie Bomba
 Roxanne Boyd, Library Assistant
 Ryan Boyd
 Kate Boyle, Special Collections Assistant
 Mia Cabana, Head of Youth Services
 Clare Cooke, Youth Services Coordinator
 Laura Castano-Longey
 Christine Crane
 Janice Doyama
 Tomi Eve
 Joe Follansbee
 Anna Garvin
 Oressa Gray-Mullen

Staff

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 Henry Allan, Computer Technician
 Amy Anaya, Head of Borrower Services
 Theresa Atteridge
 Jessica Berger

Cynthia Harbeson, Head of Special
Collections
Josephine Hernandez
George Hicks, Facilities Supervisor
Emily Houk
Susan Hugus, Head of Munson Memorial
Branch
Ralph Hurwitz, Audiovisual Assistant
Ellen Kaye
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Miguel Otero, Maintenance Assistant
Jill Palmer
José Paredes, Maintenance Assistant
Garrett Pinder, Young Adult Services
Coordinator

Carolyn Platt, Head of Technical Services
Joan Pyfrom, Cataloging Assistant
Seth Rothberg, Circulation Supervisor
Janet Ryan, Head of Programming and
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Lucas Schildbach
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Lisa Slocum, Receptionist
Maggie Spiegel, Head of North Amherst
Branch
Valerie Steinberg
Julie Stepanek
Lace Stokes, Sunday Supervisor
Shauna Strattonmeier
Tina Swift, Business Manager
Cathy Verts, Audiovisual Technician
Mary Weidensaul
Lynne Weintraub, ESL Center Coordinator
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, Sidney Treyz, Bonnie Vigeland, and Barbara Ford (Beds for Books).

FY 2015 at a Glance

FY15 Library Checkouts	
Books	294,521
Newspapers & Magazines	11,604
Audio & Visual Items	163875
Electronic & Other Materials	21,028

Cataloged Collections Available June 30, 2015	
Books	187,075
Newspapers & Magazines	352
Audio & Visual Items	25,805
Electronic & Other Materials	42,457

Amherst residents with C/W MARS library cards	19,162
Number of items circulated to non-Amherst residents	171,144
Total hours the Library was open on Saturdays	424
Total hours the Library was open on Sundays	136
Attendance	296,869
Number of reference transactions	31,093
Number of weekly users of Internet computers	1,000
Number of children's programs	165
Attendance at children's programs	4,562
Number of young adult programs	52
Attendance at young adult programs	1,459
Number of adult programs	283
Attendance at adult programs	5,715
Number of hours volunteered in Library system	21,617

The Jones Library, Inc.
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