

# Library System Report

Cara Burton, System Director

## Director's Update:

While for years, the Library Board and many volunteers have been working to build our new regional library and Heritage Center, staff over the past couple of years have been working on signage. While the construction contract includes signs with standard room labeling, such as room numbers and bathroom designations, library signage is much more than that corporate requirement. In our recent staff development training day, we focused on Customer Service, which included discussions on signage. A key role making the library welcoming and successful is purposeful signage.

We have had several phases in implementing a good signage plan. Keep in mind: not all signage is print. It can be digital, tactile, and auditory. With today's technology and awareness

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## New Memory Lab Tech

By Jazmine Collins,  
Local History Specialist

Eastern Shore Public Library is preparing for our move to the new facility and the opening of the Eastern Shore of Virginia Heritage Center. The Library has recently acquired new technology that will be housed in the Memory Lab at the Heritage Center, but in the meantime, is available for use in the Eastern Shore Room at ESPL in Accomac.

One of the recently acquired pieces of technology is a second ProScan 2200 Microfilm Scanner, capable of viewing both 16 and 35 mm microfilm reels as well as microfiche. The Proscan 2200 has a high performance camera with image resolution and pixel sizes ranking

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of the diversity of our patrons, there are many mediums to consider. It needs to be beyond ADA compliant to also be disability-friendly.

Graphic design is being provided by TGD Design, pro bono. The seagull logo they designed years ago has served us well, however we are very excited to update it with the new logo which is part of our re-branding project. It was important to develop the rebranding prior to moving in to the new library so that we can coordinate the design-work with new signage, library cards, business cards and stationery.

For years we have worked with a local sign making firm, ADCO. We are very fortunate to have their expertise, which includes library sign installation. Waterford Printing in Exmore has also developed a good working relationship with us and TGD. I consider these firms not only quality, minority owned vendors, but also consultants their expertise.

For the past six years since I have been System Director, I have been working with staff to create effective basic signage: the flyer. Current staff have become competent in creating easy to read flyers that both attract attention and convey the information needed. A flyer can be graphically dazzling, but not convey all the information about a program or new service. Some users may not be able to read it, due to poor word, font and color choices. Remembering to put “free and open to the public” is an important, consistent message on our promotional literature. We still have a way to go to make all our flyers multi-lingual and that is largely due to staff capacity limits.

Recently, my lead staff have taken more structured training entitled “Designing Effective Library Signage: Communicating

Strategically to Your Users,” conducted by Mark Aaron Polger. The free webinar is on Niche Academy, provided by the Library of Virginia. He discusses some of the best practice guidelines when designing effective library signage, which includes a signage audit. Polger also authored a book, published by the American Library Association, called, *Library Signage and Wayfinding Design: Communicating Effectively with Your Users*, from which staff have also learned.



The future Children's Program Room.

I can tell that staff became more aware of the thoughtfulness needed for our sign plan from Polger's course. When we had an Administrative Team meeting to create an inventory of needed signage for the regional library, staff focused on identifying "touchpoints" in the library in order to inform where and how to place library signage.

In addition to identifying rooms and spaces within the library, we need to have signage to help visitors find their way to these areas. This is known as “**wayfinding**” signage which is a science all its own. Creating ineffective signage is, to be blunt, a waste of money. In a time when many people cannot read a map, floor plan layout graphics must be well thought out, placed where people would need to look for direction, plus clear and concise. Digital signage, such as touchscreen monitors that locate stores as found in malls, is a product we are planning.

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**Traffic control** is an important safety type of signage which also serves as directional messaging. The parking lot will be an important place for this, including arrows painted on the tarvia. Placement of objects helps with traffic control. Though it may not be considered a sign, such objects help us minimize signage, assist with the flow in providing customer service, and segment visitors as needed. It can also steer visitors to areas we want to accentuate. Carpet and tile patterns assist with this as well. Traffic control is important in creating a welcoming environment and assisting with positive interactions between people. The location of a bench is an example.

Another type of signage is **messaging**. This gets to be the fun part of library design. The direction (no pun intended) our messaging has taken was born out of a Staff Development meeting held in **2018**. During that meeting, we focused on the Patron Behavior Policy. I wanted staff to break down the policy to something very succinct and easy to communicate. Our staff were brilliant. They came up with **R-E-A-D**: Respect. Explore. Aspire. Discover. As Brian Simpkins said, “If everyone just did all those, everyone would get along in the library. We wouldn’t need a long policy.”

Flash forward to 2021 when ADCO owners did a Parksley site walk-through with me to review the signage covered in the construction contract. Fortunately, ADCO was awarded the subcontract by RH Contracting, which makes sign planning easier. Standing outside, I related a situation I had at another library where we had to put “ENTRANCE” over the main entrance after being in our new addition for over a year. Even though it seemed rather obvious that was the main entrance, people

were still confused. As the conversation developed in relation to having a welcoming environment, ADCO’s Sara Stuart said, “It would be great to have the word ‘welcome’ over the front entrance.” This is an instance where the place for identifying signage is actually morphed into a messaging that conveys ESPL’s Vision Statement to be “an inviting environment for everyone.”

A couple months ago, the leadership team took the READ and WELCOME one step further to have action words throughout the library that convey activities taking place in those spaces. For example: “Make” in the MakerSpace, “Seek” by the card catalog, and “Remember” in the Memory Lab. We even plan to have our bike racks and outdoor banners further promote our library’s purpose with this messaging.

The Library Board has worked for years to develop a plan for the library system of which a key element is to make the libraries welcoming to everyone. This is a basic part of our customer service success. It is important that we invest in the development of excellent signage that supports that plan. I have been very proud of our staff and volunteers that have focused on being welcoming. We cannot wait to welcome our first visitors into the new library.



View from front hall into Library Commons. Wayfinding signage will help orient people to our new space and help them feel welcome.

# Heritage Hub

## Local History Services

Jazmine Collins, LH Specialist

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in the highest of competitive devices. In addition, the ProScan 2200 can zoom an entire frame up to 32x magnification or a smaller cropped image up to 1575x magnification, with the option of scanning and printing the enlarged image.



The ProScan 2200 allows users to digitally mirror, rotate an image, and change from negative to positive viewing, making it feasible for viewing microfilms that have been improperly loaded onto reels. The AUTO-ScanPro software automatically adjusts focus and contrast but also allows users to manual adjust to their preferences and the crop feature captures large or small areas for enhanced adjustments, enlarging, and printing. The MergeClips feature of the ScanPro Advantage software allows users to select multiple images from anywhere throughout the film and paste or arrange them, add annotation, and resize images on to a single page, which is ideal for combining newspaper articles that are continued on second pages. In addition,

one can choose the image dimensions when saving, as well as choose the scan resolution up to 2000 dpi, and save selections in document or image file formats, such as PDF, multipage PDF, JPEG, PNG, or TIFF file.

The second item that has been recently purchased is the ScannX Book Scan Center, which includes the 11x17 book scanner and the touchscreen PC loaded with the ScannX software. The scanner is designed to protect the spine of the book from damage. The book lies flat on the glass and the scanner captures the full image, and automatically crops each page so that the result is a digital image of just the scanned material with no black areas. Users are given the option to send scanned images to USB drive, Google Drive or even to a mobile device as long as the device has a QR code scanner, which most smartphones have built in their camera.

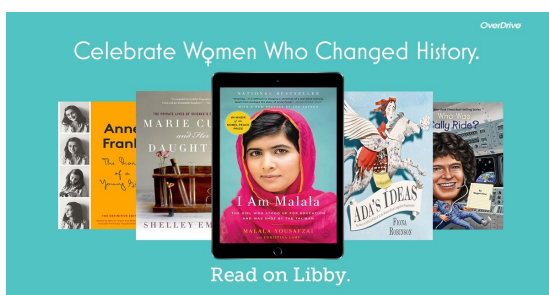
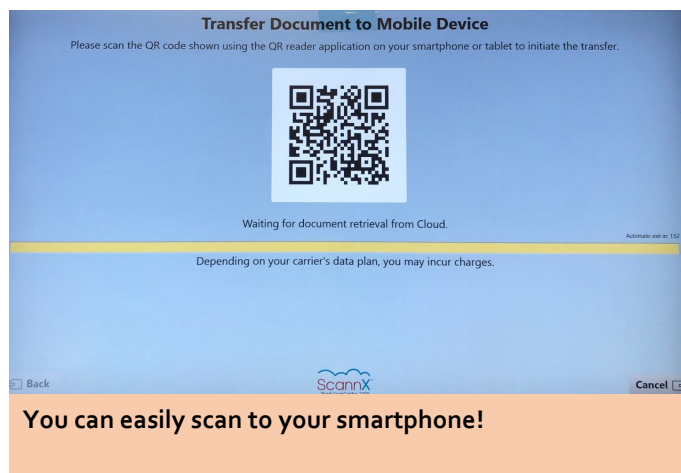
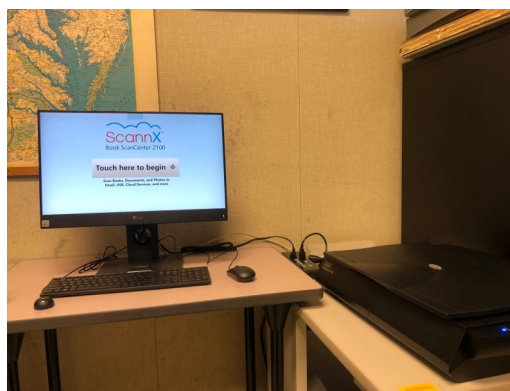
The ScannX software will retain the images as the user scans additional pages so that one file will contain multiple pages. Images can be sent in PDF and PNG file formats and even Word documents. The ScannX software also has the capability of converting scanned images into searchable PDF documents using ABYY Fine Reader Engine OCR software. The ScannX Book Scanner can be used to scan

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documents and photos as well, which will be useful for Heritage Center patrons who want to digitize their own family photos. The option to send items in Word format is useful for patrons who would like scan documents and edit material. Users can use the touch screen or traditional mouse to navigate the ScannX software screen.

Patrons interested in using the microfilm viewer or the book scanner will need to reserve a time slot in the Eastern Shore Room. New users will need to have a library staff member instruct them on using the software for the first time. It is the responsibility of users to adhere to copyright laws when scanning or reproducing any books or published material.

The purchase of both devices was funded through the **United States Department of Agriculture and Rural Development Community Facilities Grant** in addition to funding from the **Eastern Shore of Virginia Community Foundation**. We thank the ESPL volunteers and staff for managing the ESVACF grant application process. We appreciate this funding to allow us to help the community digitize their documents and to make digitized microfilm documents more user-friendly and share-able.



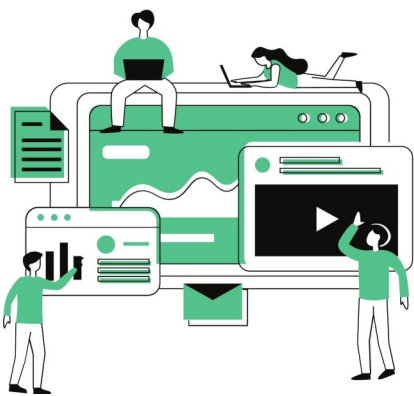
ESPL does not have a dedicated outreach staffperson. Administrative team members work together to keep the website updated and to promote library services. This image was posted on Facebook by our Technical Services Manager, Charle Ricci.

# Technical Services

Charle Ricci, TS Manager

## Spring Cleaning at the Library

Spring is a time of new beginnings and ESPL is in the process of conducting a project that will allow many former library patrons to enjoy a fresh start. Two years have passed since the library migrated into Atrium, our library software and catalog system, and with the upcoming move to a brand new facility in Parksley, it was a good time to do some “spring cleaning” of the patron database.



Library patron accounts expire every three years, and there were many accounts remaining in the database that had expired prior to

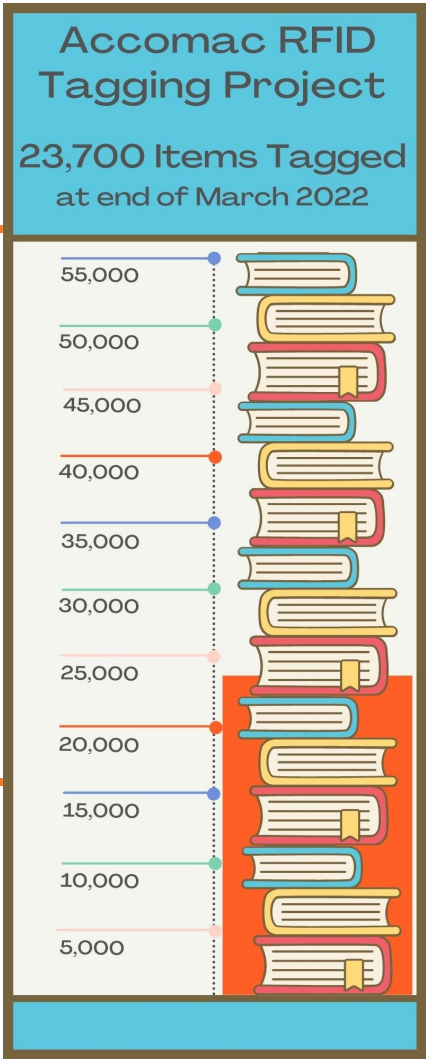
2019, and which have had no activity for at least three years. Some of the accounts were held by former Shore residents who have since moved away. Some of the accounts had an old fine balance that may have prevented that individual from utilizing the library’s resources.

Library staff utilized the report module in Atrium to create spreadsheets of long expired patron accounts that were sorted by date expired and account balance. Patron accounts with a zero balance that expired prior to April

2019 were purged. Long expired accounts whose balance was incurred more than five years ago, and was thus no longer collectible under Virginia law, were also purged.

Approximately 5,600 patron accounts were removed from the database, resulting in a dataset that more accurately reflects recently active and current library users. Purging long expired accounts and balances that are no longer collectible streamlines patron account registration and transactions for library staff. Most importantly, with the new Parksley library opening later this year, Shore residents returning to the library after a long absence will begin anew with a clean slate.

ESPL Friends volunteers and staff have been diligently preparing our collection for the option of self-checkout and to improve inventory control.





# Cape Charles Memorial Library

Sharon Silvey, Library Manager



We kicked off the month by celebrating Paper Bag Princess Day on Saturday, March 5. This program embraces the children's book, *The Paper Bag Princess* written by Robert Munsch. The story "turns traditional fairy tales on their heads to raise questions about gender roles, identity, and happiness" ([www.prindleinstitute.org](http://www.prindleinstitute.org)). After listening to the story, participants created their own paper bag outfits and received a Grab & Go bag full of goodies from Annick Press.



Staff continues to prepare for summer with the Collaborative Summer Library Program theme of Oceans of Possibilities. We have lined up several performers and programs with more in the works. Stay tuned!

CCML has been busy welcoming back patrons and chatting with new visitors. We have also seen an increase in patron usage of our new study carrels, generously purchased by Friends of Cape Charles Memorial Library. Aside from the four new carrels, CCML also offers quiet nooks with seating and tables for laptop computers as well as additional space for tutoring and meeting in our upstairs program room.



We ended the month celebrating the retirement of our long time Manager, Ann Rutledge. Ann worked at CCML for 18 years and touched the lives of many in our community. Children who once attended Ann's early days of story time are now grown and bring their children to the library! Many patrons and friends came by the library this month to reminisce and share their gratitude with Ann. The entire Cape Charles Christian School visited and decorated the library with huge banners signed by their staff and students. We all wish Ann the very best in her next chapter.



Congratulations to **Sharon Silvey** for her promotion to Library Manager!

Congratulations to **Betsy Doherty**, Library Assistant, in her transition to the fulltime position!



# Chincoteague Island Library

Karen Sharp, Library Manager

## February Report

February began with continuing Curbside/ Porch Pick Up for CIL. We returned to Curbside on January 11th due to an "outbreak" of COVID on the Island. CIL was able to reopen on February 7th. We are so appreciative of our patrons and their support and patience!

In celebration of National Library Lovers Month, CIL invited the public to share with us "Why you love libraries" and to indulge in a sweet treat. "Hearts" were provided to write an answer to this question and/or favorite book, author, etc.

CIL also celebrated Black History Month with a great selection of books and materials on display in educating and remembering the achievements and the people who have contributed to History.

CIL participated in OverDrive's "Together We Read", from February 7th through the 21st, in which an eBook is read and then join the Digital Book Club. The eBook was "The Five Wounds" by Kirstin Valdez.

Our two book clubs resumed in February: Nancy's Book Club, held on the first Thursday morning of each month, and Tuesday Night Island Readers Book Club which is held the third Tuesday evening.

ESPL partnered with "Niche Academy" to bring a new learning tool to patrons (and Staff). Through the use of "Niche Academy", learning about the libraries eResources, utilizing different mediums offered by the library system

which includes instructional videos and written guides, will be easier than ever. CIL is excited to join in so that our patrons may take advantage of this free resource.

The CIL Board met on February 11th to discuss upcoming projects and finalize plans on maintenance, security and safety.



## March Report

March has brought an increase in New Patrons, visitors, public computer usage, interest and more participation in our two book clubs for CIL.

As March is Women's History Month, we displayed books and materials celebrating Women and their contributions. In celebrating the return of Spring, CIL created a display of gardening books and materials and created a display of books/materials to celebrate St. Patrick's Day.

Speaking of displays, CIL's Board and Volunteers created fundraising Baskets.

These Baskets include "All Things Chincoteague". Two were created: one for

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Adults and one for Children. Tickets are \$5.00 each or 5 for \$20.00. The drawing will take place October 10th and one does not need to be present to win. Tickets may be purchased at CIL and ESPL. These Baskets contain a lot of great prizes!

For the week of March 14th through the 19th, CIL took part in the quarterly Patron Count that all four libraries participate in. We had 632 visitors!

On March 18th and 19th, CIL participated in "The Search for Shamrocks" presented by the Main Street Merchants of Chincoteague. This was a great way to invite the public to learn more about our library and what we provide.

During this event, we had 492 visitors! This was from 4PM to 7PM, on the 18th, and 10AM to 4PM on Saturday, the 19th. CIL's participation required that we display a large paper shamrock with a letter written on it. Participants had to "find the shamrock" at each participating business/location, write it on their playing card, solve the puzzle after "collecting" all the letters to be entered in prize drawings.

The CIL's Board met on March 11th. Some of the business they were able to conclude were: changing the Front Door lock in continuing better security and setting a time for training of staff/volunteers to use the new entry system and alarm.

Projects the Board is taking on are: setting up a Square Credit Card Reader as an option for patrons/visitors, updating the staff/volunteer bathroom, and general maintenance.

The next CIL Board meeting will take place on April 8th. The Board will be working towards

planning of the following forthcoming events:

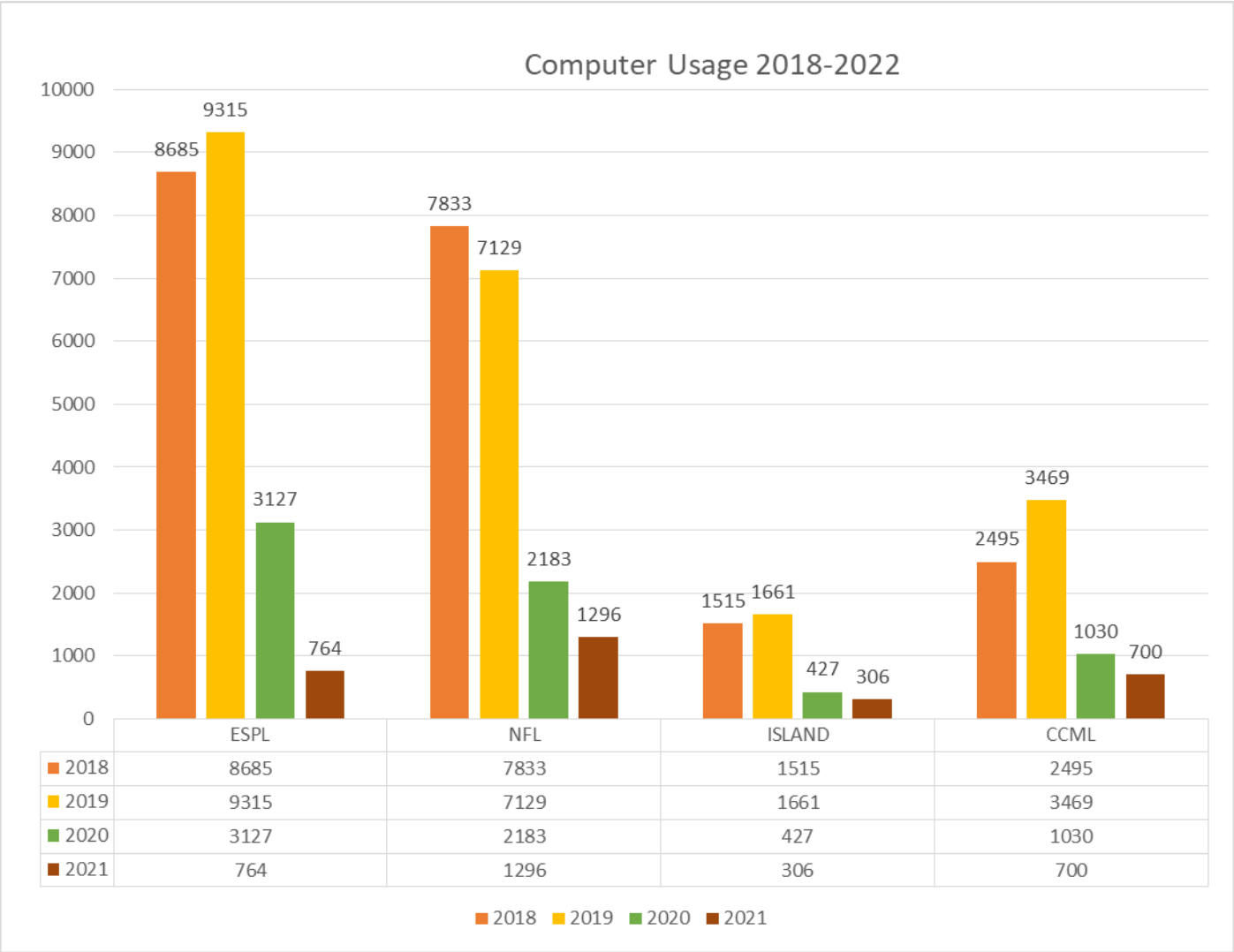
CIL's annual fundraising Sunset Cruise to take place June 14th. This time it will take place where the sunset and full moon rise will happen simultaneously! Tickets are \$55.00 per person which will include the cruise, refreshments and music.

CIL's Birthday Celebration! We have been waiting to celebrate our 25th Anniversary until our 27th anniversary due to...well, you know why. ;) Plans are to include a Birthday Party and Children's Parade, refreshments and a Grand Marshall. All this to take place on July 4th!



# Northampton Free Library

Hannah Swimley, Branch Manager



This chart shows the amount of physical computer use from 2018 to 2021 for Eastern Shore Public Library, Northampton Free Library, Chincoteague Island Library and Cape Charles Memorial Library. This covers the period of time before the pandemic until the libraries fully re-opened. Computer use was tracked on library public computers, not patron’s personal devices using the library’s wifi.

According to the data (listed above), it is easy to see that there is a very large downward slope when it comes to trend data on computer usage. The main reason for this trend is that patrons could not physically come into the library because of the COVID-19 pandemic. This pandemic

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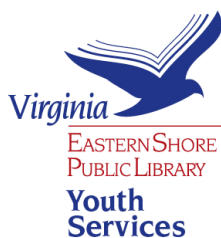
started in early 2020. The libraries also had reduced hours of operation periodically during 2021 and 2022.

There is a large difference in the numbers between locations, depending on the year. This is a result of the amount of public computers in each library, as well as the number of hours each facility is open per week.

It will be interesting to see how the use of library computers will trend as we continue through the pandemic. Many homes received devices and Internet access with Covid-19 relief funds, which will also affect their need to use library devices. The photocopiers, which act as printers, have been very busy, indicating that our attention and resources may need to go toward other technology equipment.



As part of our accessibility improvements, staff arranged to have the circulation desk moved forward so that the lower section of the desk provides ADA access when patrons enter. A simple, but effective change that did not require purchasing furniture. More professional looking sneeze guards were also purchased.



## Youth Services

Tiffany Flores, Youth Services Librarian

Congratulations to Tiffany Flores on the birth of her baby! She will return from maternity leave in early May 2022. Hannah Swimley is responding to queries and emails in the meantime. Our Youth Services Librarian will be very busy kicking off the 2022 Summer Reading Program upon her return, not to mention preparing for our move.

# ESPL Grant Update - April 2022

**Institute of Museum and Library Services (IMLS)** – This ARPA money is distributed to the Library of Virginia (LVA). \$28,709 based on the state aid formula. Original budget: RFID installation (due to construction delay) - \$10,000; security system - \$1,950; Video monitoring - \$9,186; HC website - \$6,000, phase 2; tech consultant - \$1,573. Due to construction delays and the timing of the grant deadline, a revised budget is being developed of actions that can be completed now, such as the purchase of Niche Academy and the reorganization of shelving.

**\*\*Therefore, new funds will need to be secured for:** RFID installation (due to construction delay) - \$10,000; security system - \$1,950; Video monitoring - \$9,186.

Status: 3rd Quarter report has been sent to LVA with an updated budget and receipts for Niche Academy, Zoobean, internal move in Accomac (\$11,522), and the quote for the NFL accessibility project. This is a reimbursing grant and the money comes via ACH.

**NEH Challenge Grant** – The expenditure budget of remaining funds needs to be updated and approved. A “starter kit” of archival supplies of around \$3,000 was recently ordered so the archivist has materials to start work. We were informed by NEH that we do not have spend this year’s allocation this year, so we want to wait until the archivist is here to formulate a new budget.

**Virginia Humanities (VH)** – 2 grants (1) US250 planning grant is complete and a final grant report needs to be submitted to VH. (2) SHARP grant for the purpose of a Heritage Center planning consultant was awarded and the consultant has been retained. Bryan & Jordan Consulting, LLC, [www.bryanandjordan.com](http://www.bryanandjordan.com), has been retained to provide consulting services for this project. The B&J consultants were at ESPL February 22 & 23 interviewing preselected focus groups. The final report will be done by the end of April 2022. The Project Team has had communications and phone and virtual meetings since February 23. The focus to date has been on estimated budget items.

**Federal Communications Commission (FCC)** – Emergency Connectivity Fund. Application submitted that will support technology for area nonprofits, namely wifi hotspots, ipads, and ChromeBooks. The ipad provider met FCC documentation needs. We are awaiting a reply from the FCC.

**United Way of ESVA** – ESPL Foundation applied for the FY22 grant for an outside information kiosk. (around \$2,000) \$750 was awarded on April 6, which is in addition to the annual payroll-deduction and contributions the Foundation receives from United Way. The kiosk and site placement will be determined after the move.

**USDA Rural Development Communities Assistance Grant** – Grant awarded. Parksley (compact shelving for Heritage Center): Total project \$140,000. 99% of application submitted for \$21,000. Match will be \$100,000 from Northampton County FY22 capital funds and \$19,000 from ESPL Foundation. Equipment ordered.