



Library System Report

EASTERN SHORE OF VIRGINIA • PUBLIC LIBRARY SYSTEM • Cara Burton, System Director

Regional Library and Heritage Center • Cape Charles Memorial Library • Chincoteague Island Library • Northampton Free Library

December 2022

Shorecat's New Gallery View Helps with Reader's Advisory

By Charle Ricci, Technical Services Manager

Earlier this Fall, Eastern Shore Public Library's (ESPL) online catalog, ShoreCat, was updated. The new design is clean and modern. The updated view is called "Gallery," because it is visually appealing and full of artful book jacket covers.

ShoreCat now features attractive scrolling displays of both Trending and Just Added items. The display of Trending items highlights library materials that are popular with library patrons. The display of Just Added items provides a snapshot of the new materials that have been cataloged recently. It is very easy to reserve items directly from both of these featured list carousels.

Immediately below these carousels are seasonal and timely book lists curated by ESPL librarians. These themed "rivers" of books are virtual, browsable book displays that highlight special selections from the library's collections. Library patrons can enjoy seeing and reserving these featured titles, even without an in-person visit to a Shore library.

November's featured book rivers include "Thanks and Gratitude", "The Discovery of King Tut's Tomb", "Native American Heritage Month", and "Andrew Carnegie Medal for Excellence Winners".

Popular elements from the previous version of ShoreCat are still available in the updated view. These features include library news, contact information and hours, and useful links to library-related websites.

The ShoreCat catalog can be found by visiting the library's website, espl.org, and clicking on the ShoreCat icon located under "Find Books & More". The catalog is accessible from any computer or mobile device.

To get the most out of ShoreCat, log in with your library card number



DIRECTORS' UPDATE

Tape Measures vs Rulers

In planning for the new regional library, staff have become adept at using tape measures. Sometimes a ruler is used for small scale measuring, but a tape measure is the must use tool for a grander scale of measurement. We need to measure to make sure stuff will fit. A tape measure is compact, but can be expanded as needed for the item being measured. Tape measures are more flexible, transportable; they can be adjusted to meet the need. Imagine carrying around a 24 foot ruler!

As I retire at the end of this month, I feel I am passing the tape measure on to the next administrator for the library system. **With the changes made over the past seven years, ESPL is no longer a short-sighted, stagnant system.** ESPL is much more resilient and able to respond to changes in the community and the world of information. Our ability to respond to the pandemic and the multiple stop-starts of the library construc-

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tion project have demonstrated our flexibility and ingenuity.

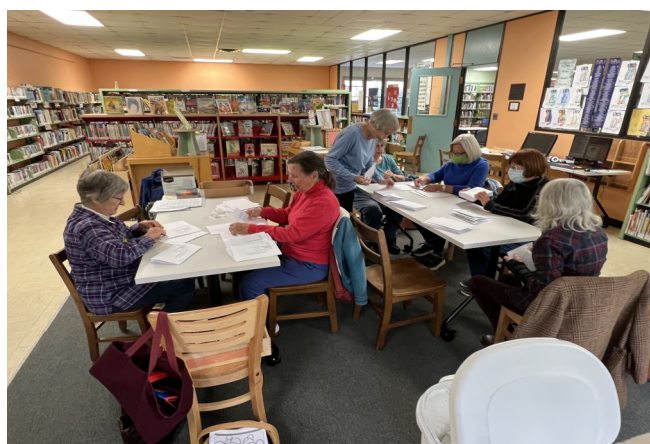
ESPL is much more transparent. Our financial reporting and strategic planning are following best practices. We retained a new auditor and have a more robust, accurate bookkeeping system, following General Accounting Practices. Financial status is now more easily and accurately measured.

Our new websites are easier to access and have not only e-resources, but also administrative information, such as policies and board packets. Our new online catalog, ShoreCat, enables quick e-blast communications to patrons, in addition to easier access to personal library accounts and circulation services. Our social media, advertising, and e-newsletter keep the community up-to-date. We reach out to the community by tabling at community events and giving presentations to community groups. Our pop-up libraries have become popular to young and old.

ESPL expands with new technologies. Our broadband speed was increased to meet the Internet needs of today's patrons. Computers and copiers have been replaced with state-of-the-art models, both for staff and the public. VOIP phone service, which uses the Internet, upgraded phone service while saving thousands of dollars. RFID, an inventory management system pur-

chased with grant funds, will allow for shelf-checkout and improved collection status tracking. Wifi hotspots have been bulk loaned to nonprofits as well as iPads and Chromebooks. New reading and learning formats are available with VOX books, Magster, Great Courses, Walking Classroom, Libby, and Freading.

Services are extended. Staff have targeted underserved citizens, working to meet their information needs. When the pandemic closed our doors, staff jumped to provide curbside pick-up services and creative virtual programs. An online Summer Reading Program was created during the pandemic



ESPL Friends are an active, hardworking volunteer team. We love their help!

and to provide access to children unable to travel to the libraries. E-resources provided by the Library of Virginia have been promoted with social media, press releases, and Niche Academy online tutorials. Wowbrary, Upcoming Bestsellers, and ShoreCat's new features have helped promote a Culture of Reading with reader advisory services. Book giveaways at outreach events have gotten books into the hands of young and future readers. Traveling exhibits from the Virginia Museum of Fine Art, Profiles of Honor, and the Library of Virginia enrich our cultural experiences.



ESPL Grant Update – December 2022

Cara Burton, Library System Director

USDA Rural Development Community Facilities Grant – “Accomac” – Grant funds from USDA have been deposited in ESPL checking account. That grant is complete.

USDA Rural Development Community Facilities Grant – “Parksley2” – This is a new application that will provide 15% matching funds for equipment. Trustees approved start of application. The USDA portion is up to \$50,000. ESPL match would be \$275,000 with a total project cost of \$325,000. NEH funds cannot be used as match, but state, county, and private funds can be. The grant is dubbed “Parksley2” as this is the second USDARD grant for the Parksley location. Burton’s goal is to submit by December 30.

LVA ARPA from Institute of Museum and Library Services (IMLS) –The TalkBox pods on order have arrived! Invoices have been submitted for reimbursement.

NEH Challenge Grant –Pote is submitting a reimbursement request to the ESPL Foundation for expended funds to date. Pote has been enrolled on the NEH grant portal so he can communicate with NEH project managers.

Federal Communications Commission (FCC) –Emergency Connectivity Fund. Awaiting response from eRate consultant as to ability to order additional equipment. Holdup is approval from USAC. J. Collins is to send the two nonprofits requesting equipment the few devices we have in stock.

Director’s Update, Continued from Page 2

What is beyond measure, however, are our staff and volunteers.

We now have multiple professional librarians on staff, and one is a certified archivist. They stay current with professional organizations, webinars, and conferences. All staff receive ongoing training in public service and resources. Strengths are developed and weaknesses receive additional training.

Library volunteers serve many roles with fundraising, advocacy, and hands-on assistance. Our volunteers are also wonderful with nurturing staff and acting as ambassadors in our community.

Do we measure up? Do we fit with the needs of our community? The overwhelming anticipation for our new regional library and all it promises is a testimony for the love of libraries on the Eastern Shore. The patience and support of patrons returning after our ups and downs with pandemic irregularities has been heartening. Being asked to be “at the table” or to attend events makes us feel welcomed. Libraries rule, but we are certainly not just a straight edge wooden stick.

Thank you for all your support in giving me the opportunity to serve our Eastern Shore community and promote a Culture of Reading!



Our new TalkBox! Funded with ARPA funds through the Library of Virginia.

Cara Jane Burton



Heritage Center

Christopher Pote, Heritage Center Manager



The infrastructure in Onley is complete. Telephone, wifi, shelving, workspace, photocopier, etc. is all installed. All the material previously stored in Parksley is now safely in the old Farmers & Merchants Bank space. Seventy-five percent of the archival material from Accomac has been relocated with the remaining material soon to follow. Although labor intensive and time consuming, this move has provided great benefits to me in terms of learning about the collections. Organizing a move and having to physically handle every box forces me to become familiar with the materials. Unlabeled boxes have to be investigated, and “What’s in here?” becomes the unofficial mantra for the day. But questions lead to answers and discovery and all of this work will benefit the researcher in the long run. Thank you, Jazmine Collins, for your invaluable assistance with this most recent move.

For the first time, the entirety of the Heritage Center’s archival holdings are together in the same facility. No longer spread across multiple rooms in multiple facilities, the collections are now together and primed for processing. We have hired Judith Grier as the Archives Assistant, and she is tasked with aiding us integrate the collections. She brings the requisite skillset, having previously worked in archives, and the right temperament to the Heritage Center to help us prepare the collections for research and long-term preservation. Welcome, Judith!

The organization of an archives and a collection can be pictured as an inverted triangle. We want to start large and general and gradually narrow it down to manageable and specific. The first step is to make sure all materials of a particular collection are together. This allows for quick discoverability of materials in processed collections. For each unprocessed collection, it allows us to start doing inventory, creating container lists, and do initial preservation assessments knowing the collection is whole. This first step is complete, and we have actively begun the inventorying of unprocessed collections for greater intellectual control.

The work of identifying new collections and donors remains ongoing. Recent conversations have focused on preserving individuals’ genealogical research and databases. The MileFiles is the most significant in

Welcome Aboard!

ESPL welcomes **Tim Hall** and **Jamie Johnson** to our team as Information Specialists working the public service desks at Accomac and Nassawadox.

Congratulations to **Tiffany Flores** in her new position as Administrative Assistant. A new Youth Services Librarian has been hired and will be announced in January.



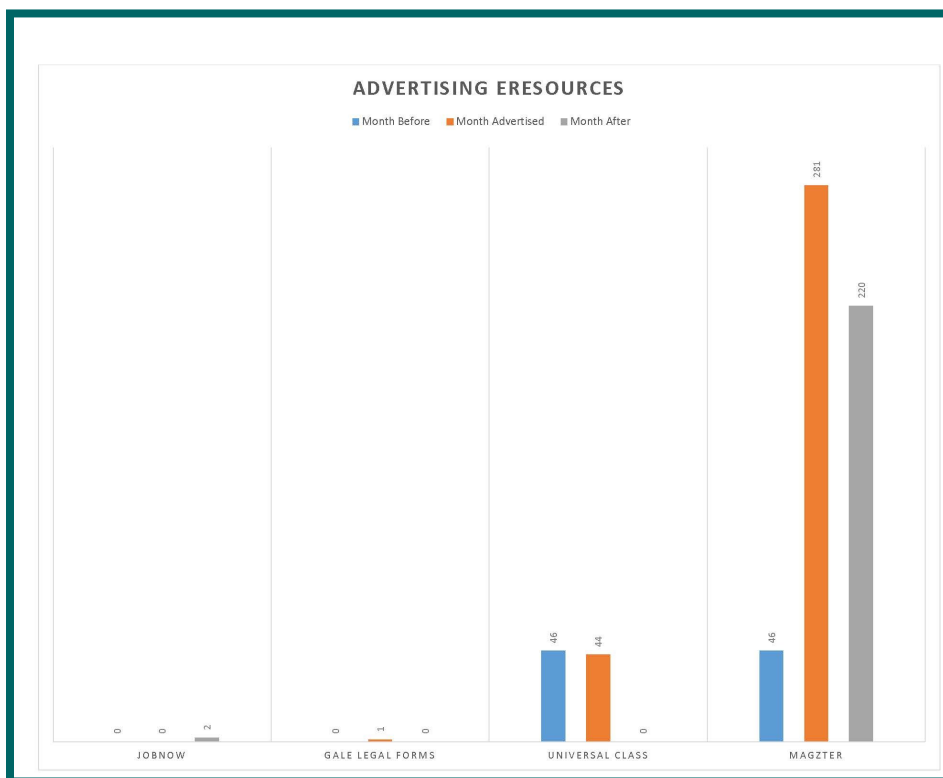
Youth Services

Tiffany Flores, Youth Services Librarian



Throughout the summer, Tiffany advertised one resource a month to see if it would increase usage. The resources advertised were JobNow in June, Gale Legal Forms in August, Universal Class in September, and Magzter in October. After months of gathering data, Tiffany was able to analyze this data. The result was the bar graph pictured. This data showcases a few main points: In most cases, Ads brought higher usage during the month the resource was advertise. Usage dropped off after the ad ended for some resources.

Some resources do well with this advertising method, while others do not. At this point, it is hard to tell if these ads are effective. Resources such as Gale Legal forms and JobNow have a very specific need. It is possible that, when advertised, the community did not have a high need for these resources. Other resources, like Magzter, got a big jump in usage after being advertised quite possibly because our community has a more regular need for this resource. Further data is needed to gain a better sense if we should continue to use Facebook Ads as a form of advertising.



Coming soon!



With the news of the moving delay, there has been a lot of work with rearranging the library and deciding what to do with furniture that was ordered in anticipation of the move. Throughout the month, Tiffany has been working diligently with Paula from MELOS to come up with a plan regarding the furniture. This required many back-and-forth conversations about possible solutions. Fortunately, with the clean-out of the old building, Tiffany will be able to put a good majority of it to use. During the next few months, new and exciting items should be arriving in the space.



MAGZTER
DIGITAL LIBRARY EDITION

By WT Cox Information Services



Technical Services

Charle Ricci, Collection Management and Acquisitions Librarian



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and PIN. Logging in provides access to the Patron Account Dashboard. Library patrons can renew checked out items, create personal book lists, and adjust account settings from the Dashboard. Logging into ShoreCat also makes it easy to request items from the carousels, book rivers, or the catalog in general. Staff are available to assist both in the library and by a phone call to 757-787-3400.





Cape Charles Memorial Library

Sharon Silvey, Library Manager



Cape Charles Memorial Library is gearing up for Festive Fridays – decorating and preparing children’s crafts and activities. We will be participating on December 2 and December 9 and are anticipating visits from families near and far.

The Cape Charles’ community selection for the Town Wide Read is The Cider House Rules by John Irving. First published in 1985, The Cider House Rules is Irving’s sixth novel. Set in rural Maine in the first half of this century, it tells the story of Dr. Wilbur Larch – saint and obstetrician, founder and director of the orphanage in the town of St. Cloud’s, ether addict and abortionist. It is also the story of Dr. Larch’s favorite orphan, Homer Wells, who is never adopted.



CCML has ordered additional copies of The Cider House Rules and library card holders may also download a copy of the book using the Freading app on the Eastern Shore Public Library website (esplva.freeding.com).

Earlier this year, Library assistant Besty Doherty began researching the benefits of having a Seed Library at CCML. Ms. Doherty discovered that, “Seed libraries are designed to disseminate heirloom and locally common seeds/ propagations to the public who will further share plant varieties through ongoing propagation and sharing of seed. Often public library seed programs are successful because they offer a local outlet for heirloom seed/plant varieties and because they offer seeds/plants to everyone.”

With the generous financial support of the Friends of Cape Charles Memorial Library, we are on our way to having a Seed Library! Our goal is to have a seed cart and seed library ready for the Spring of 2023 – stay tuned for updates!



Seed Library at Va. Beach Public Library



Chincoteague Island Library



Historic Downtown

Merchants' Events:

Main Street Trick or Treating on Monday, October 31 from 4 – 7 p.m. Library volunteers handed out candy and gently used books to over 300 children.

Annual Tree Lighting

Ceremony on Saturday, November 26 at 5 p.m.

Following the ceremony held on the library porch, Santa came into the library to ask the children what they want for Christmas. Little Miss Chincoteague, Martha Wilder, and volunteer Connor Lothridge handed out candy canes.

Death By Chocolate will be held Valentine's Day Weekend in February

Search for the Shamrocks will be held St. Patrick's Day Weekend in March.

Chincoteague Chamber of Commerce

Annual Christmas Parade on Saturday, December 3 at 7 p.m. The reviewing stand is held on the front porch of the library, and the judging is held inside the library.

We welcome our new library manager, **Candy Perdue**. She has been busy getting used to the day-to-day operations. From November 14 -19, during our mandatory patron count, 242 people visited the library. Candy reports that we have two new volunteers. And she is ensuring that our new and current volunteers are up to date with circulation procedures. We are looking forward to working with Candy to make our little library the best it can be!

We are pleased to announce the winners of our Basket Raffle: Lynn Badger won the adult basket; Barbara Mimm won the children's basket. We will be having another Basket Raffle to run from February 2023 through Columbus Day Weekend in October. Our three annual fundraising projects: the newsletter/appeal, the Sunset Cruise in June, and the basket raffle, are the main support of our programs and operations.

One of our board members donated two new chairs for our circulation desk. President Paul Miller is busy trying to assemble our new privacy pod. Our two monthly book clubs are thriving. And on Wednesday evening December 7 at 7 p.m., the library will host an Author Night featuring Mike Nixon, author of.

Tales 4 Tots is now being held in the library every Thursday at 10 a.m. until mid-December. On Thursday, November 17 at 11 a.m. we hosted the Chincoteague Elementary Preschool class. Nineteen children, their teacher and chaperones learned about the library from Harriet Longergan, took a tour, listened to two Thanksgiving stories, sang, danced, and made a Thanksgiving booklet.

Our library serves as an anchor for the Robert Reed Downtown Park and participates in many community events.

At our annual meeting, December 9, at 9 a.m., outgoing board members will be thanked, our new board member will be welcomed, and a new slate of officers will be elected.

Submitted by Linda Ryan
On behalf of the Board of Directors



Pictured below are the basket raffle winners,



Pictured below are the CES Preschool class and Santa in the Library



We make the best with bad news...When we learned we were not moving in October, ESPL's Accomac staff got busy. In addition to the decluttering, the office area was reorganized to make workflow more efficient. The move of archives offsite provided a better supply storage room and enabled staff to create a "real" break room that is easier to keep clean and allow for social distancing. We also pulled out new, stored equipment and decided to go ahead and use it.



A Trip to Tangier



Cara Burton, Library System Director, transported double sided shelving, a Library of Virginia traveling exhibit, and borrowed yearbooks to Tangier. The exhibit was displayed in the Tangier Combined School foyer and was seen by many on Election Day. The shelving is for the Muddy Toes Public Library. The yearbooks were scanned and are available to view online along with others due to a Library of Virginia project. Burton was also invited to the Tangier Museum's volunteer appreciation dinner.

