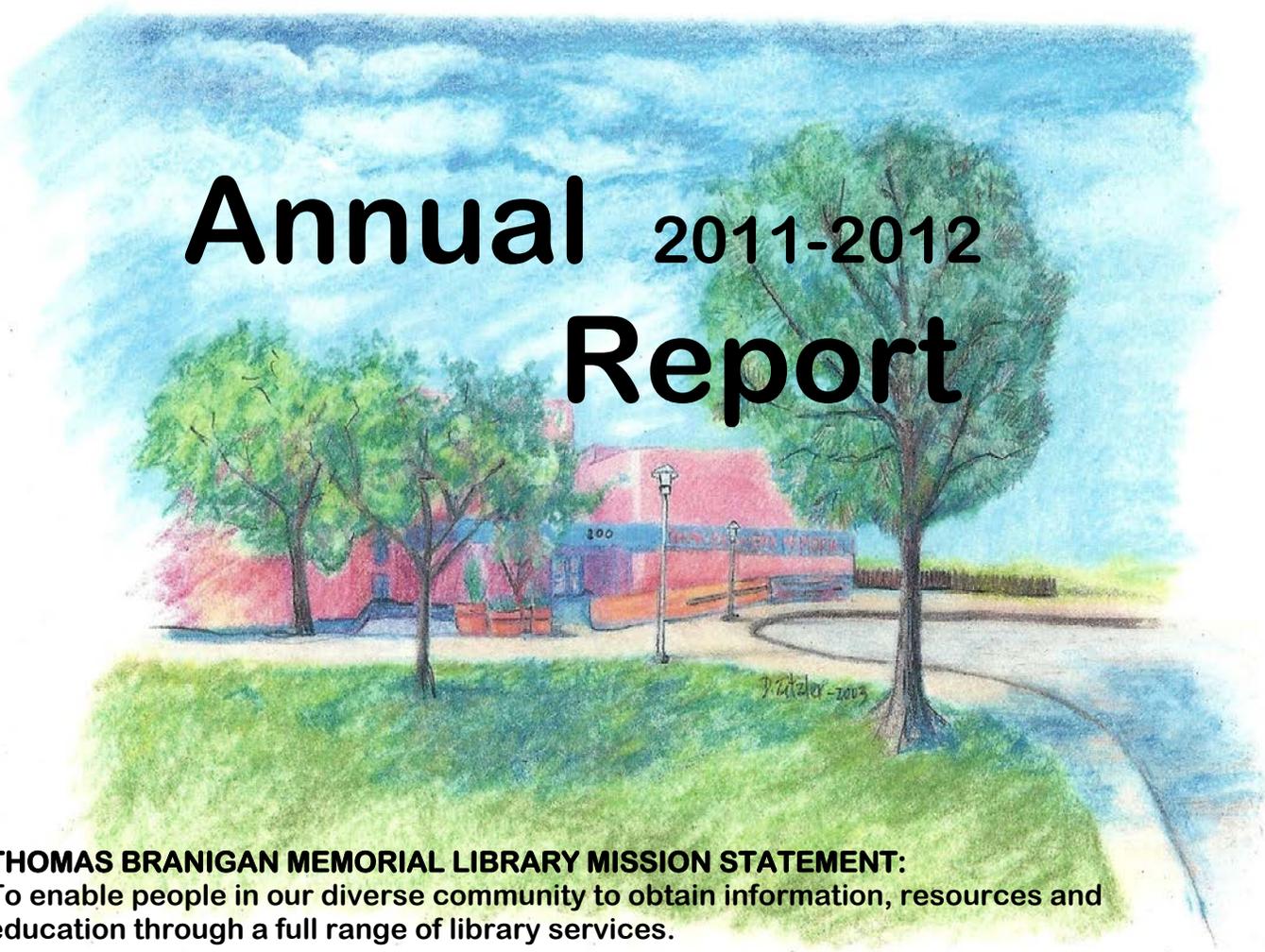




THOMAS  
**BRANIGAN**  
MEMORIAL  
**LIBRARY**

 City of Las Cruces



**Annual** 2011-2012  
**Report**

**THOMAS BRANIGAN MEMORIAL LIBRARY MISSION STATEMENT:**

To enable people in our diverse community to obtain information, resources and education through a full range of library services.



## FROM THE ADMINISTRATOR...



The Branigan Library continues to strive to meet the needs of the citizens of Las Cruces, and as Library Administrator, it gives me great pleasure to share our accomplishments through this Annual Report. The many facets of the public library give us the opportunity to be able to offer more than “just books!”

This past year we have worked with the Dona Ana Genealogical Society by offering meeting room space for their monthly meetings and, in turn, the Genealogy Society volunteers give time back to the library by working with the Genealogy section and the New Mexico Room. Both areas offer a variety of research resources to find family connections and historical facts. Some of the resources available include Census microfilm, Sun News Microfilm and online resources such as Ancestry.com and Heritage Quest databases. The New Mexico Room offers a variety books on New Mexico and the Southwest region.

Lunch & Learn, a joint program between the Library and the Doña Ana County Master Gardeners, is a brownbag lunch hour seminar series on plant and/or nature related topics which meets monthly. Attendance averages about 10-15 per session. Our collection supports many of their projects and activities.

We continually appreciate the wonderful support of the Friends of the Library, who financially support the summer reading programs for children and young adults. The annual summer reading program continues to increase in attendance; this past year, from 629 attendees to 922. Wow! We also continue to offer programs to children on a weekly basis. These include Toddler Time, Mother Goose, Fantastic Fridays, and Rhythm Roundup. We also outreach to Head Start, City of Las Cruces After School Program, and Friday morning story time at Jardin de los Ninos.

When you walk into the library you will notice that we continue to enhance the landscaping around the building (see photos below). We have added a reading garden and will be adding benches in the near future. The third phase will include updating the amphitheater area. Watch for changes in that area in the coming year.

Finally, thank you to the citizens of Las Cruces. We appreciate your continued support of the Thomas Branigan Memorial Library and look forward to seeing you at your next visit!

Lynette Schurdevin





## CUSTOMER SERVICE IS A PRIORITY

Great customer service starts at the Circulation Department at Branigan Library. Twelve full and part-time staff interact with almost everyone who walks through our doors. The busy Circulation Department staff gets materials ready for customers to use, making sure the materials are back on the shelves available for the next customer. However, they also juggle many other responsibilities while attending to library visitors' requests. If you've ever wondered what other things they do, here's a quick overview:

- Check in and check out items
- Register people for library cards
- Update library patron records
- Handle the payment of overdue fines and/or lost materials
- Renew items by phone
- Notify patrons by mail and phone when holds are available
- Process items on hold
- Process book and media repairs
- Process Interlibrary Loan (ILL) requests
- Create innovative and eye-catching exhibits in the library's display cases
- Staff the public computer lab



### During 2011-12

- **577,657** items were borrowed from the library
- **270,969** library guests visited the library
- More than **17,000** questions were answered by the Circulation staff
- More than **5,000** new library cards were issued

While the numbers are impressive, we never fail to remember that our staff is the greatest asset. They perform every day acts of awesome customer service that come from the heart.



Technology has enhanced services at the Circulation Department with the use of self check-out stations. Patrons appreciate the opportunity to be able to check out quickly and in private. As patrons comfortably adjust to this technology, we've seen the numbers grow:

Patrons checked out nearly **280,000** items using the self check-out stations -- a **50%** average use.

### SPECIAL SERVICES

The Circulation Department coordinates the **Homebound Program**. This service is for our residents who are physically unable to get to the Library. Participants can choose traditional print books, books on tape, large print books, and movies to be delivered to them.

- Almost **5,000** library items for Homebound customers were processed by the Circulation Department staff.
- Materials were delivered to library customers' homes by a dedicated crew of 37 volunteers who hit the roads once a week.



The **Books by Mail** Program is another successful service handled by the Circulation Department.

More than **13,000** library items were mailed to city and county residents who were unable to get to the main Library.

### San Andres High School & Library

During September through May, the Circulation staff heads off to San Andres High School in Mesilla, Monday through Thursday, to serve the public who come in after school hours (3 -7 pm) to use the library.

Circulation staff logged over **550** hours at San Andres.





## NOW PLAYING at the MEDIA DEPARTMENT...

Since the early 1990s, the Library's Media Department has been an important service point for entertainment and educational resources. From its humble beginnings of movies on VHS video tapes, the current collection now houses more than **15,000** titles of feature films, nonfiction and foreign films, in DVD and VHS formats.



Movies aren't the only media that has been changed by technology. Audiobooks can now be found in a variety of formats including, playaways, MP3 recordings, and

CDs – we house more than **7,000** titles.



In addition to our movies and audiobooks, an extensive music collection is offered in CD and downloadable formats.

- More than **167,500** audiobooks and movies were checked out.
- More than **2,900** music CDs were checked out

## Two Brand New Services Launched in 2012

- In April 2012, the Library added **Freegal** -- a **music download service** that allows library cardholders to download three songs a week from the entire catalog of Sony Music. Patrons can browse by artist or genre and listen to sample clips.
- Downloadable **eBooks** were launched in June 2012 using a service called "**Freeding**." Library patrons can choose from a database holding over 20,000 titles featuring popular fiction and non-fiction books.





## REFERENCE AND INFORMATION SERVICES

The Library has a total collection of **200,000** items, and features an extensive collection of electronic materials including online databases and electronic books as well as traditional print journals, magazines, and newspapers, which makes for comprehensive reference and information resources.



The Reference Staff has four advanced degreed librarians and a Community Outreach Librarian. Reference services include answering questions, training patrons on computers, creating educational and recreational programs for adults, staff training, and special projects that promote and support lifelong learning in the community. Several factors contribute to our progress: pro-active service by librarians; approachability among the professional staff; dedication to reference staffing; and an increase in visits.

### Accomplishments in 2011-12

- Performed more than **17,800** reference/information transactions
- Conducted a comprehensive review and weeding of the reference collection
- Taught **34** basic computer classes serving **188** individuals
- Continued “Fast Forward New Mexico” classes, teaching 16 classes that reached **50** city residents
- Taught **10** classes on grants/ funding to over **80** people
- Trained staff on health resources
- Trained staff on the newest e-readers (Kindles, Nooks, iPads)
- Produced 9 programs for the Adult Summer Reading Program, with over **70** people participating
- Opened the special collection **New Mexico Room** featuring NM authors and NM and Southwest history
- Updated the library’s website
- Created new displays every month for the public
- Supported/sponsored the Dona Ana County Genealogical Society and contributed a monthly newsletter article
- Assisted with local arrangements for the annual NM Library Association Conference, presented and attended professional development workshops
- Established a Facebook social media site ([www.facebook.com/BraniganLibrary](http://www.facebook.com/BraniganLibrary)); City of Las Cruces Social Media Policy Committee member





## TECHNOLOGY

During the year there were many successful technology upgrades and system implementations that enhanced electronic services to the public. These technology projects made it easier and faster for the public to use the public computers, to search and view materials, and provided more efficient ways to borrow, renew and reserve materials. On the staff side, it made it easier to manage the public computers, update software, troubleshoot connectivity issues, and ensure integration with various electronic services.

### Accomplishments in 2011-12

- There were **69,924** computer logins by library patrons using the public computer lab. The most popular logins library patrons conducted: communication (e-mail, Facebook, etc.); job searching and electronic resume submission; professional development (online classes and tutorials, licensing, etc.); product research; news access; and general research on various topics.
- Six new Windows 7 PCs were installed in the public computer lab, which houses a total of 26 computers.
- Norton Antivirus 2011 was installed on public computers and online public access catalogs (OPACs).
- Six new Dell Vostro laptops were configured for library staff.
- Twenty (20) new staff PCs were installed.
- A new *Smart Access Manager* (SAM) server was installed along with a SAM upgrade. Plus, the SAM server was installed on a new rack in the server room.
- A new Millennium (our integrated library system) server was placed on the public network.
- Implemented Freading eBooks and Freegal Music to make free downloads available to the public.





## YOUTH SERVICES HIGHLIGHTS

- Weekly Preschool Storytime meets throughout the year. Children enjoy picture books, songs, and finger plays.
- “Read to Me Storytime” (ages 3+) features books, songs, finger plays, and puppets.
- Toddler Time Storytime (ages 1-3 years) highlights stories, songs and finger plays.
- Mother Goose Time (a lap sit program) on Wednesday mornings for babies (birth-13 months) and their caregivers.
- Rhythm Roundup for Toddlers on Friday mornings throughout the year. The half hour program includes music and fun movement exercises.
- Fantastic Fridays is a program offered during the school year for children 7-11 years old, featuring stories, activities and crafts.
- A Summer Reading Program is offered for 6 weeks in the summer. The Library generally follows a nationwide theme sponsored by the Collaborative Summer Library Program (CSLP). Each week programs are offered for elementary school aged children and teens.
- Special family programs are also offered throughout the year.



### Accomplishments in 2011-12

- We hosted 509 children’s programs attended by **18,864** participants
- For the 12 to 18 year old audience (young adults), 60 programs were attended by **1,051** participants
- More than **4,531** children’s sessions on the computer were logged in.
- More than **5,640** reference questions were answered in the Children’s Department; in the Young Adult Department over **2,800** reference questions were answered.
- More than **110,000** books were checked out in the Children’s Department
- More than **45,000** books were checked out in the Young Adult Department





## More Highlights

Stocker Early Literacy Grant - We were awarded \$10,000 from the Stocker Foundation and the grant was used to purchase a story time collection and equipment for outreach. We also presented early literacy story times at Jardín de los Niños. At Las Cruces High School workshops were presented on early literacy to teen parents and techniques were modeled with teen parents and their babies.

- The Friends Group purchased two new AWE Early Literacy computer stations in November.
- In April we partnered with NMSU to present NM Centennial Storyteller Joe Hayes at the library for Dia de los Niños. More than 140 people attended.
- As part of the NM Centennial celebration, children made squares for a centennial quilt which was hung on the wall near the circulation desk.



## Updating Children's and YA areas

- In Children's there is a new counter top and re-painted walls next to the restrooms. We also installed a growth chart on the pillar. The ceiling was repainted and the new Children's Information desk arrived.
- In the Young Adult area we purchased new furniture -- a bistro table and stools for the fiction area, two saucer chairs, a mitt chair, five puzzle shaped ottomans, chairs for the tables, and a computer table with computer task chairs.





## **CUSTOMER KUDOS**

Our library continues to evolve into a well-appreciated community hub that's more than "just books." Last year during National Library Week, patrons commented on their library experience by answering this statement..."I belong @ Branigan

Library because..." Here are some of those comments along with what customers tell us throughout the year.

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**I've belonged for 45 years and, despite my age, there's always something new!**

**I think Branigan Library is the best kept secret in Las Cruces. Way to go!!**

**I think you guys do a wonderful job. You guys have the most helpful books ever. Your staff is very nice!**

**Thomas Branigan Library is pretty well stocked and the staff seems very pleasant and informative. As a person who sued the library system in New York City (where I am from) I can tell you this library shines and even compares well to NYPL.**

**Awesome Service – Media, Front Desk, Children's Section, Holds. Thank you Branigan Library!**

**I enjoy coming to this Library. I didn't come to the library much as a child but now I come at least once a week. Friendly, kind people and staff.**

**I think the library is wonderful and that you guys should keep up the good work and not change anything!**

**Wow! This Media section is something else. I may have to move to Las Cruces.**

**The Books by Mail service is the greatest.**

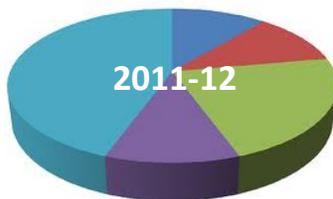
**Love the online service. It's so convenient.**

**It's a human treasure!**

”

**I had not been to the public library in years! Awesome job! I will be back!**

# QUICK FACTS



<b>SALARIES &amp; BENEFITS</b>	<b>\$1,372,178</b>
<b>PRINT MATERIALS (BOOKS &amp; MAGAZINES)</b>	<b>\$ 251,245</b>
<b>ELECTRONIC MATERIALS (DATABASES)</b>	<b>\$ 27,772</b>
<b>ELECTRONIC MATERIALS (MUSIC &amp; eBooks)</b>	<b>\$ 60,650</b>
<b>TOTAL COLLECTION EXPENDITURES</b>	<b>\$ 339,667</b>
<b>OTHER OPERATING EXPENDITURES</b>	<b>\$ 480,074</b>
<b>TOTAL OPERATING BUDGET</b>	<b>\$2,191,919</b>

<b>POPULATION OF SERVICE AREA</b>	<b>120,001</b>
<b>PRINT BOOKS IN COLLECTION</b>	<b>142,957</b>
<b>AUDIO MATERIALS IN COLLECTION</b>	<b>20,693</b>
<b>LICENSED DATABASES PAID FOR BY NM STATE LIBRARY</b>	<b>52</b>
<b>PHYSICAL MAGAZINES/SERIAL SUBSCRIPTIONS</b>	<b>242</b>
<b>TOTAL COMPUTER SESSION LOGINS BY THE PUBLIC</b>	<b>69,924</b>
<b>TOTAL CHILDREN'S &amp; YOUNG ADULT PROGRAMS</b>	<b>574</b>
<b>TOTAL CHILDREN'S &amp; YOUNG ADULT ATTENDANCE</b>	<b>19,758</b>
<b>TOTAL ADULT PROGRAMS</b>	<b>306</b>
<b>TOTAL ADULT PROGRAMS ATTENDANCE</b>	<b>4,319</b>
<b>FTE LIBRARIANS ON STAFF</b>	<b>11</b>
<b>FTE NON-LIBRARIANS ON STAFF</b>	<b>28</b>

## CONTACT INFORMATION



<b>LYNETTE SCHURDEVIN, LIBRARY ADMINISTRATOR</b>	<b>528-4009</b>
<b>CATHERINE CHRISTMANN, YOUTH SERVICES MANAGER</b>	<b>528-4085</b>
<b>RENEE PAYNE, CIRCULATION SUPERVISOR</b>	<b>528-4017</b>
<b>BONNIE HOBBS, TECHNICAL SERVICES MANAGER</b>	<b>528-4035</b>
<b>DAN CARRILLO, ADMINISTRATIVE ASSISTANT</b>	<b>528-4028</b>

### LIBRARY HOURS

#### WINTER HOURS (SEPTEMBER THROUGH MAY)

**MONDAY – THURSDAY, 9 AM TO 8 PM**

**FRIDAY & SATURDAY, 10 AM TO 6 PM**

**SUNDAY, 1 PM TO 5 PM**

#### SUMMER HOURS (JUNE THROUGH AUGUST)

**MONDAY – THURSDAY, 8 AM TO 8 PM**

**FRIDAY, 8 AM TO 6 PM**

**SATURDAY, 10 AM TO 6 PM**

**SUNDAY, CLOSED**

### LIBRARY ADVISORY BOARD MEMBERS

**DEBORA RINDGE, PRESIDENT**

**DIANA L. YOUNGREN, VICE PRESIDENT**

**ELLEN ROBERTS YOUNG, SECRETARY**

**ROBERT BRANSHAW, MEMBER**

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