



# ANNUAL REPORT 2015-2016



## A SNAPSHOT OF THE VALUE OF LIBRARY SERVICES

In fiscal year 2015-16, Thomas Branigan Memorial Library generated \$5,467,715 worth of great public services for the residents of Las Cruces and Dona Ana County.

Here is the break down of how much our patrons saved by using our free services:

**163,293 adult books borrowed**

(Estimated \$15 each; average discounted retail cost of an item)

**\$2,449,395**

**88,662 children's books borrowed**

(Estimated \$17 each; Amazon.com average price)

**\$1,507,254**

**32,312 young adult/teen books borrowed**

(Estimated \$12 each; Amazon.com average price)

**\$399,744**

**19,168 music downloads**

(Estimated \$1 each; iTunes average price)

**\$19,168**

**54,041 computer sessions**

(Estimated \$18/hr; FedEx Office average price)

**\$972,738**

**13,988 program/activity participants**

(Estimated \$7 per person; average cost of a movie)

**\$97,916**

**860 meeting room uses/non-library programs**

(Estimated \$25 per hour)

**\$21,500**

## CHECKING IN... THE YEAR IN REVIEW

Since 1935, Thomas Branigan Memorial Library (TBML) has promoted lifelong learning to our residents by offering equal access to information and knowledge through our many programs and services. The statistics for this fiscal period are noteworthy. However, the bottom line is our service-oriented staff who work together to give the best possible assistance to our customers, as well as a dedicated Library Advisory Board and Friends of TBML that have made this library a credit to our community. I also want to thank our patrons and hope that their every visit to the library is a pleasurable experience and that they will always find books, music, magazines, and more to inspire, entertain and educate.

*Renee Payne Frankel  
Library Administrator*



## PROVIDING SERVICES

### Sage Café Library Express

New hours were established to meet the needs of the East Mesa community, giving rise to library and computer lab usage. Open Tuesday through Friday from 9 am to 2 pm, there were:

- 1,436 library items checked out
- 1,103 visitors
- 1,270 computer sessions

### Munson Senior Center Branch Library

Many Las Cruces senior residents find it easier to check out materials from this convenient location:

- 2,373 library items checked out
- 15,201 visitors

## PROVIDING SERVICES

### Workshops

Our workshops and classes are geared to inform, teach, and enrich lives of all ages. In the last year, we held:

- 292 programs for children; 11,309 participants
- 162 programs for teens; 1,178 participants
- 156 programs for adults; 1,498 participants



### Books To You Homebound Delivery Program

Our dedicated group of volunteers manages the bi-weekly free delivery of materials from selecting and filling requests, checking books in and out, and preparing book bags for delivery to some of our most eager library customers. Staff also assist with processing applications, updating accounts, and answering questions by email and telephone from customers who are experiencing long- and short-term physical challenges. Personal deliveries are made to homes, hospitals, nursing homes, and rehab facilities. Our volunteers are generous with their smiles and willingness to connect with the community.

*5,342 library materials were delivered to people who were homebound.*

A huge thank you to our volunteers who donate their time, energy, and wear and tear on their personal vehicles: Betty Aggson, Casey Ancker, Carol Baker, Anna Chieffo, Verlaine Davies, Rae Gundersen, Jan Hampton, Tina LaMarca, Jeanne Libby, Madelynn Mackin, Millie Mashke, Linda Ott, and Jennifer Terrazas. The volunteers were also instrumental in crafting the new policy for this much-needed program.

### Books-by-Mail Program

The Library selects, packages, and mails library materials to City and County residents who do not have access to a library, lack transportation, or are unable to leave their homes due to a permanent or temporary physical disability. Customers are not charged for this service. Both the City and County assume the financial responsibility for postage costs (sending and returning materials).

*3,068 library materials were sent via USPS.*

## PROVIDING SERVICES

### New Mexico Family Pass

TBML and its library branches offered local residents an opportunity to check out a “family pass” good for free admission to 15 state museums and historic sites. The program was created by the New Mexico Department of Cultural Affairs and the State Library of New Mexico.

*107 checkouts have been recorded.*

### Summer Reading Program

Staff led an outstanding effort to get and keep youth reading all summer. Success was measured with 442 children and 220 teen participants. Children’s programs included 53 programs with 2,375 in attendance. Forty-one teen programs were held with 398 in attendance. Adults also participated with 13 programs and 122 people in attendance. The Summer Movies for kids featured 8 movies with 758 people who attended.





## COMPUTERS AND TECHNOLOGY

### eServices

Electronic resources have been increasing in popularity over the past 3 years. These resources include downloadable eBooks, eAudiobooks, eMusic, and eMagazines primarily for adults.

Usage highlights for the past year:

8,668 downloads of audio eBooks from OneClickdigital

19,168 downloads from Freegal eMusic

1,736 downloads from Zinio Digital Magazines

7,299 downloads from Freading, OneClickdigital and 3M Cloud eBook providers

### Online Learning for Students and Job Seekers

#### Brainfuse

Last year library users were introduced to 24/7 online tutoring and career planning help from *Brainfuse*, an online education portal. This innovative program offers one-to-one tutoring, study skills-building, and career assistance through its HelpNow and JobNow services.

HelpNow caters to the needs of learners of all ages, with live tutors providing interactive feedback on a wide variety of subjects and topics. JobNow provides assistance with every step of a job search. Patrons can get help targeting a new career field as well as receive suggestions for building a resume or writing a cover letter. Trained coaches offer interview tips and will practice relevant interview questions with the user. Patrons also have access to aptitude and placement tests for careers such as electrician, firefighter, commercial driver and many more. Patrons can use *Brainfuse* on the public computers at the library, or any mobile device with the special app. More than 550 visits were made to *Brainfuse* for homework help, skills building, the writing lab, and test center.

#### Transparent Language Online

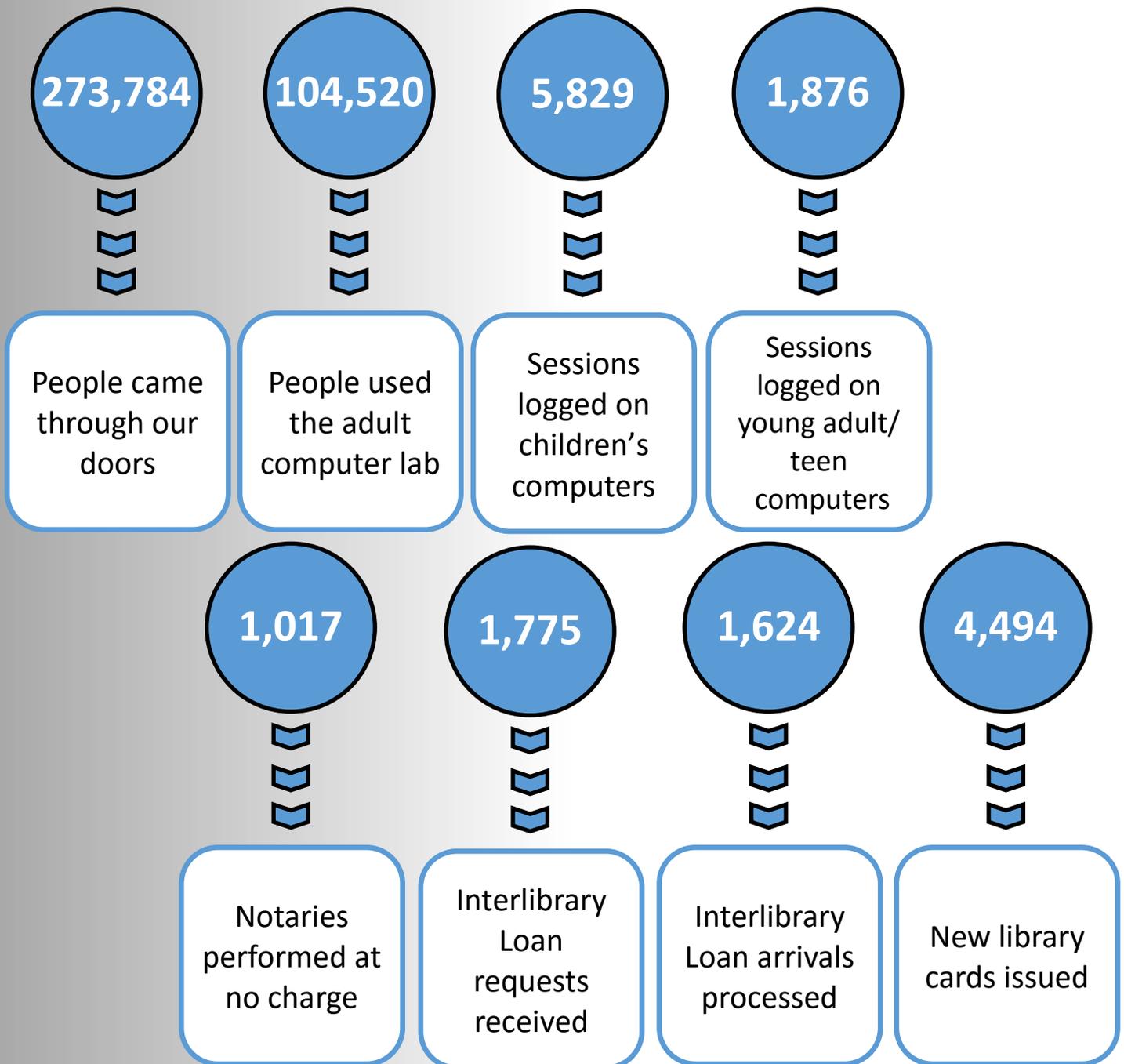
Patrons asked for and received a self-paced way to learn a foreign language with *Transparent Language Online*. With this flexible program, adults can quickly and easily learn 1,500 to 2,000 words and phrases in more than 95 languages. *Transparent Language Online* also has a learning English module for speakers of over 25 languages and it includes intermediate-level immersion courses. Patrons can use the supplemental learning materials and dozens of activities designed to foster rapid learning and maximum retention.

#### Adult Computer Literacy

A total of 35 workshops were offered to the public, including: Basic Introduction to Computers, File Management, Internet for Beginners, iPad Basics, and Windows 10. TBML staff also facilitated Excel workshops for City Staff.

## MORE NUMBERS AT TBML MAIN LIBRARY

Attendance and library usage remains strong at the main library:



### UPGRADES AT THE LIBRARY

In 2014, TBML received State General Obligation (GO) Bond funding dispersed by the New Mexico State Library. We were able to purchase 7 new laptops for use in the public computer training lab in 2015.

GO Bond funding also allowed TBML to upgrade the Roadrunner Room audio-visual equipment. Users should experience better quality presentations.

Library patrons at TBML who use the free WiFi should experience faster connections with the upgrade done in early 2016 and paid for with GO Bond funds.

Thanks to New Mexicans who voted to approve Bond B funding to libraries in the general election!



## SPECIAL RECOGNITION

Our seven Library Advisory Board members reviewed and approved 17 new library policies, including:

- |                                |   |
|--------------------------------|---|
| Use of Public Computers        | Patron Behavior                                 |
| Unattended Children            | Collection Development                          |
| Books by Mail                  | Posting & Distribution of non-Library materials |
| Books to You Homebound Program | Notary Services                                 |
| Filming & Photography          | Cell Phone Use                                  |
| Library Programming            | Study Room                                      |
| Service Animals & Pets         | Young Adult Room                                |
| Volunteers                     | Use of the Library By Minors                    |
| Meeting Rooms                  |   |

The Friends of TBML sponsored their annual book sale and other fundraising events resulting in more than \$7,000 donated to help the Library with shelving, art supplies, subscription to a foreign language online learning program, Summer Movie snacks, furniture, equipment, supplies for children's programming, and participant prizes for the annual Summer Reading Programs.



### Administrative Staff

Library Administrator

Renee Payne Frankel

Library Manager

Catherine Christmann

Library Manager

Bonnie Hobbs

Library Supervisor

Elise Vidal

Outreach Librarian

Mark Pendleton

Administrative Assistant

Dan Carrillo

Library Assistant Senior

Isabel Gomez

### Library Advisory Board\*

Ellen Young, President

Jose Aranda, Vice President

Susan Pinkerton, Secretary

Sue Fletcher, Friends Board Liaison

Sue Patterson, Member

Elsie Eva Ramirez, Member

Sharon Shoemaker, Member

\*Debora Rindge, Vice President (*term ended mid-FY 16*)

Paula Sharon, Member (*term ended mid-FY 16*)

### Friends of TBML Board\*

Dennis Cherry, Current President

Sue Fletcher, Vice-President

Mary Pizzuti, Secretary

Bonnie Poloner, Treasurer

Jo Banks, Membership Chair

Louise Forshaw, Historian

Sandy Miles, Events Chair

Dolores Tellez, Events Co-Chair

Mark Hohnstreiter, Member at Large

Karyn Meyers, Member at Large, Webmaster

\* Don Behnke, Past President (*term ended mid-FY 16*)



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