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THOMAS

# BRANIGAN LIBRARY

MEMORIAL



**Annual Report  
FY 2014-15**

## A LOOK AT BRANIGAN LIBRARY



*The people of Las Cruces and Dona Ana County enjoy Thomas Branigan Library! Come to the Library any day of the week and it's easy to see that. While numbers in this report show achievements, it's our knowledgeable and helpful staff who serve the public efficiently and with a human touch that's so important, too.*

In 2014-15, we asked the community how well the Library did its job. The majority of survey responses rated the Library as doing “excellent to good” in providing information services and in delivering effective customer service. In accordance with our mission to provide lifelong learning and literacy resources for our residents, over 455,500 books were borrowed and usage of eBooks, eAudiobooks, eMusic and eMagazines continued to grow with more than 32,700 items downloaded. The Library’s Internet computers and wireless Internet were in great demand, as well. Job seekers continue using the Library’s Internet access while others use the computers for work, school work, research, social media, word processing and filling out applications. Library staff conducted workshops, one-on-one help and tech help drop-in sessions to teach patrons how to use computers and how to borrow downloadable materials.


The community was again generous to the Library in 2014-15. The Friends of Thomas Branigan Memorial Library’s membership increased this year and we thank them for their continued support of all the Summer Reading programs! Friends’ fund-raising activities included two successful book sales, several popular author book signings, and a gift of \$500 from El Paso Electric for the Children’s Department. Our volunteers also need to be recognized for the time they donate to help keep the library collection organized to provide better library service for the community.


All this would not have been possible without the generous support of the community, our Friends Group, volunteers and staff. Thank you and we look forward to another successful year!


Renee Payne Frankel  
Library Administrator


## COMMUNITY LIBRARY USE BY THE NUMBERS


As these figures show, Branigan Library continues to make free public library services available to the residents of Las Cruces and Doña Ana County. Whether it's information, research, informal education, recreational reading, life skills assistance, entertainment, a meeting place, proctoring an exam, or notarizing a document, we're proud to do our very best to meet our community's library needs.


 From July 1, 2014 to June 30, 2015, the number of Library cardholders increased by almost a third from 50,082 to 66,268


 301,809 people visited the Main Library, the Munson Branch Library and Branigan Express Library at the Sage Café branch.


 Library customers checked out 445,560 items.

 Almost 60%, or 265,621 of those check outs were done at the four self-check out stations

 Reference and Circulation staff answered 76,251 questions.

 102,712 people used the computer lab logging in 77,733 sessions.

 The Library offered 313 children's programs that attracted thousands of kids who brought their adults along, for an attendance of 12,010 people.

 We hosted 90 teen programs with an attendance of 838 people.





*"The library is not only a fun place to go, it's a place to connect, to share, to grow and help others expand their horizons."*


## KIDS AT BRANIGAN LIBRARY




Fun, books and kids go together! Public libraries have a built-in audience with kids and their parents. In the past decade or so, as digital technology spread, more and more children are computer savvy. The numbers below highlight the strong links between children, books and computers.

 95,161 items were checked out from the Children’s Department.

 Children’s Department staff answered 8,187 reference questions.

 The children’s computers were heavily used. Kids logged in 15,704 sessions in the course of the year.

 Over 12,000 children and their caregivers attended 313 programs.



Using the computers



Children’s craft time



Author J.L. Powers and blind artist / illustrator George Mendoza presenting at a children’s program.



Story time with Snow White and Princess Anna



Princess Party at Library Snap Shot Day

## YOUNG ADULTS AT BRANIGAN LIBRARY

This year the Library focused on attracting the typically hard-to-reach teen audience (12 to 18 year olds). Enhanced programming led to increased teen participation.

### Program Highlights 2014-2015

247 teens registered for the annual Summer Reading Program. Educational and fun programs included Video Game Design, playing “Unmask Jeopardy” for prizes, and meeting Valerie Day-Sanchez, author of the *Harlow Whitaker Series*, and Casandra Munoz, author of *The Zan of Zatheran*, at a workshop/creative writing lesson for teens.

Other monthly programs included:

- A Manga and Anime Tea Bash—with sushi!—in September
- October featured a Candy Jar guessing contest with 2 free movie passes as prizes.
- Another popular crafts program in October featured making and decorating Mexican Sugar Skulls.
- In November teens watched *The Hunger Games* and learned how to make a *Mockingjay* pin in time for the new movie.
- In December teens turned old recycled Christmas cards into holiday decorations.
- In a February 2015 craft program, teens used duct tape to make wallets, belts, ties, and bookmarks.
- In April 2015 in honor of National Poetry Month, teens learned about and practiced Blackout Poetry.



### TEEN STATS

- 37,736 young adult (teen) library materials were checked out.
- Teens logged in 2,310 sessions on the young adult computers.
- More than 2,700 reference questions were answered by YA staff.


### Domestic Violence Awareness Month

A t-shirt display made in October 2014 by teens who attended a program sponsored by La Casa, Inc., a non-profit organization providing comprehensive services, including shelter, in order to diminish domestic violence and abuse in all forms.



## ADULT PROGRAMS

Branigan Library has events and classes designed for adults to advance self-help, lifelong learning, literacy, education and recreation. Programs range from author readings, workshops/classes, book groups, and summer reading. Here's a recap of a few of the activities that we sponsored in 2014-15:


 Library staff coordinated over 200 programs that attracted 1,163 adult attendees. Topics included: *Creative Card Making*, paper crafting techniques to make greeting cards; a *Spring Cleaning* workshop on making chores easier; *Duct Tape Workshop* for crafters; *Grain Free Recipe Discussion*; *Guide to Online Grantseeker Resources*; *Service Dogs 101*, an overview on service and therapy dogs; *Escape the Ordinary in the Kitchen*, learning how to choose healthier snacks; *The Traveling Spirit*, tips on planning trips to Ireland, Spain, Germany, Tunisia; *LCFD 101*, presented by the Las Cruces Fire Department; *Discovering Chocolate!* a look at the health effects of chocolate; *Small and Singular Quilts*, presented by the Las Colcheras Quilt Guild.


*Bike enthusiasts and Mayor Miyagishima (3rd from right) gather at Branigan Library to kickoff National Bike Month.*





## More Library Highlights





 **Tech Tent** — The Library began a weekly Tech Tent for patrons needing one-on-one assistance on how to use their e-devices (eReaders, iPads, tablets).

 **Facilities Improvement** — Public restrooms on the first floor for women and men were remodeled.

 **Meeting Rooms** — The Library has three meeting rooms available for use by city, state, community groups, and organizations. More than 1,600 people attended non-library programs.

 **Library Advisory Board** — Ten meetings of the Library Advisory Board were held during FY 2014-15. Board members began a review/update of library policies.

 **Website Redesign** — The City of Las Cruces' website—including the Library's website—underwent a complete makeover. Our staff worked closely with the City's web designers to incorporate user-friendly changes.

 **Public Computer Lab Upgrade** — Library's IT staff upgraded operating hardware, reservation and printing software, to make it easier and faster for customers.









*Participants show off beautifully crafted holiday wreaths.*

## LIFELONG LEARNING AT BRANIGAN LIBRARY


Public libraries today are more than collections of books and magazines. While Branigan Library still owns thousands of books on a wide variety of topics from many areas of human knowledge, we also offer non-traditional resources for our customers:

*“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.”*  
Albert Einstein

-  Learning Express Library, an online suite of electronic resources with an extensive array of educational and career resources in English and Spanish.
-  Branigan Library and all public libraries in New Mexico enjoy a free subscription to *Brainfuse*, another online resource for students and adults needing tutoring, homework help, and job/career resources including live online job coaching, interview tips, and help writing a resume.
-  Basic computer classes — presented by Library staff on a first-come, first-serve basis. Topics covered are: File Management, Basic Internet Skills and Safety, Computer basics, iPads, Microsoft Office programs such as Word, Excel and PowerPoint.
-  Grant seekers can also find help at the Library. We’re a Foundation Center Funding Information Network Library and, as such, offer Foundation Center webinars for persons starting up a non-profit and/or looking for help obtaining grants.
-  Genealogy Collection — Along with print books, the Library also features Internet-based resources such as Heritage Quest Online and Ancestry.com.
-  In addition, the Library partners with community groups and individuals to offer other learning opportunities, ranging from crocheting and knitting classes to seminars on such topics as nutrition, gardening, job hunting strategies, getting a book published and more.

### Electronic Information Services are Rising

Electronic resources are available from within the library and remotely from home. Downloadable services include eBooks, eMagazines, eMusic, and eAudiobooks. Here are a few statistics on growing customer usage:

 5,562 eAudiobooks downloaded  
6,033 eBooks downloaded  
3,935 eMusic songs downloaded  
2,175 eMagazine titles downloaded

## A Big Thank You to...

The Friends of TBML for their generosity! They provided funds for Summer Reading, adult programming and refreshments and prizes for program attendees. They also conducted fund-raising activities including two book sales, donated funds to purchase new computers for the Children’s Department, and sponsored the popular “Celebrate Authors” event.



Friends Board Members: Bonnie Poloner and Jo Banks signing up new members.



The Friends of the Library received a \$500 donation from the El Paso Electric Company, opening a fund drive to purchase more children’s computers. (Left to right) the late Carrol Blevins, then Friends’ Vice-President; Don Behnke, Friends’ President; Ricardo ‘Rico’ Gonzalez, Director of New Mexico External Affairs for El Paso Electric; Renée Payne Frankel, Library Administrator; Catherine Christmann, Youth Services Manager.

## FRIENDS BOARD MEMBERS

Don Behnke, President

Sue Fletcher, Vice-President

Mary Pizzuti, Secretary

Bonnie Poloner, Treasurer

Jo Banks, Membership Chair

Sandy Miles, Event Chair

Louise Forshaw, Historian

Linda Kruger, Co-Historian

Mark Hohnstreiter, Member-at-Large

## Join the Friends!

If you’re interested in helping the Friends of TBML, why not consider becoming a member! There are different levels of membership, ranging from Individuals (\$15) to a Proud Patron (\$1,000).

The Friends of TBML is an independent non-profit organization. To find out more information, please visit their website: [www.libraryfriendslc.org](http://www.libraryfriendslc.org).

To make a donation, please make checks payable to the Friends of Thomas Branigan Memorial Library, PO Box 213, Las Cruces, NM 88004.



## Pictures are worth a thousand words

Here are a few photos that highlight fun moments that Branigan Library staff have shared with patrons and each other in 2014-15.



Here we are at the White Cane Event at DACC and displaying our wares at Archeology Day-Branigan Cultural Center.



Staff warming up the crowd for the annual Childrens' Halloween Parade.



Library staff: (left to right) Ryan Roy, Chris Baumgarn, Carlos Gonzalez, Lanee Lujan and Stephanie Midwood did the Library proud by taking 2nd place in the City's Employee Walking Challenge.



Staff help set up for the ice cream social/block party at Sage Café and entering customers in a raffle contest for great prizes.



Staff get creative *and* competitive — third annual staff Halloween mini-pumpkin decorating contest!



## **CONTACT INFORMATION**

### **LIBRARY ADMINISTRATION**

Renée Payne Frankel, Library Administrator, 528-4017

Catherine Christmann, Public Services & Programming Manager, 528-4085

Bonnie Hobbs, Administration & Support Services Manager, 528-4043

Elise Vidal, Customer Service Supervisor, 541-2098

Dan Carrillo, Administrative Assistant, 528-4028

### **LIBRARY ADVISORY BOARD MEMBERS**

Ellen Young, President

Debora Rindge, Vice President

Susan Pinkerton, Secretary

Sue Fletcher, Friends' Board Liaison

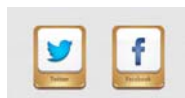
Paula Sharon, Member

José Aranda, Member

Sue Patterson, Member

**Thomas Branigan Memorial Library is located at 200 E. Picacho Ave., Las Cruces, NM.**

**Visit our website at <http://library.las-cruces.org>**



***Our mission is to have a positive impact on our diverse community by  
providing lifelong learning and literacy resources.***