

BRANCHING OUT



Survey Results Published

BRANCH DISTRICT LIBRARY SYSTEM 27 APRIL 2005

2005 User Survey

**Summary
Results Mostly Positive**

Methodology
We wanted to send our surveys to at least 2,000 of our patrons. To achieve this goal, we asked our library automation system vendor, The Library Corporation (TLC), to randomly select from our database 2,000 users who had cards with an "Adult" Patron Type and who had used their library card at least once in the last twelve months. We asked TLC to select addresses of patrons based on the branch listed as their primary branch, and to do so in proportion to that branch's percentage of the total BDLIS circulation.

In addition to these names, we also selected users who had listed an email address in their patron record. We then cross-referenced these against the list that TLC provided to avoid duplication.

Once compiled, we mailed and emailed surveys to 2,000 patrons in the following distribution:

- ◆ Algonsee 76
- ◆ Bronson 364
- ◆ Coldwater 894
- ◆ Quincy 392
- ◆ Sherwood 64
- ◆ Union Twp. 290

Of these 2000, the U.S. Postal Service returned 210 surveys that they were unable to deliver.

Once returned, the survey responses were entered into a database for processing.

**Results
BDLS Results**

- ◆ Total surveys mailed: 480 (23% response rate)
- ◆ Surveys returned by mail: 432
- ◆ Surveys done on the web site: 48
- ◆ Number of BDLIS patrons who use more than one branch: 128 (26%)

Do you use the library?
477 responses

100% Yes 0% No

Do you use the library?

2005 NATIONAL LIBRARY WEEK USER SURVEY 1

During National Library Week in April, a wide sample of library users from all over Branch County were asked to rate the Branch District Library System on a number of issues related to library collections and services. Those results were compiled into a document entitled *2005 User Survey*, available for viewing at every Branch District Library branch location.. Library staff are evaluating survey results to find better ways of meeting the needs and short-

comings expressed by survey respondents. Some requests may take longer than others to fulfill, but work has begun in each department and branch to make the changes needed. A summary version of the survey results can also be found at the library's website: <http://www.branchdistrictlibrary.org>

A publication of
Branch District Library

Algonsee
580-B S. Ray Quincy Rd.
Quincy, MI 49082
517 639-9830

Bronson
207 N. Matteson St.
Bronson, MI 49028
517-369-3785

Coldwater
10 E. Chicago Street
Coldwater, MI 49036
517 278-2341

Quincy
11 N. Main Street
Quincy, MI 49082
517 639-4001

Sherwood
118 Sherman St.
Sherwood, MI 49089
517 741-7976

Union Township
221 N. Broadway
Union City, MI 49094
517 741-5061

Large Print Reader Comes to Coldwater

The Coldwater branch is the recipient of a TeleSensory large print reader sent over from the Bronson branch. Using this machine, visually challenged readers can enlarge the print of anything that will fit on the platform. The large print reader has been used already to enlarge a map and travel guide to London, and it works well on a small items like a cookbook, as you can see in the illustration.

Using the large print reader is as simple as turning on the red switch on the lower right corner of the machine. Text size and focus are controlled by the two large black knobs below the screen. The screen will display both color and black and white images.

The large print reader is located on the ground floor of the Coldwater branch adjacent to the Large Print book collection. If you are a large print reader, or just need some help with small type at times, give the TeleSensory large printer reader a try the next time you visit the library.



Make that small type readable!



Small but mighty

It's a Small Mac Attack!

The Coldwater branch has replaced two of its windows-based public access computers with the new Macintosh minis from Apple. Though tiny in size, these are powerful computers that will allow users to perform all the functions possible with the Windows machines with even better performance in the area of graphics production. They also turn out to be a

better value in terms of performance versus price, so everyone wins!

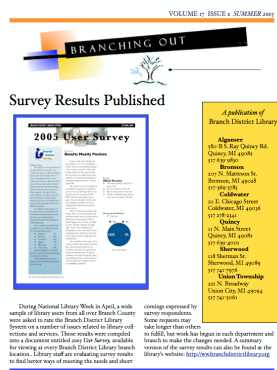
Our two Mac Minis are located near the Reference desk and are both connected to scanners for turning text into computer graphics. Because of their small size, we will be looking to replace some of the library catalog computers with Minis in the near future. If you're looking for something different, take a look.

Our New Look

After a year in its previous layout, the *Branching Out* newsletter is moving to a new look. Encouraged in part by our move to the Macintosh environment for the editor's workstation, the new format is trying to go with the concept that "simpler is better." Emphasizing

colorful illustrations and a more elegant (i.e., simpler) design, we hope you like what you see in this issue and in upcoming editions. As long as we have news to print, we'll keep publishing.

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From the Director's Desk by Bruce Mills

It's summer—I'm just sure of it! Even though it's cloudy and pretty cool outside, the sound of "herds" of kids on the stairs, huge stacks of books being returned and the cacophony of clattering computer keys (whew!) outside my office throughout the day tell me it's summer for sure. Welcome to the busiest season of the year for Branch District Library.

During the time period when you are trying to spend more time relaxing, our library staff is redoubling its efforts to make sure we do our part to make that happen for you. Whether it's one of the latest bestsellers, a current VHS or DVD movie release or even one of our many new large print books selections, we have done our best trying to "gear up" for the time of year when your thoughts center more on recreation and entertainment than rushing madly from place to place for activities and appointments.

If you don't see what you want, either online or when you visit in person, I encourage you to place a

"hold" on the item so you can use it when it is returned. If you are looking for something the library system doesn't have at all, think about using our free interlibrary loan service. We can usually get what you want in less time than you think.

As we told you in our cover story, when we asked you what you want the library to do for you, many of you let us know exactly how we can serve you better. Some of the easier suggestions to implement have been acted upon already. Others may take more time. Some may not be possible at all (increasing parking at the Coldwater branch springs immediately to mind, for some reason). One thing I can promise you, though—summer, winter, spring and fall, all of us at the Branch District Library will be trying to do our best to make sure that your visit, online or in person, will provide you with the informational, recreational or educational materials you need and want. That's our pledge for all seasons.

Staff Profile—Ruth Vanderpool-Omlor by Heidi Rawson**Ruth Vanderpool-Omlor**

was born in Adrian, Michigan. She went to Lakeland Elementary, part of the Coldwater School system, and then to Quincy Community Schools from the 7th grade until she graduated. She has four brothers and one sister. Ruth is married to Mark Omlor and has two children, a daughter and a son.

After high school, Ruth worked for Headstart for 16 years.

During that time, she earned a Child Development Associate's Degree from KCC and Spring Arbor College. She eventually went to work for the Reading Community Schools.

When the position in Reading changed to part time Ruth learned about an opening at the Branch District Library as the Literacy Coordinator. She started that job in August 2001 and the next month added another position here working in Kid's Place. She started school again to work on her Bachelor's degree, which she earned in May of 2005.

Ruth has been instrumental in developing programs in both positions including a multicultural night for families. She loves working with the families and the two positions have melded well together. A project she is working on

for Literacy is to work with local health care providers to make medical care more understandable for residents with low reading skills.

Not being a person to sit around with nothing to do, Ruth has also been very involved with various community organizations. She got involved with the development of the Community Resource Center of Branch County and got Branch District Library's Relay for Life team off the ground. Ruth has also been very active as a Hospice volunteer. She is also on the Employment Training Council (an interagency consortium of people interested in employment issues).

Ruth seems to be able to run circles around most of us here at the Library with her energy level and we are very happy to have her as part of our team.

Summer Programs for Children at Branch District Library

June		
6	Union Twp	Zoomobile 2:00 PM
11	Union Twp	Saturday Fun (9-Noon)
14	Bronson	Drawing Contest — ends July 1
15	Algansee	Storytime (3-5) 2:00 PM (Dragons)
15	Algansee	Storytime (6-10) 3:00 PM (Dragons)
16	Sherwood	Storytime (3-5) 3:00 PM (Dragons)
16	Sherwood	Storytime (6-10) 4:00 PM (Dragons)
18	Union Twp	Saturday Fun (9-Noon)
21	Union Twp	Pete Stobie (Kal. Nature Center) 11:00 AM

June		
25	Union Twp	Saturday Fun (9-Noon)
29	Algansee	Birthday for Michigan's 200th 2 - 3:00 PM
30	Sherwood	Birthday for Michigan's 200th 3 - 4:00 PM

July		
5	Bronson	Magic Club Noon - 3
7	Coldwater	Jim Merrills Juggling 9:00 AM
7	Quincy	"Mr. Jim" Cup Stacking 11:00 AM
8	Bronson	Balloon Animals 1:00 PM
9	Union Twp	Saturday Fun (9-Noon)
12	Quincy	Scholastic Book Fair (continues thru 23rd)

July		
13	Algansee	Storytime (3-5) 2:00 PM (Castles)
13	Algansee	Storytime (6-10) 3:00 PM (Castles)
14	Quincy	Pet Parade 2:00 PM
14	Sherwood	Storytime (3-5) 3:00 PM (Castles)
14	Sherwood	Storytime (6-10) 4:00 PM (Castles)
16	Union Twp	Saturday Fun (9-Noon)
21	Quincy	"Mr. Pete" (Kal. Nature Center) 2:00 PM
22	Bronson	Final Summer Reading Party 1:00 PM
23	Union Twp	Closing Party 1:00 PM



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