

APPENDIX

Library of the Year Nomination Draft – February 2019

Creating A City of Readers

“Create A City of Readers” is much more than just a motto. We strive to embrace this methodology in everything we do. Norfolk Public Library (NPL) became the first free Public Library in the State of Virginia on November 21, 1904, with a membership of 2,712 patrons. Today our patronage has grown to over 55,000. The firsts didn’t stop there! In 2006, NPL became the first Family Place library in Virginia, in 2017 the first in the state to offer the YOUmedia programs to teens, and in 2020, the first library in Virginia to offer a Nature Explorium. We are constantly on the lookout for innovative programming to offer within our branches to better meet our patron needs.

Former Library Director Norman Maas brought the Family Place Library concept to NPL after having implemented the program at previous libraries. He would say, “I had no place to bring my children to play within the city except the McDonalds Play Place.” Family Place is a concept that expands our services to families. It provides opportunities for children and parents to play, learn and grow together---through programs, environments and welcoming spaces. It also helps build healthy communities by nurturing healthy families, support parents as their child’s first and most important teacher and assists adults in preparing their children to enter school ready to read and learn.

Early Literacy Programs

With these ideals in mind, NPL’s Youth Services Department provides superior programming. They are tasked with Strategic Directions to develop powerful early literacy and parent education programs and services; and to enhance the after-school initiative by providing activities for school aged children. Here is where Norfolk Public Library shines!

Under the direction of Terri Raymond, Programs Manager, intensive early literacy curriculums were created. These curriculum-based programs not only teach essential skills needed for school readiness, but they are also a lot of fun! With a philosophy that play is an important entity in learning to read, our Early Literacy programs are designed with plenty of play time built in.

It’s this excellence in Early Literacy programming that allowed Norfolk Public Library to be awarded the 2007 RADM (Rear Admiral) Ben Hacker Literacy Leadership Award by the Literacy Partnership. This award is in recognition for the exemplary program achievement of our Family Place services initiative. As a Family Place Library, we have become centers for early childhood information, parent education, early literacy, socialization, and family support. NPL offers a

special collection in each branch called the Family Resource Center where patrons can easily locate information on parenting and family issues.

Each branch location has a dedicated Youth Associate to provide early literacy, youth and teen programming to the community. 23 training modules were also created along with the curriculum to train our Youth Service Associates and staff. This training ensures that the programming provided at Norfolk Public Library is superior. NPL has provided 6,428 Early Literacy programs over the past 4 years, to 125,289 children.

Some of our award-winning early literacy programs include:

- Babygarten (Birth – 3 years) – fun for babies and parents this 60-minute rhyme and movement intensive program is for our youngest patrons. The program increases phonological awareness, and provides language and vocabulary development through rhymes, fingerplay, songs, and board book reading.
- 1-2-3 Play with Me (1 – 3 years) – a playgroup and fun filled experience for kids, parents and caregivers. Each 60-minute program includes free play, an art activity, circle time, and great resources for parents. We strive to work with community partners to provide information to parents during each play group.
- Toddler Time (2 – 3 years) – an engaging program centered on rhymes, music, movement and books. Toddler Time allows parents to connect with their toddlers while they develop vocabulary, phonological awareness, print motivation, narrative skills and creative expression.
- KinderSTEM (3 – 5 years) – is a fun, interactive program that teaches children colors, shapes, letters, numbers and other basic concepts through group activities, books and hands-on exploration at individual learning stations. Children will learn letter sounds, develop creativity and enhance their problem-solving skills in this exciting concept-rich program.

School Age Programs

We've not forgotten the School Age students! Norfolk Public Library provides meritorious year-round programming for this age group as well. NPL has provided 3,409 School Aged programs since 2015, to 44,577 children. Compared to 2015, we have increased 49% in attendance at these programs!

Some of our School Age programs include:

- Tales to Tails – this program gives struggling school-aged readers an opportunity to improve their literacy skills by sharing stories with reading therapy dogs. The non-judgmental presence of the dogs and their silent appreciation for the written word paves the way for reading success and provides a healthy boost of confidence.

- Build Bash/Maker Mash - Design and build structures using BUILD materials such as Lincoln Logs, Keva Planks, Power Clix, Goobis and more. Kids can let their imaginations go wild and construct amazing creations.
- Learning Edge – students can get the edge on learning with hands-on interactive materials and games.

Teen Programs

Not wanting to leave the teens behind, Norfolk Public Library went on the search for quality programming to offer this age group. In the fall of 2017, we launched YOUmedia – a fun and innovative learning program where teens are invited to Hang Out, Mess Around and Geek Out (HOMAGO)! Norfolk Public Library became the 1st library in the state of Virginia to offer the YOUmedia program. Since then, we have developed 27 YOUmedia rigs that can be checked out by Youth Associates for use in their teen programs. The rigs range from video and music production equipment to circuit and microcomputers, virtual reality to coding, sewing to printmaking and much more. These rigs provide equipment and technology access to young adults throughout the city.

We have also incorporated unique gathering spaces in several of our branches for teens to hang out. Knowing that environment matters and wanting to create destinations at our facilities, these spaces were designed with the teens in mind. Comfortable furniture in bright colors was brought in, and video game systems and dedicated computers were made available. At our Slover Library, the entire 5th floor was turned over to teens, and they have done amazing things ever since!

Some of our other exciting and most popular Teen programs include:

- Book-to-Film – One of the most popular attractions during our Get Your Geek Con included a Room of Peculiarities that was designed by teen members from the Book to Film Program. This group is a twist on your standard book club. Each month they select a book to read, they watch the movie based on the book, then they write scripts of their own to reenact their favorite scenes. These scenes are filmed utilizing our YOUmedia Video Production Rig and uploaded to a special YouTube channel.
- MTS Beat Clinic – In June of 2017, Norfolk Public Library hosted the MTS Beat Clinic. We partnered with Music Theory Studios and two Grammy Award winning super producers, Nottz Raw and Bink. As Hampton Roads natives they were eager to give back to the community through this event. The event included DJ's, dancers, bands, arts & crafts, and more. The event allowed teens to attend music workshops and discussions and offered the chance for beat makers of all ages to compete in a contest for not only a free beat machine, but a private meet and greet with Nottz and Bink!

- **Movin' and Groovin'** – Norfolk Public Library's own Shine Dancers! Teens are invited to get movin' to the beat and build upon the FUNdamentals of hip-hop and jazz with instructor Simone Roseboro. The Shine Dancers have represented NPL at local events and parades.
- **Working with at risk teens** from the Norfolk Juvenile Detention Center, former Youth Associate Patricia Kendalls created a Photography program. The teens were transported to the Blyden Branch from the Norfolk Detention Center, where they were instructed in the proper use of cameras, how to take the best photographs, and how to transpose their photography into artwork. Upon completion of the training, the teen's artwork was placed on display at a public gallery.

With the addition of these fantastic programs, our attendance at programs by teens has increased 72% compared to FY 2015!

School Promo Visits and Outreach

Norfolk Public Library has an objective to increase awareness about library services and activities to the community, both users and non-users alike. One way we do this is by visiting individual classrooms in the Norfolk Public Schools and private schools. During these visits we make a short presentation to students on library services and programming, answer questions regarding the library, and hand out small giveaway items with library card applications to each student. By partnering with the schools, we hope to provide additional resources to students that they may not have access to elsewhere. NPL often participates in outreach events at the schools as well, such as open houses, literacy nights and book fairs. With 70 public and private schools in the City of Norfolk, we have the potential to reach an estimated 52,000 students each year.

Summer Reading Program

When summer rolls around, Norfolk Public Library is right there to help fight the Summer Slide! Our Summer Reading Programs are much more than just reading books. While the goal is to read 20+ minutes a day, we also offer fun activities and programs to keep youth and teens active all summer long. Performances by magicians, musicians, face painters, balloon artists, mad scientists and more take place at every branch through the summer. This past summer, kids had the opportunity to follow a map, or complete a passport, to earn incentives and a grand prize. Each step on the map or passport required a different task to complete; such as: hugging a tree, reading to your younger sibling, helping your parent with chores, building with recycled materials and even a visit to the beach! The goal was to have participants work on civility, movement, STEAM, YOUmedia, nature and literacy activities. With over 1,600 kids registered to participate, and 8,439 attending programs, we think 2018 was a huge success!

Summer Food Program

Each year Norfolk Public Library partners with Norfolk Public Schools to provide free meals to area students in need. The program is designed to ensure children continue to receive nutritious meals when school is not in session. Research has shown that hungry kids are more likely to experience summer slide! Of the 75 branch libraries in Virginia offering a Summer Food Program, NPL is proud to be 10 of those branches! Breakfast and lunch are offered every Friday, with several branches offering meals Monday - Friday. Norfolk Public Library has served 17,021 summer meals in the past 3 years! Parents have expressed their gratitude for the meal program and how it has helped them financially.

Environment Matters!

As part of the Family Place initiative, and in our effort to create libraries as a destination, Norfolk Public Library has incorporated unique features into each of our branches. We are constantly looking for ways to improve our current facilities and to continue developing plans for new building facilities to better accommodate our patrons. We want to create child-friendly spaces, provide adequate technology, and promote environments that help people meet and interact with others in the community.

We are excited to soon be opening a Nature Explorium to all ages! This unique outdoor space will be the first in Virginia when the Richard A. Tucker Memorial Library opens in early 2020. A 5,000 square foot outdoor classroom that will have active learning stations and offers ways to connect learning, literacy, and an appreciation of nature as a regular part of a library visit for children and families. The learning stations will enable children to: Create It, Splash It, Play It, Build It, Grow It, Climb It, Write It, Read it and Dig It. This is a dynamic, nature-based play and learning space that provides a comprehensive nature education in a safe, enclosed environment.

Something that makes Norfolk Public Library unique on the East Coast is our Playscapes. We created something FUN and different. We focus on the early years and make a difference right from the beginning with infants and toddlers. All the equipment in this area is made from soft, padded durable foam. The objects foster hand-brain connections, spatial relations and tactile experiences. This space is not only a safe environment for the children, it is a big support for parents too---they get outside of the house and meet other parents. It's a networking opportunity.

We also offer KidZones - interactive spaces where parents can engage with their children in uninterrupted play and bond with their child. They are a destination outside the home where children can interact with others and learn valuable skills through play. The KidZones provide a platform for parents to connect with other adults and receive invaluable early literacy information. We wanted to provide endless opportunities for play, so we have 12 different

environments. Parents can get in the car and visit 12 different KidZones. We created the variety with different banners, different kitchens and different activity tables.

The Jordan-Newby Anchor Branch at Broad Creek opened this past year. The library was built with a Children's Floor on the first level, and an Adult Floor on the second level. The Children's Department includes a KidZone, Playscape, art & crafts center, meeting rooms, children's book collection, and interactive floor projector for video games, and more! Located next to Richard Bowling Elementary School, the library and school are connected with a private entrance directly into the Children's Floor, making it easy to share resources with the school. On the Adult Floor, you can find a computer lab that is staffed for patron assistance, adult resources and books, and public meeting spaces. This branch also features an outdoor mezzanine for reading and meeting space, as well as an outdoor play area attached to the Children's Floor.

Meeting the Needs of the City

Located in Selden Market next to the Slover Library, our Maker Studio is a brand-new space with a wide range of maker technology. Patrons can discover new ways to create, using 3D printing, laser cutting, sewing, and more. We offer free access on our 4 high-end modeling workstations to SolidWorks and CorelDraw, as well as self-service use of Maker Studio equipment after completing the required orientation. Along with the Maker Studio, Slover Library also offers a Design Studio and a Production Studio.

Patrons can check out a variety of STEAM related equipment at NPL as well. We offer:

- WiFi Wherever - a battery powered mobile hotspot that can be checked out for 3 weeks.
- I Love Virginia State Parks Nature Backpacks - the backpack includes a parking pass for free parking/entrance to all Virginia State Parks, nature guides, a Port-a-bug field observation container, magnifying lens, and a dip net for exploring.
- Magic Fluke Ukuleles - where patrons can learn to play the ukulele using one of the three styles of Magic Fluke Company's ukulele instruments. Each kit- in-a-bag includes a standard cord chart and a tuner. Patrons can also borrow an accompanying instructional book or DVD.
- Orion StarBlast 4.5 Astro Reflector Telescope
- LimoStudio Table Top Photo Photography Kit
- Celestron TetraView LCD Digital Microscope
- Fisher-Price Think & Learn Code-a-pillar Kit
- GoPro Hero Kit
- Orion Scenix 7x50 Binoculars

Norfolk Public Library enhances local history and genealogy resources in the Sargent Memorial Collection(SMC). Housed at the Slover Library, this collection provides resource materials for

individuals conducting local history or genealogical research. The SMC contains a wealth of historical and genealogical research information that focuses on the City of Norfolk, the State of Virginia and surrounding states. The collection also provides material on the Commonwealth of Virginia and histories and census information for states contiguous to Virginia. Most of the materials that are donated are accessible to the public or stored in a special location within the library.

Adult and Family Programming is also offered throughout the year at all our library locations.

Friends of the Norfolk Public Library Events

- Books & Brew
- Metallic Gala

Adult Programs - ~~~ JULIA TO ADD MORE ~~~

- Author Talks
- Concert Series
- “How To Adult”

Family Programs/All Ages

- Pixelfest – “Growing Artists and Programmers Through Love Of Games”. Norfolk's first dedicated gaming festival that has something for everyone: arcades, Minecraft EDU, Smash Tournaments, a Game Jam, Cos Play ...the list goes on. With its dedicated website at www.pixelfest.org, participants can locate all the information they need for the upcoming 2019 event. Pixelfest is the only gaming convention on the East Coast and was developed in partnership with Midnight Status. Each year the event attracts gamers and industry professionals, with annual attendance well over 4,600 participants.
- Get Your Geek Con – Norfolk Public Library celebrates all things geek every summer at Slover Library. The event attracted over 1,200 participants last year! With everything from anime and manga, to light sabers and superheroes, with a costume contest thrown in the mix, Get Your Geek Con is family fun for everyone!

Serving the Military Community

The City of Norfolk is unique in our large military population, with over 81,000 citizens serving the country, which is one-third of our population. In fact, Norfolk Public Library has been serving the military since its inception, even providing books for Admiral Byrd's expedition in 1947 creating the first "branch" at the South Pole.

Mission 22

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Holiday Trees of Honor and Operation Holiday Cheer

The Holiday Trees of Honor have been installed in the 12 branches of Norfolk Public Library during the 2018 Holiday Season. These trees were designed to honor military heroes and First Responders. The trees are decorated in a manner specific to a military branch, organization and NATO.

Operation Holiday Cheer Mailboxes were also present in each branch, allowing patrons to make or write greeting cards to the brave men and women of the U.S. Armed Forces and First Responders. Over 400 cards were collected and delivered by the Hampton Roads Navel Museum to deployed service personnel.

Multiple Departments within NPL worked together to plan and implement this holiday program, from deciding upon themes to purchasing or crafting tree decorations, to logistics of delivering materials to the branches. Once trees were placed in buildings, branch staff members worked alongside military members, First Responders and patrons to decorate the Christmas trees.

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Outreach and Bookmobile Events

Norfolk Public Library is actively involved in outreach and Bookmobile events with the Military Community. We participate in ??? events each year, such as the NEX Holiday Hero Kids and Family event that honors military children and gives them an opportunity to shop for their military family members.

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Inclusive Programing and Accessibility

On July 19, 1921, The Blyden Library opened as the first African America library supported by a municipality in Virginia.

..... Now with the Slover Library, two anchor branch libraries, 10 branches, and the Bookmobile, we have made library services accessible to the entire city.

Multi-Cultural Committee

The Multi-Cultural Committee is headed up by the Blyden Branch Manager, Dudley Colbert. The committee has been tasked with coordinating and promoting system-wide programming that celebrates the diversity of cultures in order to support a caring and inclusive community.

By providing a variety of entertaining and educational multicultural programs, NPL aims to make its citizens aware of the many different cultures that exist not only worldwide, but within our own communities.

Pride Fest Events

Each year Norfolk Public Library presents the LGBT Film Festival at the Slover Library. This event precedes Pride Fest every May. We also attend the Pride Fest at Town Center Park and offer Drag Queen Storytime hours at several branches.

Monthly Celebrations

Month-long programming is scheduled to support various celebrations for different cultural and ethnic groups in our area: Asian-Pacific American Heritage Month, Hispanic Heritage Month, American Indian Heritage Month, and African American Heritage Month. Each year, we also feature individual events such as our Bollywood Film Festival to celebrate Diwali.

TREK for Civility

TREK For Civility is a Norfolk Public Library initiative that encourages our staff to choose courtesy and consideration at every opportunity when interacting with others—at work and in their personal lives. Our goal: to learn, understand and develop the pillars of civility (Tolerance, Respect, Empathy, and Kindness) as habits.

Partnerships Make the Difference!

- Office Ready with Norfolk Works
- Street pianos
- Red Scarf Project and Little Hats/Big Hearts – American Heart Association
- DUC ‘art books in inner city libraries’
- Friends of Norfolk Public Library – Free Little Libraries
- MacArthur 360
- D’Art Center – Selden
- Niche Training
- Ocean View Station Museum at Pretlow
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Statistical Data (update in January 2019 for 2018 data)

- population served: 242,803
 - patrons: 55,068
 - total annual budget: \$11,689,510
 - per capita budget: \$48.13
 - circulation: 802,487
 - percent of the budget spent on materials: 3.8%
 - percent of the budget spent on collection: 17%
 - visits: 1,182,751
 - e-use (in-house and remote if available):
 - number of staff: 248
 - percentage of staff who are professional librarians. 14.1%
-