

More Than a Story



If you've attended a Library storytime, you know reading with children is much more than speaking the words on the page. Reading together builds language, vocabulary and comprehension – and caregivers who engage in Active Reading maximize those rewards.

Goal: Third Grade Readers

In 2014, a National Assessment of Educational Progress report revealed a literacy crisis with local implications: only 40% of third graders in Mecklenburg County were reading at grade level. The Belk Foundation convened concerned representatives from local foundations, businesses, the schools and the Library, and Read Charlotte was born, with a ten-year goal of raising third grade reading proficiency to 80%.

A critical piece of Read Charlotte's strategy is to teach parents and caregivers the importance of Active Reading, to build pre-literacy skills before children enter school. The Library has been a key partner to Read Charlotte from its inception, and as this awareness initiative launches, we are in a unique position to help.

Charlotte Mecklenburg Library will model Active Reading strategies in children's programs, reading support initiatives like Reading Buddies, and Summer Break activities. Also, look for Active Reading workshops for caregivers in Library locations and through Outreach in both English and Spanish. Workshops will provide families with simple tools – and books! – to make the most of time spent (actively) reading at home.

The ABC's of Active Reading

Active Reading can be broken down into three simple steps:



ASK open-ended questions to get children talking about the book. "What do you think will happen next?"



BUILD vocabulary by demonstrating new words. Don't just read "whisper"... actually whisper.



CONNECT to a child's world. Ask what the story makes them think about.

"The Library is a critical partner in the development and implementation of the Active Reading workshops. The benefits of our collaboration will be seen across Mecklenburg County."

MUNRO RICHARDSON, PH.D.
Executive Director, Read Charlotte

The Library will provide

100

Active Reading workshops in 2017, serving

2000 FAMILIES

Each month, active reading strategies will reach nearly 14,000 PARTICIPANTS in 800 Library storytimes.



An outpouring of support from this community led us to meet and far exceed The Leon Levine Foundation match, and our first staff campaign demonstrated that Library employees also love, use, and enthusiastically support this organization.

All of this reinforces our confidence in this community, and illustrates your trust in us. We don't take this lightly. As stewards of your investment, we have a responsibility to be an inclusive, essential, responsive organization. We are grateful for your support and your trust, and we will continue to earn it - every day, for everyone.

Thank you,

LINDA LOCKMAN-BROOKS
Chair, Foundation Board

JENNI GAISBAUER, CFRE
Executive Director

A Show of Confidence

Since our last issue of *Transformations*, so much has happened. *Verse & Vino* and *EpicFest* brought thousands of readers of all ages together to celebrate the joy of books and libraries.



Patrice has always believed Library funding is critical, and she knows firsthand that our Library is a careful steward of both public and private resources. Including the Foundation in her estate plans was an easy decision, because she knows the Library will make good use of her legacy gift.

When Patrice learned about The Leon Levine Foundation match, she was inspired to change the timing. She recalls, "when I heard about the matching gift challenge, I loved that I could double the money. It made perfect sense to move the planned gift up."

With this gift, Patrice joins a growing number of individuals who demonstrate long-term commitment to the Library as members of the Dewey Circle.

To learn more about planned gifts to the Library Foundation, contact Karen Beach at 704-416-0802 or kbeach@cmlibrary.org.

Timing Matters

Patrice Ebert knows the value of the Charlotte Mecklenburg Library. She built her career in Library service, from her 1981 hiring as manager of the Sharon branch (now Morrison Regional) through her retirement in 2012 as systemwide Senior Manager for Library Experiences.



A Delicious Evening with Vivian Howard

Food, family, home, humble ingredients and the power of stories and libraries were all front and center at this year's Carnegie Circle donor appreciation dinner with chef, television personality and cookbook author Vivian Howard. Thanks to all who attended, and to Bank of America and Foundation For The Carolinas for their event support.

The Carnegie Circle honors donors who make annual gifts of \$1,000 or more. Over the last four years, this group has grown by 87%, reflecting our community's generosity and commitment to the Library. To learn more, contact Teleia White at 704-416-0803 or twhite@cmlibrary.org.



The Leon Levine Foundation Match by the Numbers

- ♥ \$209,212 in qualifying gifts + \$100,000 matched = \$309,212 raised
- ♥ 844 donors responded
- ♥ 202 lapsed donors returned
- ♥ 537 new donors made gifts
- ♥ 82% of Library staff contributed



In Libraries We Trust

In our information-filled world, it's tricky to sort fact from fiction or opinion. Now more than ever, people of all ages are turning to the Library for guidance.

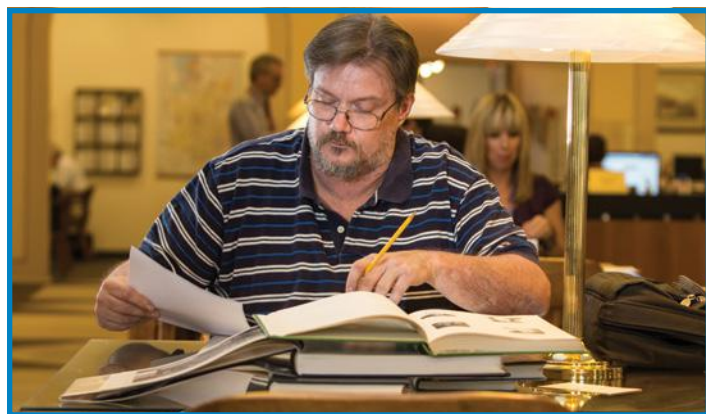
No Agenda

Information literacy is one of a librarian's most critical skills – and one everyone can learn. Librarians are formally trained to identify reliable (and spot unreliable) sources of information, and to help the public navigate an overwhelming media landscape. Dave Sniffin, the Library's Adult Services Coordinator, points out there are very few places to get completely unbiased information. Sniffin reminds customers, "librarians have no agenda other than inclusion and information. We never judge questions – we just help find the answers."

Growing Up Online

Library staff have noted a steady uptick in inquiries from students about reliable sources for research, as teachers are increasingly cautious about internet research. The Library's Teen Services department incorporates the basics of information literacy into Library overviews for school groups and individuals. Teens learn to distinguish between trusted websites that end with .gov or .edu and their counterparts with addresses that can be purchased and may be deceptive. The Library is working with CMS to educate students and teachers about how to find, use and cite the many vetted and verified Library resources available with a library card or a ONE Access account linked to a school ID.

Emily Nanney, the Library's Children's Services Coordinator, notes "children today are growing up with online resources, and it's our obligation to teach them to examine sources. Media literacy is a skill they'll need throughout their lives." Library staff regularly educate families and teachers about the difference between a Google search which can turn up anything, and using the Library's digital resources. Valuable subscription databases like PowerKnowledge and Lands and Peoples Online cite primary sources, have up-to-date facts, and incorporate interactivity like live webcams and video. Library databases for all ages are developed by experts and educators – and best of all, they're homework approved!



Tips for Everyone

Information literacy is the ability to locate, evaluate, and effectively use information.

- 1 Consider the source. Seek out reporting that is consistently as objective as possible.
- 2 Check the date an article was published and last updated. "Fake news" or opinions are often undated.
- 3 Research the author. If none is listed, that's a red flag.
- 4 Avoid social media as a source of news. Rumors spread quickly, and it is difficult to identify the origin of information.
- 5 Ask questions. Dig deeper if something doesn't make sense.
- 6 Diversify! News from multiple, unrelated sources can help you form your own opinion.
- 7 Explore verified Library resources at cmlibrary.org/resources.



"I bring my students to the Library every year for an assignment that requires them to use and cite primary sources for a research project. Finding old articles on microfiche or a bound map from 1925 is magical – it makes history real and gives the information context. Graduates consistently tell me that the skills they learn from that Library visit help them all the way through college."

BETH ROBINSON
Woodlawn School teacher and Library user



Donor Voices

CHARLOTTE MECKLENBURG LIBRARY FOUNDATION

310 N. Tryon St.
Charlotte, NC 28202

“ Our kids love books and keep us in the Library a lot! When we baked extra holiday cookies, a sale to benefit the Library seemed like a great idea. I think the Library bake sale will be an annual neighborhood tradition. ”

LINDY GLASS

Parent and Davidson Library user

“ Reading has given me immense pleasure all my life. At 95, I am no longer able to read, but I donate to say thank you, and to help the Library further its mission to provide others the opportunity to read, learn, and appreciate the value of the printed word. ”

LUCILE REA DEMPSEY

Grew up near Matthews Library, now lives in Massachusetts

“ I moved to Charlotte and became a customer of the Library in 1990. Some of my fondest memories include storytime and puppet shows with my children, meeting author Sid Fleischman with my son, and using Library resources to study for the GRE and my Masters in Library Science degree. Today I’m an employee but I’m also a customer, and that’s why I donate to the Library Foundation. ”

ANNE MASTERS

Branch Manager, Sugar Creek location

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Melanie Baron, Marketing and Communications Specialist

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Events...

64U Books for Kids, a WAXN-sponsored book drive

Through April 21, 2017

64ubooksforkids.com

University City Wine Festival

To benefit literacy programs at University City and Sugar Creek locations

April 22, 2017

universitycitywinefest.org

Book Sale at Town Day

Saturday, May 6, 2017

Davidson Library

foundation.cmlibrary.org/events/pop-book-sale

Verse & Vino

Thursday, November 2, 2017

Charlotte Convention Center

foundation.cmlibrary.org/events/verse-vino-2017

EpicFest

Saturday, November 4, 2017

ImaginOn: The Joe & Joan Martin Center

foundation.cmlibrary.org/events/epicfest-literary-festival-2017



For the latest event information, visit foundation.cmlibrary.org.