

Yankton Community Library Annual Summary 2011

Narrative:

The mission of the Yankton Community Library is to uphold the public's freedom of access to information by providing a dynamic collection in a variety of formats and technologies, and responding to the needs of the community through timely services and programs.

In looking back at 2011, it is apparent that our mission statement was always a part of our planning process as we looked at both services and programs for the community. We continue to keep books at The Center, making them accessible to those who use the facility. Our outreach program to the elderly remains consistent as we both lose and gain new people throughout the year. We visit nineteen day cares bi-weekly, delivering library books and reading to the children. Our interlibrary loan service is always active with numbers remaining about the same.

We added more book bags to our collection in 2011 and now have a total of 26. We purchase ten books of the same title, add an author biography and discussion questions to the bag, and loan them to book clubs in our community and to other libraries.

Food for Fines is still a popular monthly service. During nine days each month, one item is selected that patrons can donate to erase fines from their cards. These items are then donated to the Contact Center. We continue to have our sock tree each December. In 2011, we collected 1,739 items that went to the Contact Center.

We continue to see an increase in the number of people who bring in their laptops and use our WiFi service. Some are traveling through our area, but many are residents that use this service on a daily or weekly basis.

The library has also seen an increase in the number of tests we proctor as many students are required to take tests online. We make our hour computers available free of charge as well as the service of proctoring.

Our two book clubs still meet and are slowly growing in numbers. One of these meets in the afternoon and one in the evening. We also provide the meeting room to a third book club that meets in the morning.

We held South Dakota Humanities Council book programs throughout the year and two programs in partnership with Majestic Bluffs. During this partnership, we read and discussed *On the Homefront*. We brought in Lilah Pengra, a Humanities speaker who presented her program "The Stories Behind the Stories." In October, we hosted a Humanities discussion of the Stephen

E. Ambrose book *The Wild Blue: The Men and Boys Who Flew the B-24's Over Germany*. Rich Loftus provided pictures and stories from the meeting of George McGovern, a pilot from the book, and author Stephen Ambrose at the time the book was published.

We continue to partner with Southeast Job Link to offer computer classes for adults. These are always well attended and focus on the Internet, Microsoft Word applications, e-mail and digital cameras. This is a very good partnership as Southeast provides the lab and instructor, and the library takes the registrations and markets the classes.

Our summer reading program had more children involved in 2011 than previous years, with more attending the activities and reading more minutes. Our "store" that allows children to read minutes and be awarded "book bucks" that they can spend, continues to be very popular. We reached out to the community, getting businesses, organizations and individuals to donate to the program through cash, store items, or sponsoring a program. We offered a hot air balloonist and a magician as our special programs.

For the first time, we focused on adult summer reading programs and had a coffee tasting and a tea tasting program. Both had limits to the class size and both filled quickly.

One of the highlights for the children's programs was our two "Fancy Nancy" parties. Forty guests, children and caregivers, were able to come to each party where they heard a Fancy Nancy story, learned party manners and had a lunch with decorated tables and fancy dishes. Children and staff were dressed in "fancy" dresses and tiaras.

During National Library Week, we held Dinosaurumpus, a Dora and Diego fiesta, and one Fancy Nancy party for children. We also hosted receptions for our library volunteers and for all of the Yankton librarians. Library workers from the schools, Mount Marty College and Avera Sacred Heart were our guests.

We again partnered with Parks & Recreation to sponsor Parents' Night Out in December. Library staff read Christmas stories and we provided two holiday crafts; Parks & Rec provided gym and pool supervisors. We charged \$5 per child and purchased pizza and drinks for the kids. We had 40 in attendance and received very positive comments on the evening.

Story time continues to be held three times per week. Attendance is up dramatically and we hear many positive comments from parents. This year, we added a new program, Toddler Time, for children ages one year and up. It is the next step after Baby and Me lap sit before children are old enough for story time. It is very fun to watch the infants and moms during the session and listen to the moms socialize after the story times are over. The library is their "gathering place."

Weeding old materials from our collection is an ongoing process. We focused on books on cassette tape and videocassettes as fewer people are checking them out and we needed to make room for more books on CD and movies on DVD.

Marketing in general is a concern. I write a monthly column for *The Press & Dakotan* and press releases in advance of events; we do the KYNT Morning Coffee radio show once a month; we make posters, bookmarks, bulletin boards and send letters to parents. We travel to schools to present program information. We keep our web site up-to-date and we are on FaceBook where I post our events daily along with short reviews of materials. We publish a list of new materials in *The Press and Dakotan* on a weekly basis and also have this available on the web site.

The Library Task Force has completed a good share of its objectives. We completed a needs assessment of the library and sponsored focus groups, an online survey and a door-to-door survey. All of the information we gathered was compiled by District III and we now have a PowerPoint presentation that addresses the space needs of the library. I give this presentation to service organizations and anyone who is interested. Three library tours are scheduled monthly so that people can walk through the library and have the spaced needs explained to them, but these are never well attended.

We continue to be a host site for one Mount Marty work study person per semester who spends all of her time with the children's librarian helping with story time crafts, summer reading, and young adult projects. We have two senior citizens who each volunteer four hours a week. The Retired Senior Volunteer Program also furnishes us with three volunteers who travel to day cares every week and others as we need them for special projects. We very much appreciate all of these volunteers.

The State Library was able to negotiate a contract with OverDrive, a downloadable book service, which was available to us in March. We are an Advantage Library which allows us to purchase books for only our patrons with extra funds we put into the program. Our patrons have access to both the general consortium collection and the Yankton Advantage Library collection. During 2011, the consortium composed of nineteen libraries purchased 441 audiobooks and 844 eBooks. Our library added 13 audiobooks and 10 eBooks for our patrons. That means the total number of titles our patrons have access to are 454 audiobooks and 854 eBooks.

We also subscribe to TumbleBooks which is an online book service for young children through young adults. There are a total of 349 titles in this collection that can be either viewed online or downloaded to patron devices.

Becky Pittenger, our children’s librarian, was awarded the South Dakota Library Association’s New Librarian of the Year at the SDLA Conference. In celebration of her award and all she has done in the children’s area of the library, we held a reception for her.

In May, I attended the Library Journal Design Workshop in Minneapolis, Minnesota. The first afternoon and evening were spent touring several new libraries in the metropolitan area. On the second day, a design workshop for building and renovating libraries and library spaces was presented by Library Journal. It was a great way to see examples of the “building green” trend as all of the new libraries included many “green” features.

We were unable to get an increase in county funding but will continue to request this as the number of county cards rises every year.

2011 Statistical Data:

Our notary on staff signed and stamped forty documents.

The meeting room uses totaled 465 uses of 898.5 hours.

The study room was used 224 times for a total of 413 hours.

Computer usage: 22,002 half hour and 5,175hour users, for a total of 28,167 computer users.

Traffic count was 163,468 for the year.

The following are our collection additions and withdrawals for 2011:

2011 Additions	Adult	Young Adult	Junior	Easy	Total
	2,723	448	614	681	4,566

2011 Withdrawals	Adult	Young Adult	Junior	Easy	Total
	4,274	120	723	534	5,651

The following are the circulation statistics for 2011:	Adult	Juvenile
Fiction	46,116	39,010
Nonfiction	17,550	12,109
VHS	1,172	509
DVD	24,444	9,129
Audiobooks	9,550	2,677
Other AV	2,836	0
ILL	3,015	1,004
Magazines	1,914	52
Total	106,597	64,490

Total 2011 Circulation: 171,087