

Yankton Community Library Annual Summary 2013

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 2013, 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 has grown as we added another location. The number of outreach patients varies but we remain fairly consistent with around thirty-five. We visit ten licensed day cares bi-weekly, delivering library books and reading to the children. Our interlibrary loan service is always active with an increase in items both loaned and borrowed.

We added more book bags to our collection in 2013 and now have a total of 42. 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.

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 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.

Our summer reading program had more children involved in 2013 than previous years, with more attending the activities and reading more minutes. We broke our own record of reading minutes by 167,900 more minutes this year. Total minutes read were 873,900. Our "store" that allows children to read minutes and be awarded "book bucks" that they can spend, continues to be very popular. We reach 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 puppeteer, a concert and a cheerleading clinic as special programs in June and July and hosted a myriad of speakers that both informed and entertained children during our daily programs. Through the Yankton County Extension Program, we offered a babysitting clinic for teens. This was well attended also.

Our adult summer reading program grew with special programs and incentives. We partnered with the Dakota Territorial Museum and offered a cemetery tour with 84 participants. Other well-received programs were a composting class, a quilts and the Underground Railroad presentation and a de-cluttering class.

Other special adult programs that were held in 2013 were:

- One Book South Dakota discussion and author presentation
- Author talks and book signings by several authors, some who were local/regional
- Call of Dudy, the Czech bagpiper
- Civilian Conservation Corps (CCC) program
- Friends of the Library's Gourmet Guys

We continued to hold the following classes: Intro to Facebook, Intro to Pinterest, Advanced Facebook, Kindle 101 and Nook 101. Several sessions of each of these classes were held and very well attended. We then moved into the "Book A Librarian" program that allowed patrons to book time with librarians to get one-on-one help with their devices and computer applications.

Two new family programs that took place in 2013 were two sessions of the *Bully* documentary that was followed by a discussion facilitated by a counselor and police officer. During one of the sessions, the public school also provided valuable input. Drop Everything and Read (D.E.A.R.) day in celebration of author Beverly Cleary's birthday was held in April. We offered a comfy reading chair to City employees and Commissioners, Library Board of Trustee members and the general public to fill our "reading chair" the entire time we were open on April 12.

Story time continues to be held three times per week with Baby and Me lap sit and toddler time each being held once per week. Attendance continues to rise and we hear many positive comments from parents. It is exciting 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."

During National Library Week, we hosted the following activities: a Meet and Greet for our new City Manager, staff readings from *Letters from Birmingham Jail*, duct tape art, "Reflections on Bob Karolevitz" and "An Evening with South Dakota poet Patrick Hicks."

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 provides 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 library participated in the Riverboat Days parade for the third time. While we did not bring home a trophy, we find it is a great team building opportunity for the staff and a great marketing tool for the library.

Food for Fines is still a popular monthly service. During ten 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 during the entire month of December. In 2013, we collected 2,086 items that went to the Contact Center. This was almost double the number of items from 2012.

South Dakota Titles To Go..., OverDrive, our downloadable eBook service, saw a drastic increase in activity with 6,897 circulations.

We also subscribe to TumbleBooks which is an online book service for young children through young adults. These titles can be either viewed online or downloaded to patron devices. Our 2013 circulation for TumbleBooks was 10,338, almost five times that of the previous year. We know that elementary schools are taking advantage of this service for their students.

Our notary on staff notarized 58 documents in 2013.

A major project for the year was doing a complete inventory of all library items. This was a six month process that allowed us to understand what items we currently hold and expunge old records from our database. We were pleasantly surprised at our findings that our database was in very good shape. This also helped us reorder core items that were missing, thereby improving the condition of our collection.

We removed all VHS movies and books on tape from our collection as most people have moved to DVDs and books on CD. This enabled us to move two empty shelving units to the children's area and purchase additional audio book shelving to better display these collections.

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, and bulletin board displays. We travel to schools to present program information. Our web site is up-to-date and we are on Facebook and Twitter. 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. We continue to send out a monthly electronic newsletter. Still, I know we are not reaching everyone and I continue to research new tools for marketing.

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.