

Yankton Community Library Annual Summary 2015

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 2015, 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. The number of elderly outreach patrons 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.

We continue to add book bags to our collection and now have a total of 49. 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 continues to proctor tests for students who are required to take tests online. In 2015, we proctored 119 tests. 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 continues to be popular with preschool through elementary children. Teens volunteered at many of the children's programs as well as attending their own programs. We used a new way of tracking reading minutes this year with minutes read totaling 373,000. 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 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 and LEGO Robotics.

Our adult summer reading program grew in both participants and program numbers this year. We once again partnered with the Dakota Territorial Museum and Lewis & Clark Theatre and offered a cemetery walk. Dave Hosmer led a Salute to World War II Veterans and we offered other speakers and activities as well.

Other special adult programs that were held in 2015 were:

- One Book South Dakota discussion and author presentation
- Author talks and book signings by several authors, some who were local/regional
- Open house and ice cream social in conjunction with the Robert Karolevitz pictorial display.

We continued to hold the following classes: Intro to Facebook, Advanced Facebook, eBooks 101, and monthly craft classes. Several sessions of each of these classes were held and well attended. The Yankton High School National Honor Society students volunteer at the library twice a month during the school year in our Teen Tech Tutor program. The library registers people for thirty minute one-on-one sessions and the teens meet with them and walk them through technology challenges the adults are experiencing.

We held Drop Everything and Read (D.E.A.R.) day in celebration of author Beverly Cleary's birthday 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 10. Thirty participated in this event.

Story time is held three times per week and we offer a morning and evening toddler time on Tuesdays. Attendance continues to rise and we hear many positive comments from parents. It is exciting to watch the infants and moms during the sensory play sessions after the morning story times. The children enjoy the hands-on activities.

During National Library Week, we hosted the following activities: pajama party story and toddler times, YHS student book sculptures, Minute-To-Win-It contests, and an author talk/book signing by Angela Veseley who wrote *Not What We Were Expecting*.

The most exciting new program for us is our partnership in the Yankton Seed Library. This was started by the library. Many community partners were invited to join the committee. From this committee, the Yankton Seed Library was "born" with the seed cabinet housed at the Yankton Community Library. This is also where the classes, which are taught by Master Gardeners, are held.

The library participated in the Riverboat Days parade for the fifth time. This activity is a great staff team building opportunity and a great marketing tool for the library.

We continue to be a host site for one Mount Marty work study person per semester who spends all of her time with the youth services 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.

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 2015, we collected 1,585 items that went to the Contact Center.

South Dakota Titles To Go..., OverDrive, our downloadable eBook service, continues to see a monthly increase in circulations. Through the South Dakota Digital Group, we are now offering a second group of downloadable books, downloadable magazines, and downloadable movies.

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 2015 circulation for TumbleBooks was 3,330. We know that elementary schools are taking advantage of this service for their students.

A major project for the year was implementing our new circulation software, Atrium. We launched our new system in March and are very happy with our choice. It is much more user friendly for both patrons and staff. We continue to struggle with interlibrary loans since our migration as libraries across the state are no longer on the same circulation systems. This problem should be solved soon as the South Dakota State Library purchased an overlay that will allow us to see what items other libraries across the state own so that we can borrow from and loan to them.

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 did receive a \$4,000 increase in county funding for 2016.