

Yankton Community Library Annual Summary 2009

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 2009, 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 remains consistent as we both lose and add new people throughout the year. Our interlibrary loan service also continues to grow.

A new service that we provided this year was Food for Fines whereby patrons could, one week every month, bring a particular item to the library to pay off fines on their cards. The donations were taken to the Contact Center, increasing the inventory on their shelves that was in turn given out to people in need. Through this program, we have kept more cards "clean," enabling patrons to continue to check out materials once their fines are erased. We continue with the sock tree in December as it is always very popular. An additional benefit we have found is that people bring items whether even if their cards are clean.

The library ordered red and black books bags with the City logo and the Yankton Community Library name on them. We charge patrons \$5.00 for these bags which gives us a nice profit enabling us to tuck a bit of money into the trust fund with each order. Patrons have purchased them for personal use and for gifts and they love them. It is yet another way to market the library as I see them throughout the community.

Another great service is our WiFi access. We continue to see an increase in the number of people who bring in their laptops and use our WiFi. Some are traveling through our area, but many are residents that use this service on a daily or weekly basis. These numbers will continue to increase as time goes by.

The library is also proctoring more tests than before. This service, too, continues to increase as many students are required to take tests online and we make our hour computers available to

Our programs expanded this year. Two new book clubs for adults were formed. One meets during the day and the other in the evening. The afternoon book club has more attending with

many of the members being retired. The evening club is growing very slowly but they are determined to continue as they enjoy it.

We held three South Dakota Humanities Council book programs throughout the year. During the spring, we changed direction and chose the "Comfort Food" theme, reading two books, watching both movies, and having a guest speaker in as well as a potluck of favorite comfort foods. During the summer, we read The Big Read book. It was not as well received because of the content but the discussion was good. In October, we participated in One Book South Dakota with a discussion of the state's chosen book. This was very well received and our attendance was high.

We held a spring class that was put on by Master Gardeners and focused on planting from seeds. We also held a class on bluebirds and how to watch and care for them. Our third class nature class was holiday wreath making, which was very popular once again.

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.

Our summer reading program had more children involved this year, with more attending the activities and reading more minutes. This was due to the "store" that was established that allowed children to read minutes and be awarded "book bucks" that they could spend at the store. We reached out to the community and got businesses and individuals to donate to the program through cash or items. We received a \$1,000 grant from Walmart that helped to establish our fund so that we could actually purchase sale items after the program that we will keep until next year's program.

We partnered with Parks & Recreation this year to bring a new program to the community, Parents' Night Out. This was held the second Saturday in December, from 5:30-8 p.m., for children ages 5-12. Mrs. Santa read Christmas stories, the library provided two holiday crafts, and Parks & Rec provided gym and pool supervisors. We charged \$5 per child and purchased pizza and drinks for the kids. We had almost 50 in attendance and considered this a great success for the first year.

Story time continued to be held three times per week during four eight-week sessions and during summer reading. Overall attendance dropped this year. Tutoring continued as well, but registrations for that also declined.

Several projects were completed this year. We again carpeted the remainder of the library after the carpet we bought in 2008 was defective, causing us to have to take that carpet up. The company stood behind their product so there was no cost to the library. We also made a concerted effort to finish weeding the entire collection. We will now go back and continue weeding each area, keeping the materials cleaner and more desirable for patrons.

We continue to work on new ways to display materials so that patrons become more aware of the variety of materials we have in our collections. Marketing in general is a concern and one we cannot ignore; we do radio interviews whenever possible; we make posters, bookmarks, bulletin boards and letters to parents. We travel to schools to present program information when invited. We still need to do more, however. Our web site is new and we keep it fresh and up-to-date but we believe more social media is our next step.

We continue to do surveys with our patrons but know we need to reach beyond them to those people who don't currently use the library. The question becomes how to reach the nonusers.

In September, we installed a patron counter to begin gathering data on hourly traffic and total traffic into the library each month. Those stats have been amazing and helpful to us as we arrange schedules each month.

Our staffing changed during the year when a long-time staff member became seriously ill. One eighteen hour person was moved to twenty-eight hours per week. Two nine hour persons, both of which were hired for nine hours per week, were moved to nineteen hours per week. A thirty-four hour person temporarily began working forty hours per week. As we moved further into the year and it became evident that the forty hour staff person would not return to work, the temporary staffing evolved into three twenty-eight hour positions, one nineteen hour position, and one eighteen hour position. Weekend rotations changed as well when forty hour staff members began working weekends. This has worked very well and staff enjoy how the schedule has changed with less weekends to work and long weekends when one works the previous weekend.

The library was very fortunate to be able to have a college graduate work with us for two months, courtesy of stimulus dollars. When our first intern left to begin his teaching career, a high school senior worked with us for two months. This was all done through the South Dakota Department of Labor.

Goals for the coming year are to factor downloadable books into the budget. This will take negotiating as these are not cheap. It is a service we should be providing, however. We also need to seek an increase in county funding. The number of county cards continues to rise and we are providing a great service for a very low cost.

Statistical Data:

The meeting room uses totaled 1,041.5 hours.

Computer usage was tracked for the last eight months of the year. There were 15,065 half hour users and 4,227 hour users, for a total of 19,292 computer users from June through December.

During the month of September, a traffic counter was installed. During September through December, it recorded 48,822 people coming through the library doors.

The following are our collection additions and withdrawals for 2009:

2009 Additions	Adult	Young Adult	Junior	Easy	Total
	2,662	502	797	987	4,948

2009 Withdraws	Adult	Young Adult	Junior	Easy	Total
	2,753	420	1,828	662	5,663

The following are the circulation statistics for 2009:

Total Circulation: 188,949 items

2009 Circulation	Adult	Juvenile
Fiction	50,937	37,602
Nonfiction	25,119	13,420
VHS	3,120	1,792
DVD	26,421	7,387
Audiobooks	11,031	956
Other AV	3,257	211
ILL	3,716	1,238
Magazines	2,733	9
Total	126,334	62,615