

Yankton Community Library Annual Summary 2010

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 2010, 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 made a concerted effort to add book bags to our collection in 2010 and were able to put sixteen together. We purchased ten books of the same title, added an author biography and discussion questions to the bag, and loan them to book clubs in our community and to other libraries. Several libraries across the state have book bags that we are able to borrow for our book clubs as well.

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. We collected 2,138 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 that were started last year 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 three South Dakota Humanities Council book programs throughout the year, partnering with Yankton College and the Dakota Territorial Museum for one of the programs on One-Room Schoolhouses. This was a popular topic among senior citizens and was a way to get us heading

toward our Sesquicentennial celebration. In October, we participated in One Book South Dakota with a discussion of the state's chosen book. A popular read was *To Kill A Mockingbird* as we helped the nation celebrate this book's fiftieth anniversary. We also showed the movie. A visiting author, Mary-Ann Kirkby, spoke on and read from her book *I Am Hutterite*. This was by far our best attended adult event, with eighty-three people in the audience.

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 newest program is Brown Bags which are held the second Wednesday of each month, from 12-1 p.m. We featured the Nook, iPad, and Kindle in our first sessions. We are now focusing on City Departments and what each department does with the tax dollars it receives.

Our summer reading program had more children involved in 2010, 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 the following special programs: live alligators, the ZooMobile from The Great Plains Zoo, and a young magician.

As usual, we celebrated Dr. Seuss' birthday in style with guest readers and a birthday cake. Special programs for all ages were held during National Library Week.

We again partnered with Parks & Recreation to sponsor Parents' Night Out. 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 30 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. We started Baby and Me lap sit two weeks out of each month with an evening and morning session. 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 has become 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. We began purchasing seasons of television programs that patrons have requested.

We constantly work on new ways to display materials so that patrons become more aware of the variety of materials we have in our collection. Friends of the Library purchased a new display shelf for us and we change it out monthly.

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 twice a month; we make posters, bookmarks, bulletin boards and send letters to parents. We travel to schools to present program information. We still need to do more, however. We keep our web site up-to-date and we are now on Face Book where I post our events daily and short reviews of materials

Surveys are still an important way to find out what patrons want. However, we don't reach nonusers with library surveys that are distributed only in the library. We are experimenting with online surveys but again, non library users do not visit our web site.

The Building Task Force hosted eight focus groups allowing citizens to give input on current and future library services and programs and thoughts on our current facility and how it can function well in the future. The group also hosted one online survey and brought in students from Mount Marty College through Dr. Alan Ferris. These students completed a random city-wide door-to-door survey using the online survey questions, compiled the results, and presented them to the Task Force. The Task Force is moving forward with the results and will present their findings to the Library Board and City Commission.

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 a high school student that is volunteering four hours a week and 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.

A great addition to our collection toward the end of the year was TumbleBooks, an online book service for preschool through young adults. Animated picture books can be accessed on a computer and chapter books can be read on a computer or downloaded to other electronic devices. We've already had lots of positive comments from parents about this service.

The State Library was able to negotiate a contract with OverDrive, a downloadable book service, which will be available in the spring. Many patrons are looking forward to this service. We signed up to be an Advantage Library which allows us to purchase books for only our patrons with extra funds we put into the program. Our patrons will have access to both the general consortium collection and the Yankton Advantage Library collection.

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.

2010 Statistical Data:

Our notary on staff was used for sixteen documents.

The meeting room uses totaled 533 uses of 995.5 hours.

The study room was used 109 times for a total of 223 hours.

Computer usage was as follows: 27,685 half hour users and 3,553 hour users, for a total of 31,238 computer users.

Traffic count was 171,889 for the year.

The following are our collection additions and withdrawals for 2010:

2010 Additions	Adult	Young Adult	Junior	Easy	Total
	2,891	312	685	610	4,498

2010 Withdrawals	Adult	Young Adult	Junior	Easy	Total
	1,489	424	965	283	3,161

The following are the circulation statistics for 2010: **Total Circulation: 171,496 items**

2010 Circulation	Adult	Juvenile
Fiction	46,598	36,486
Nonfiction	19,660	13,063
VHS	2,185	1,201
DVD	23,853	6,997
Audiobooks	11,344	696
Other AV	2,503	69
ILL	3,880	628
Magazines	2,326	7
Total	112,349	59,147