

## **Yankton Community Library Annual Summary 2012**

### **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 2012, 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 and several patrons. We visit nineteen 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 2012 and now have a total of 33. 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 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.

Our summer reading program had more children involved in 2012 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 children's band and a puppeteer as special programs in June and July and hosted a myriad of speakers that both informed and entertained children during our daily programs.

We once again offered an adult summer reading program with special programs such as coffee and cheese pairings, two ghost tours in partnership with the Dakota Territorial Museum, four health/exercise related programs, famous bedrooms, and speakers with a special program for all three book clubs.

Special adult programs that were held in 2012 were:

- One Book South Dakota discussion
- 50<sup>th</sup> Anniversary of the Cuban Missile Crisis
- 50<sup>th</sup> Anniversary of School Desegregation
- Author talk/book signing of the book *South Dakota Outlaws & Scofflaws* with the *South Dakota Magazine* Gang
- Friends of the Library's Gourmet Guys

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.

New classes and individual help sessions that we held in 2012 were: 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. Patrons enlisted individual help with eReaders from staff in numbers too large to track.

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 is up dramatically and we continue to hear many positive comments from parents. 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."

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.

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 37 in attendance and received very positive comments on the evening.

During National Library Week, we held a Meridian Bridge Talk/Walk, a “My Plate” presentation and exercise demonstrations for adults. Children and teens participated in Fancy Nancy parties, Tee Time for Tots, yoga and Zumba classes. We also hosted receptions for our library volunteers.

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.

In 2011, the State Library was able to negotiate a contract with OverDrive, a downloadable book service. We are an Advantage Library in a statewide consortium, which allow us to purchase books for only our patrons with extra funds we put into the program as well as share holdings in common with the other libraries. Therefore, our patrons have access to both the general consortium collection and the Yankton Advantage Library collection. In 2012, the consortium purchased 3,837 titles and our library purchased 105 titles. This brings the Yankton Community Library’s total Advantage holdings in OverDrive to 5,250 electronic books. Our 2012 circulation for OverDrive materials totaled 3,485.

We also subscribe to TumbleBooks which is an online book service for young children through young adults. There are a total of 439 titles in this collection that can be either viewed online or downloaded to patron devices. Our 2012 circulation for TumbleBooks was 2,230.

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 during the entire month of December. In 2012, we collected 1,293 items that went to the Contact Center.

One of the highlights of our year was winning first place in the Riverboat Days parade with a float theme of “Frankly, My Dear...Read!” It featured Scarlett O’Hara from *Gone With the Wind* and Frankenstein side-by-side, each reading the other’s book.

A major project for the staff was moving the entire adult hardcover collection to solve space problems in that area. We added shelves at the top so that every stack has six shelves with less space at the end of each shelf. By doing this, we were able to move the 700’s across the aisle and move all of the books on the west side farther back to make more room for our growing large print collection and more shelf space in the adult fiction collection.

In May, I attended the Mountain Plains Library Association (MPLA) Leadership Institute in Estes Park, Colorado through a scholarship provided by the South Dakota Library Association. MPLA has a twelve state membership and only fifty people were accepted into the Leadership Institute. I felt very fortunate to be one of the attendees where Maureen Sullivan, President-Elect of the American Librarian Association and library school instructor at Harvard University, was our facilitator.

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. Our web site up-to-date and we are on Facebook. 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. This year, we added Twitter to our social media presence and now send out a monthly electronic newsletter.

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.

#### **2012 Statistical Data:**

Our notary on staff signed and stamped 43 documents.

The meeting room uses totaled 558 uses of 1,032.5 hours.

The study room was used 349 times for a total of 539.5 hours.

Computer usage: 21,970 half hour and 5,099 hour users, for a total of 27,069 computer users.

Traffic count was 160,709 for the year.

The following are our collection additions and withdrawals for 2012:

<b>2012 Additions</b>	<b>Adult</b>	<b>Young Adult</b>	<b>Junior</b>	<b>Easy</b>	<b>Total</b>
	2,475	371	503	620	<b>3,969</b>

<b>2012 Withdrawals</b>	<b>Adult</b>	<b>Young Adult</b>	<b>Junior</b>	<b>Easy</b>	<b>Total</b>
	2,264	132	518	443	<b>3,357</b>

The following are the circulation statistics for 2012:	<b>Adult</b>	<b>Juvenile</b>
<b>Fiction</b>	49,225	37,089
<b>Nonfiction</b>	18,081	12,303
<b>VHS</b>	539	267
<b>DVD</b>	24,889	9,487
<b>Audio books</b>	11,843	3,561
<b>ILLs</b>	2,480	826
<b>Magazines</b>	3,963	31
<b>Total</b>	<b>111,020</b>	<b>63,564</b>

**Total 2012 Circulation: 174,584**