

Yankton Community Library Annual Summary 2014

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 2014, 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-six. We visit ten licensed day cares bi-weekly, delivering library books and reading to the children. Our interlibrary loan service is active with an increase in items both loaned and borrowed.

We added more book bags to our collection in 2014 and now have a total of 44. 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. In 2014, we proctored 150 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 had more children involved in 2014 than previous years, with more attending the activities. Total minutes read were 792,575. 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 four 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. Police Chief Brian Paulsen facilitated a Forensic Science workshop for teens. Both of these events were well attended.

Our adult summer reading program grew with special programs and incentives. We partnered with the Dakota Territorial Museum and offered a cemetery tour with 97 participants. We also partnered with the Museum, Yankton Area Arts, Yankton College and the Cramer-Kenyon Home to celebrate the state's 125th through Night at the Yankton Museums. This family event was a scavenger hunt with clues given at each of the "museums" and culminating in a reception at the G.A.R. Hall.

Other special adult programs that were held in 2014 were:

- One Book South Dakota discussion and author presentation
- Author talks and book signings by several authors, some who were local/regional
- *Big Bang Theory* trivia night

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

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 11 and 12.

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 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: two "Royal Celebrations" for preschoolers and lower elementary students and an author talk/book signing for the staff of *South Dakota Magazine* featuring their new book *South Dakota 125: A Pictorial History*.

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.

The library participated in the Riverboat Days parade for the fourth time and won third place. This activity is a great staff team building opportunity 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 2014, we collected 2,339 items that went to the Contact Center which was an increase from 2013.

South Dakota Titles To Go..., OverDrive, our downloadable eBook service, saw a drastic increase in activity with circulations rising from 6,897 in 2013 to 9,300 in 2014.

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 2014 circulation for TumbleBooks was 9,035. We know that elementary schools are taking advantage of this service for their students.

Our notary on staff notarized 55 documents in 2014.

A major project for the year was researching integrated library systems as we began our move away from the South Dakota Library Network. This was about an eighteen month process that lead us to the decision to recommend Book Systems, Inc. Atrium for our new system. Both the Library Board of Trustees and the City Commission accepted our recommendation so we could move forward.

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.