Carroll Public Library Annual Report

Fiscal Year 2016

Statistics, Accomplishments and Significant Events from July 1, 2015 to June 30, 2016

December 2016

www.carroll-library.org

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Introduction

On behalf of the Carroll Public Library Board of Trustees, I submit the library's FY 2016 annual report. In this report you will find annual statistics that reflect the changing use of the library in the community. This year, the library board of trustees began a planning process using the Public Library Association's Planning for Results model to create a new strategic plan that will set the direction of the library's programs and services in the years to come. After completion of a community planning session held at Region XII in October 2016, five service responses were selected.

Create Young Readers: Emergent Literacy
Satisfy Curiosity: Lifelong Learning
Visit a Comfortable Place: Physical and Virtual Spaces
Express Creativity: Create and Share Content
Stimulate Imagination: Reading, Viewing and Listening for Pleasure

In the coming months, the full plan will be available and library staff will begin working on providing programs and services to meet these service targets. These service responses come at an opportune time when libraries are seeing traditional services enhanced by programming and informal education opportunities. These new goals also mirror what was recently reported in the 2016 Pew Research Center Study on public libraries. "A majority of Americans feel libraries are doing a good job of providing a safe place for people to hang out or spend time (69% feel libraries contribute "a lot" to their communities in this regard) as well as opening up educational opportunities for people of all ages (58%). And roughly half think their libraries contribute "a lot" to their communities in terms of helping spark creativity among young people (49%) and providing a trusted place for people to learn about new technologies (47%). (http://www.pewinternet.org/2016/09/09/libraries-2016/)

Further proof of these changing dynamics is reported in the statistics on page 6 of this report. Program attendance at Carroll Public Library was up last year more than 18%. These programs were planned and implemented by library staff based on community requests. In some cases we had wait lists for children's programs because of high demand. Even though statistics for print circulation were slightly down, the historic trend is that library use in Carroll is still up over the past 7 years. However, early indications of the current year show that statistics will be closer to FY 2015 numbers in the FY 2017 report.

Should you have any questions about this information, please feel free to contact library staff or the Library Board of Trustees. Before I depart on my next big adventure, I want to express my sincerest thanks to the community for making me feel welcome. I hope that in some way I have helped to ease tensions surrounding a possible library expansion while continuing to promote literacy in the community.

Brandie Ledford, Director

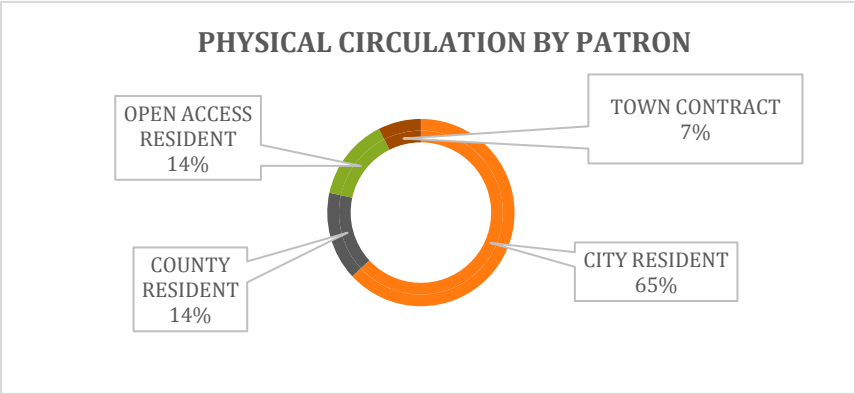
FY 2016 Annual Report

In FY 2016 total circulation was 193,034 items. This number represents both print and digital material utilized by patrons as well as downloadable items from the library's online databases.

Physical Circulation

Overall print circulation was down by 5.2% from last year's numbers, but higher than FY 2014's total circulation by 1.6%. Circulation by material type shows that children's material was once again the highest circulating collection at 49% of the total with adult material holding steady at 30%. There was a slight increase in young adult readership with a 1% increase in checkouts. Even adding in database use for popular services like the newspaper archive, Ebscohost, and Consumer Reports, total print use still accounted for 64% of total circulation.

More city residents utilized the collection by patron type with 65% of material circulated to city residents (up 2%), 14% circulated to county residents (down 1%) and 14% circulated primarily to other cities in Carroll County including Coon Rapids, Glidden and Manning and patrons in surrounding counties. 7% of physical items were circulated to the Carroll County cities that contract for library service with CPL (down 1%) including Arcadia, Breda, Dedham, Halbur, Lidderdale, Templeton, and Willey. We have no way of breaking down this statistic for digital items because the library catalog software does not have the ability to track digital use of collections at this time.

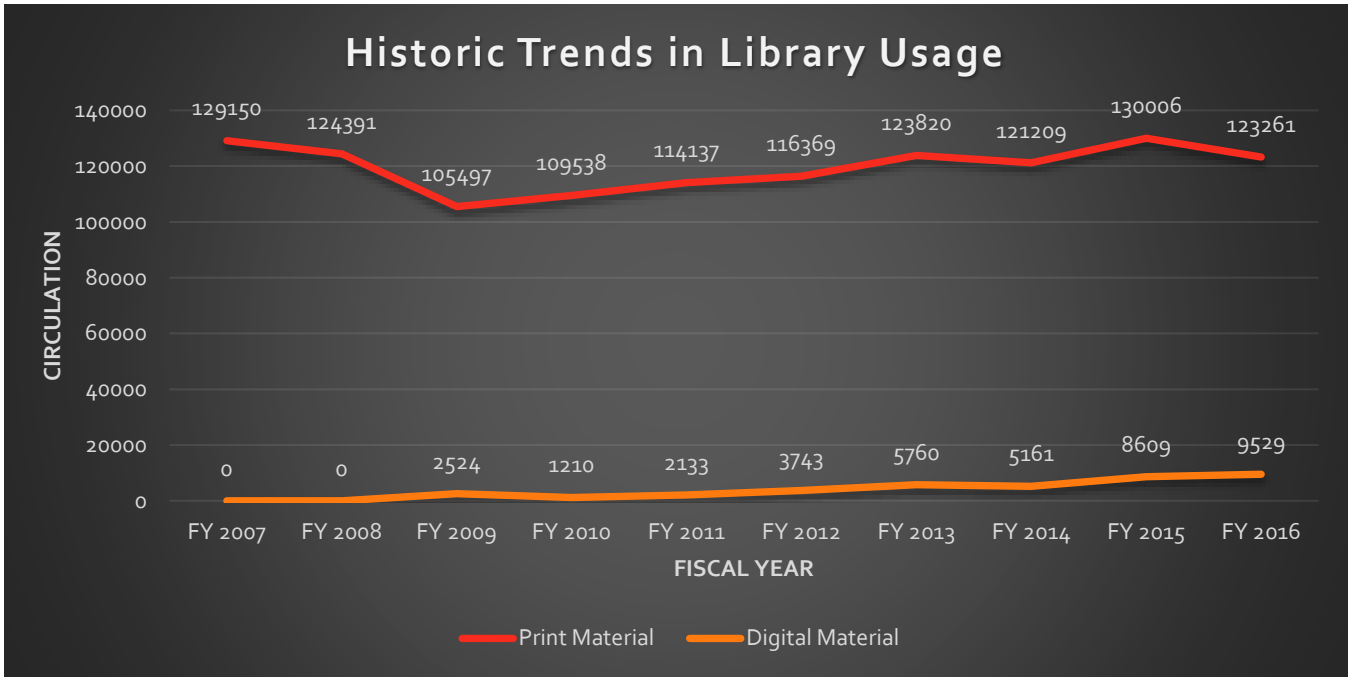


Digital Circulation

Digital circulation of eBooks, eAudio, digital magazines and other formats rose by 11%, down from the 15% increase seen last year. This trend is still holding true that eBook usage has levelled off as reported in last year's annual report. Again, adding in database use numbers for the first time, total digital use accounted for 36% of total circulation.

Last year I reported that 27% of the materals budget was used to purchase digital content. This year that number rose to 29% because of increased costs. Adding in usage numbers for the databases subscriptions helps to justify the expenditure of budget dollars on these popular services.

10 Year Trends



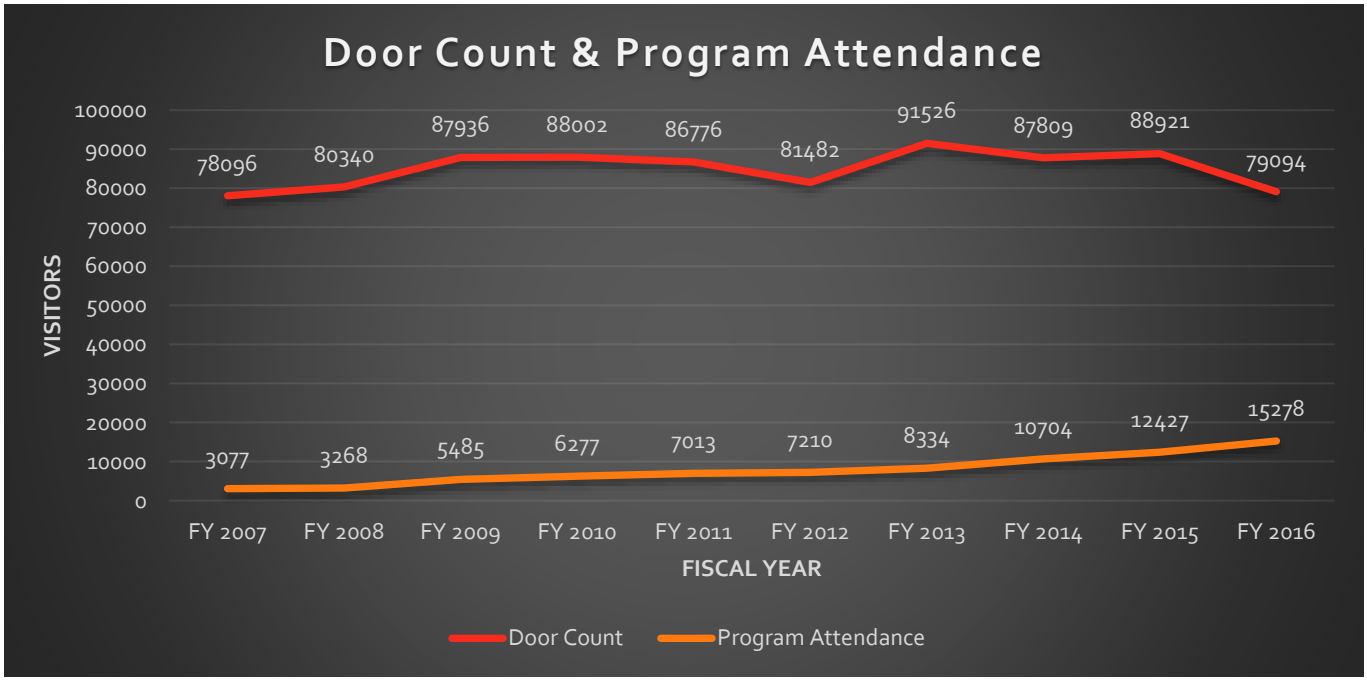
The chart above is a representation of the past 10 years of historical data for library usage at the Carroll Public Library for both print and digital formats. There were no digital items to loan in 2007 and 2008 because Iowa libraries did not have access to any digital platforms at that time. The State Library of Iowa contracted with Overdrive for the WILBOR platform in 2009, giving Iowa library patrons access to eBooks and eAudio for the first time. The top red line of the graph describes physical circulation of items located in the library and the orange line represents all digital circulation of eBooks, eAudio, digital music and magazines through the current reporting year.

You can see that print material use has been on a steady increase for the past few years after experiencing a dip in 2009. Circulation numbers are once again at their pre-recession levels for the past two years with a slight decrease in 2016 from the previous year. Digital material use remains flat with a slight increase this year over last year's digital circulation. The larger increases in digital use in the past four years is due to adding two new services, Zinio digital magazines and Freegal music which have both added substantially to the overall digital circulation total.

Programs and Visitors

Probably the most substantial change in the report this year is the increase in program attendance for FY 2016. This is also the first year that the door counter has tracked the exact number of people entering the building, rather than having to estimate the door count each year using sample weeks. The door count for this year was 79,094 or about 11% lower than last year's door count numbers. It can be assumed that door counts were higher when we had to estimate them in years past. And that adding an electronic door counter resulted in a more accurate, if lower count. With the decrease in print circulation seen last year, it makes sense that fewer people would come through the doors. Regardless, an average of 217 people come to the library each day to check out material, use the space for work or study, and attend programs.

Total program attendance increased to 15,278 in FY 2016 from 12,427 in FY 2015. This increase in attendance is due to the addition of children's programs, Dr. Whoot programming, collaborations with community agencies, further expansion of outreach programs for children, teen programs, and a great summer reading program that registered 1,368 patrons last summer. Please note that many library sponsored programs were held off-site last year due to the lack of space in the library for these programs.

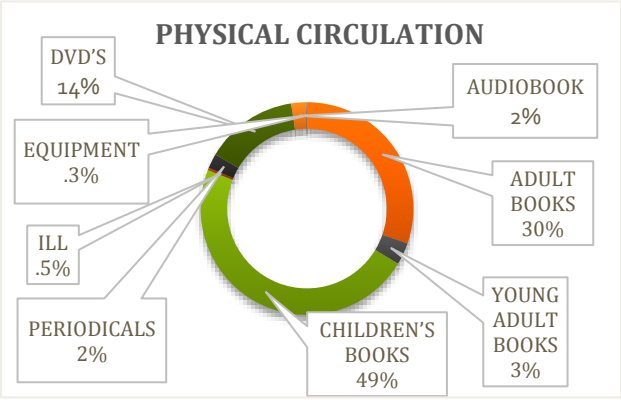


Another important statistic to pull from the report this year is that more people are bringing in their own devices and using the wireless router to access the internet, rather than sitting down at a library computer. Wireless usage increased from 2,483 sessions in 2015 to 2,908 sessions in 2016. The use of public computers decreased from 11,342 in 2015 to 10,429 in 2016.

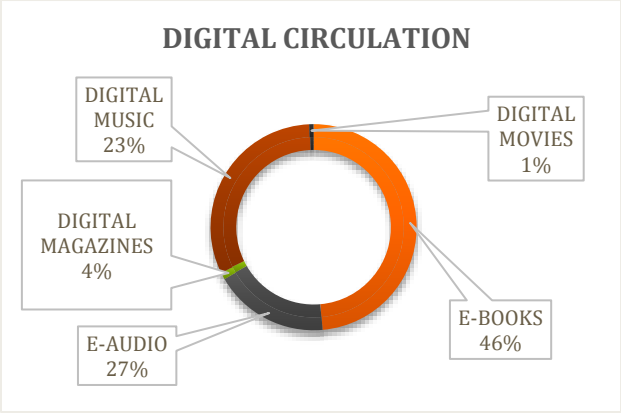
Annual Report Statistics

TOTAL CIRCULATION FOR FY 2016 = 193,034

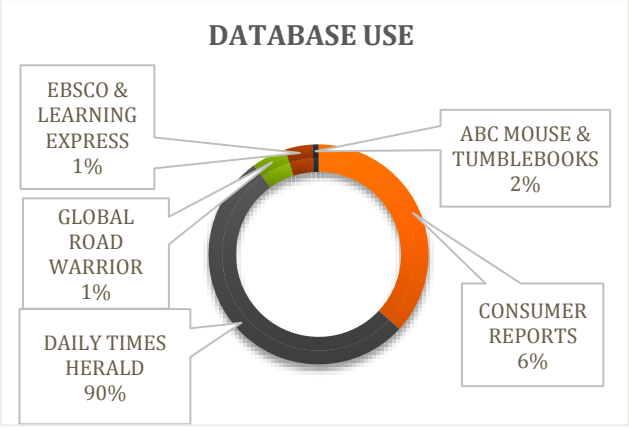
PHYSICAL CIRCULATION	123,261	
		Percent
CHILDREN'S BOOKS	59,777	49%
ADULT BOOKS	37,265	30%
DVD'S	16,798	14%
YOUNG ADULT BOOKS	4,044	3%
MAGAZINES & NEWSPAPERS	2,153	2%
CD AUDIOBOOKS	2,298	2%
INTERLIBRARY LOAN	634	<1%
EQUIPMENT (Projectors, Kits)	292	<1%
Total Physical Circulation FY15	**130,006**	
Total Physical Circulation FY14	**121,248**	



DIGITAL CIRCULATION	9,529	
		Percent
E-BOOKS - BRIDGES	4,417	46%
E-AUDIO - BRIDGES	2,566	27%
DIGITAL MUSIC - FREEGAL	2,182	23%
DIGITAL MAGAZINES - ZINIO	364	4%
Total Digital Circulation FY15	**8,609**	
Total Digital Circulation FY14	**7,310**	



DATABASE USE	60,244	
		Percent
DAILY TIMES HERALD ONLINE	54,300	90%
CONSUMER REPORTS	3,613	6%
ABC MOUSE & TUMBLEBOOKS	1,373	2%
GLOBAL ROAD WARRIOR	680	1%
EBSCOHOST & LEARNING EXPR.	278	1%
Total Database Use FY 15	**49,642**	
Total Database Use FY 14	**N/A**	



Significant Outcomes

Over the past year, library staff have been diligent about promoting library services and programs in the community.

Special Projects

- Completed weeding older paperbacks from the collection resulting in four spinner-style shelving units removed making room for more program space and study space in the reading room.
- Levelled the reader section in the children's library to make it easier for parents and children to find appropriate titles for beginning readers.
- Reviewed digital database subscriptions and identified very little use of the Tumblebooks platform so that service was not renewed in FY 2017.
- Evaluated the McNaughton book leasing program and determined that the cost savings of cancelling that account were more feasible than continuing the service. The savings to the materials budget was used to purchase new databases including Lynda.com, ReadSquared online registration for programs, and the Biblioboard platform for local collections. These new services will be available to patrons beginning in early 2017.
- Shared a summer intern with Chamber this past year to plan and implement the 2nd CarrollCon Festival in Graham Park during Carroll Fest.
- With help from the Friends of the Library, installed baby changing tables in the restrooms in city hall for families visiting the building.
- Promoted library service in the community through ALA's new Libraries Transform awareness campaign.

Programming

- Promoted children's literacy initiatives such as the Reading Tree donation program, Romp & Read at the Rec Center, Ivan the Reading Dog, 2016 On Your Mark, Get Set, READ! Summer Reading Program, expanded outreach to area daycares, participated in school literacy nights to bring books and library cards to hundreds of children in the area.

- Planned and registered over 50 area children for the Interplanetary Adventures after-school program utilizing NASA's Luner & Planetary Institute curriculum. This program had wait lists after the first week of registration.
- Built upon a partnership with the Carroll High Hyperstream Club to provide after-school tech programs for Teen Tech Week including classes on Lego Mindstorm robotics, green screen video production, sewing e-textiles (LED's sewn into cloth with conductive thread), and coding.
- Co-planned the county-wide reading initiative, Everybody on the Same Page, with other county libraries to bring Carroll County together around the reading of a great book with a local connection. *Orphan Train* by Christina Baker Kline was selected as the title for the year with programming provided at venues around the county including a theatrical performance by Pippa White, Humanities Iowa program by Rudy Daniels, IPTV screening of *West By Orphan Train*, and a folk concert by Adam Miller.
- Hosted Robin Oliveira, bestselling author of the All Iowa Reads title *My Name is Mary Sutter* and Heather Gudenkauf, bestselling author of *Little Mercies* and *Missing Pieces* as well as other local authors.
- Held the 1,000 Books Before Kindergarten early literacy kickoff, Chad Elliott concert, and Dr. Whoot mascot reveal in January 2016. Since that time, Dr. Whoot has appeared in many venues across town including winning the mascot race at a Carroll Merchants baseball game!
- Booked local musicians to perform Tiny Concerts at the Library, a new program to bring local music concerts to the community in the style of NPR's Tiny Desk Concerts. Hosted the Young Funk and Michaela Thompson in FY 2016.
- Recipient of the Governor's STEM Advisory Committee's Scale-Up Grant, *Making STEM Connections*. Staff trained this past summer with the Science Center of Iowa to begin providing after-school STEM programming to area children, teens, and adults beginning in early 2017.

Technology

- Installed an electronic door counter on the main library doors to accurately count visitors coming into the library.
- Upgraded the library website to provide optimized tablet and phone access as well as a faster server to accommodate more website traffic and larger library database platforms.
- Requested a security audit be conducted for library networks with upgrades made to protect patron privacy.
- Replaced all outdated XP computers in the library with new Windows 10 computers, monitors and keyboards.
- Instituted PrinterOn mobile printing service both in the library and available from anywhere via a mobile device.
- Converted WILBOR eBook platform to the much larger BRIDGES consortium, more than doubling the eBook and eAudio collections available to Iowans.