BROOKINGS PUBLIC LIBRARY
2012 Annual Report

MISSION STATEMENT

The Brookings Public Library will provide materials and information contributing to the education, recreation and quality of life for the community.

LIBRARY BOARD MEMBERS

Mac Harris, chair
Larry Rogers, vice-chair
Gloria Thvedt
William Gengler
Janell Hoffelt

2012 AT A GLANCE

Total Circulation: 286,548 items
Total Library Use: 350,197 (includes computer use, reference and computer questions answered, and materials used in-house)
Registration at year's end: 14,379
Total Expenditures: (estimated)
City/county funds: $981,290
Fines, gifts: $55,792
Library Holdings at Year's End: 114,285
Circulations Per Capita: 8.96
Circulations Per Card Holder: 19.93
Expenditures per capita: $32.44
Expenditures per circulation: $3.62
County funds received: $25,000

HIGHLIGHTS OF 2012

- The Library received an Exemplary accreditation from the South Dakota State Library late in the year.
- The Children's department science program, "Family Science Night", continued to generate community support by receiving a 3M grant to the Friends of the Library grant and a gift from Science @ the Pub.
- Ebooks and downloadable audio became very popular for patrons with the Library offering classes and individual help.
- Patrons are now able to receive courtesy reminders when items are approaching their due date with the option of renewing or returning before fines are assessed.
- The Library completed a new Technology Plan and integrated it into the City plan.

PERFORMANCE MEASURES

Children's Services

Our children's summer reading program, "Dream Big, Read!" set the bar high for registrations. We had 1,609 kids sign up to read or be read to. Because we reached the 1,500 mark, Katherine Eberline, Children's Librarian, dyed her hair rainbow colors as requested by the program participants. The many programs we had during the summer drew in more than 12,685 young people to the library. The Library was able to partner with the Children's Museum for two programs. The Library also partnered with a number of local businesses and service clubs to provide each participant with a logoed t-shirt.

Additional programs throughout the year included monthly puppet shows which are always popular bringing in 1,468 attendees and our fifth Illustrate-a-Book Contest which drew 117 entries.

We held fall and a spring sessions of Story time in addition to our Summer Reading Program series. Altogether 5,623 young people enjoyed those programs throughout the year. This number includes Katherine's visits to Headstart, GAP, Peace Lutheran Preschool, and the Boys and Girls Club.

In the Young Adult area, programs presented for teens included Teen Book Club, TTYL, Gaming Club, and Puppetry Club. There were 252 young people who registered for "Own the Night", our teen summer reading program. Teen program attendance for the year was 1,685.

Katherine Eberline continued to enhance the searching efforts of parents and children seeking Accelerated Reading level books by loading the AR levels of all the children's fiction and series books and beginning the nonfiction (9220 computer records). Patrons can now search by AR levels in Aquabrower. The school librarians have heavily promoted this service.

Service Measure: Number of attendees at children's programs:

Total attendance at all children's and young adult programs or presentations held this year was 20,940. (1.2% increase)

Adult Services

Service Measure: Number of attendees at adult programs:

The Library offered solely or collaborated with other organizations to present 64 adult programs this year with 878 attending. This is down slightly from last year (954). Some of the special programs offered included a series of programs called A Life Explored (ALE) which examined in depth the life of one individual (Arthur Conan Doyle), adult craft nights, Celtic music concert, insect identification, Civilian Conservation Corps program, and numerous ebook classes.

We conducted 8 computer classes and held 37 book discussions.

Our Scary Story contest attracted a record 199 entries in six categories. We presented the prizes

at a special Friday evening event which drew more than 85 attendees.

The Library staff answered 10,094 reference questions during 2012 and served as notaries 358 times.

Outreach served 102 individuals during 2012 with 4,809 items delivered. The Outreach Coordinator continues to take items to the Brookview Manor, Park Place, United Living Community, Sunchase Apartments, and the New West Senior Housing, in addition to private housing. Thirty-three new people were added this year.

The number of items our patrons requested from other libraries through our Interlibrary Loan department decreased slightly during 2012 with 2356 items requested. The number of items other libraries requested from us also decreased to 3,172. The Interlibrary Loan Coordinator took or retrieved 9,594 items to Briggs Library to connect with the statewide courier service and we spent $ 1,090 for postage to ship items to libraries not on the courier. That is $918 less than last year.

Two hundred seventy-nine publications were developed for the library, including monthly newsletters, summer reading programs forms, promotional materials, and signage.

Service Measure: Meeting room user satisfaction:

Meeting room use increased this year. The Cooper Rooms were used 377 times by community groups. The study rooms and Conference Room were used 951 times and the Historical Room 181 times during 2012. This does not include use by the Library for programming.

Technology Services

The Library's Community Computer Center and children's AWE computers continue to provide Internet, word processing, presentation, and learning software to the public with 30,283 uses, down slightly from 2011.

Audiovisual items are heavily used with 68,389 DVDs, CDs, books on CD, and VHS checked out in 2012. In addition, the children's software packages were used in-house 12,068, particularly strong with the AWE preschool computers. The online Tumblebooks and Tumblereaders generated 19,382 hits as it encouraged and entertained young readers.

Ebooks and downloadable audio became increasingly popular with 8,279 checked out during 2012.

Service Measure: Use of electronic databases:

The use of databases provided by the South Dakota Library Network and the South Dakota State Library numbered 3,219, up from 2011 by 1.2%.

Other Information

We added 7,487 items to the collection during 2012, including 4,104 adult books, 2,050 children's/YA books, and 1,333 audiovisual items. Of the 7,487 items added, 658 were gifts to the Library. We offered 172 periodicals and 11 newspapers for general use.

We withdrew 3,424 items from the collection: 2,062 adult books, 2,180 children's/YA books, and 828 audiovisual items.

The Library had seven adult volunteers who contributed 656.7 hours and eight youth volunteers who contributed 260 hours, totaling 915.7 hours.

Gifts

The Friends of the Library contributed $9,280 for programs, $12,000 for materials, and $2,500 for other items, totally $23,780. They also received a $500 grant from 3M Brookings to fund the Family Science Nights in the Children's Department.

Science at the Pub, a group that meets at Jim's Tap, donated $1,178 for Family Science Night.

We received $300 as memorials, $150 from Golden K for board books, and $1,297 from Dairy Queen for general children's programming.

GOALS FOR 2012

As developed by Planning for Results Committee:

Goal: Community members will be able to attend programs and public discussions about topics of interest.

Objective: The Library will hold an open house annually, beginning in 2009. *Conducted as the kickoff event of the A Life Explored series.*

Objective: Adult and young adult programming attendance will increase 2% annually. *Increased by 1.2%*

Objective: A survey of those attending Library programs will be done quarterly to ascertain satisfaction with the programs offered and to gather ideas for future programs. *Achieved*

Goal: Community members will know how to locate information from a variety of sources, both print and non-print.

Objective: The use of on-line databases will increase by 2% annually. *Usage was increased by 1.2% in 2012.*

Goal: Community members will be able to find information or answers to questions on a broad range of topics related to work, school, and personal life.

Objective: By December 2010, the Library staff will participate in five community events outside the Library annually. *Achieved*

Objective: The Library will provide information online and/or in print regarding collections and services in conjunction with community events found on local online/print calendars, beginning in December 2010. *Not achieved as stated. Focus put on social networking solutions rather than print format*

Objective: By December 2010, the Library will develop/enhance its website to include increased community and informational links. *In continual progress*

Goal: Community members will have a place to conduct open public discussion to raise awareness in the community.

Objective: A survey of those using the meeting rooms will be done annually to ascertain satisfaction on use of equipment and guidelines for meeting room use. *Achieved*

Goal: Community members will have a current collection that fulfills their desires for recreational reading, viewing and listening.

Objective: The library will provide downloadable audio by December 2010. *Achieved*

Objective: Circulation will increase by 1% annually during the five-year period. (2007 circulation – 254,292) *Achieved for overall time period; 2012 drop*

Goal: Community members will have help to make material selection choices when they need it.

Objective: By December 2009, Library staff will proactively circulate among the stacks every hour to assist patrons with their informational needs. *Achieved*

Objective: By December 2010, changes in the Children's Librarian's office will make her more visible to users and facilitate patron assistance. C*ompleted*

Goal: Community members will develop an appreciation of the community's cultural heritage through programs and materials.

Objective: The Library will ascertain the English as a Second Language needs of the community by December 2010 and respond to its findings.

Interviewed Brookings School District personnel and SDSU Multicultural staff regarding library service needs of ESL residents
Addition of Mango Languages which includes an ESL component
Staff member taking Spanish language classes