

West Branch District Library **Annual Report FY 2012-2013**

Statistics from July 1, 2012 through June 30, 2013

Circulation Statistics Snapshot

- Collection Numbers: 29,902 (print)
3245 (electronic)
2310 (audio-visual)
- Total Circ: 51,154
 - *Inter-Library Loan Out: 2512
 - *Inter-Library Loan In: 2179
- Overdrive Ebook/Downloadable audio circ: 1731 (July 2012-June 2013)
- Active Users: 4556 (26% Non-resident)
 - *Note: There are 8586 (26% Non-resident) registered borrowers in the system, however, active users are patrons that have borrowed library materials within the last three years.
 - *A very large database maintenance cleanup project occurred during the fall, which likely resulted in the decrease of percentage of active non-residents compared to the previous fiscal year. Database maintenance is extremely important for many reasons, but one is financial. We pay fees based on the number of records (patron as well as material) to our library consortium, so cleanup can have a financial benefit as well.
- The library uses Unique Management for patron fines/materials sent to collections: We are getting a nearly 4x1 return on investment (for every dollar spent by the library to initiate Unique's services, four dollars are returned to the library in fines and/or library materials returned). The ROI was 3x1 last year, so this service continues to be a valuable way to recover fines and materials for us.
- Internet usage: 14,972 public workstation users, 2126 wireless users
- A downward trend in circulation is a commonality many public libraries are seeing (as reported during a session attended at MLA 2012), but we will continue to monitor trends, gather feedback and patron requests, and respond accordingly. However, this trend is contrasted with the upward trend in computers users (both in using library public workstations and in using their own devices via the library's wireless network).
- Collection weeding projects continue and will be an ongoing necessity, but major collection removals were concentrated more at the start of this fiscal year. This accounts for the very small increase in total number of items in the library's print collection this year compared to last fiscal year.

Tech Bright Spots

- Library staff explored broadband connection via fiber optics estimates (through Merit), however, even with the connection just in front of the library's building, costs were too high at the time to connect the library. Should the library have future funds that would accommodate this service, Merit staff would be happy to give another quote for service

and connection to the library. With the challenges of internet connection the library has had in the past (and continues to have), I would highly recommend moving the library toward this service, should it become financially feasible.

-With challenges and service issues persisting through M33 Access, the library switched to Charter Communications for both phone and internet. Though financially, the library is not saving money on this change of service, the company response to problems with the service is a huge improvement from that of M33 Access. The library is not being charged for service calls at this time when interruptions do occur. We appreciate the better caliber customer service Charter is providing the library.

-As fewer people were inquiring and attending beginning technology classes with Andrew, we reassessed what folks really needed in terms of technology assistance, and Tech Tuesday was born. Andrew began hosting a weekly drop-in session from noon to 1pm on Tuesdays (with options for Wednesday evenings as well, if Tuesday didn't work for folks). Though it took some time to get on patrons' radar, it is now a mainstay. People appreciate the devoted one-on-one time that will help them deal with their specific question. Occasionally there is a session that goes unattended, but not often. We will continue to offer this option as a supplement to computer workshops as long as it is needed. Library staffer Jeana Stillwagon has also helped instruct Tech Tuesdays when Andrew has been unavailable.

-The library's Pinterest account has been well-maintained by Jeana Stillwagon and does a great job visually promoting new library items from all collections. A link to Pinterest is available from the library's main website. The library has seen other libraries and library-related organizations follow our page and are encouraged by the "follower" stats. Additionally, library staffer Brittany Fabbri wanted to take on establishing the library's Twitter presence to reach teen, early adult, and other audiences that might not be getting library program, material, and event information. Establishing the library's presence in the social media realm is important in terms of marketing and public relations. These are great avenues to supplement the traditional efforts already established by the library to effectively reach patrons.

-Due to other facility necessities during the fiscal year, we held off on some technology upgrades (server, software), but these postponed items will be high priority items for the next fiscal year.

Program Milestones

-This fiscal year's Summer Reading Program featured several performers, but also an IMAX-like planetarium event held at Surline Middle School as an all-day event. This novel event, while enjoyed by those that attended (in the extreme heat and humidity of the summer), used quite a bit of the workshops and presentations budget for the fiscal year. Discussion at the conclusion of the program revolved around making some changes for future summer reading programs to try and increase participation and excitement.

-Back by popular demand...Books for Lunch returned this year and continued to be a successful program. Strong support from library staff, program attendees, and Friends of the Library helped make this talked-about program continue to be possible. Free-will donations also continue to help defray the cost of lunch provided for program attendees.

-The library's call-in story service known as Dial-a-Story (supported financially by the local Kiwanis group) showed a marked uptick in usage after a concerted effort to advertise the service, especially to the library preschool story hour attendees. While we lost one very dedicated volunteer reader to a move south, interest in being a volunteer reader increased after presenting the need to the Kiwanis group itself. Though kids and adults alike are always mesmerized by the newest shiny gadget and technology is bringing new ways to access information, it is refreshing to see this old-fashioned service continue to be utilized.

Facilities Report

-The local Kiwanis group generously donated their hand-painted variety show wall hanging to the library, which is now hung in the Community Room. The fun train and rainbow certainly brighten up the walls of the basement and complement the lively mural already in place.

-Due to aging equipment and increasing difficulty to find replacement parts, the library replaced all four original building furnaces and air conditioning units in the utility room behind the Literacy Council office. Hacht Heating and Cooling presented the lowest bid and worked very quickly and well on the installation of the new units. We will hope to realize some cost savings in utilities with the more efficient units.

-Another project completed by Mike Schorn's Riverside Restoration and Remodeling were the columns at the entrance of the library. Time and weather had chipped away at the base of the columns exposing a gold-colored foam material. Mike's new design is a solid non-wood material, which will stand up to the elements better. Mike also refinished the two benches in front of the library, which the City kindly stores for the library during the winter.

-Spring brought about the failure of the 30-year old sump pumps in the library basement. Jim Shirey was able to quickly assess the failure and install new pumps at a low cost. He installed the pumps at varying levels, so one is a backup for the other, should it fail. Hopefully that won't happen for at least another thirty years! Carpets in the community room, literacy council, and hallway were cleaned and sanitized after the flooding by Steamprite Carpet and Upholstery.

-The rain garden in front of the library continues to flourish and gain numerous compliments for its beauty throughout the spring and summer seasons. A major debt of gratitude goes out to Ralph and Sue Cook who give of their own time to maintain (weed, water, plant, etc.) this attractive space.

-Library chair reupholstery began during this fiscal year (and will be complete during the next). Jay's Reupholstery is doing a fine job and agreed to take on about twice the work they originally bid on, as the library received additional chairs from West Branch Eyecare (for a small donation from the Library Friends group). The new fabric looks so much better than the worn out off-white fabric that showed its use and age and complements the current library color scheme well.

Personnel

-At the end of December, Donna Pugno retired her position on staff here at the library. Donna brought a great deal of library and database experience to the library staff, and her absence was greatly felt as we made our way into the new year. I am happy to report, however, that we still see Donna's face around the library often, both as an avid library user and also as a Friends and Book Nook volunteer. Though we miss her knowledge and attention to detail, we are happy to have her enjoying retirement.

-With current staff schedules having shifted, spring brought the opportunity to hire for the summer reading program coordinator position, which we'd also hoped would grow into a part-time library substitute position. Though we were able to hire a great summer reading program coordinator, staff scheduling challenges persisted and Linda Kotrys was hired to fill in as a substitute for both page duties as well as circulation tasks. We are thrilled to have her smiling face greet library visitors on a regular basis!

Financial

-Unaudited Revenues and Expenditures:

Revenues: \$ 304,434.34

Expenditures: \$ 266,514.78

-The library began accepting credit cards with Square – a plug-in device utilized with Apple products. With the smallest fee per transaction of 2.75%, this service has been very helpful and well-utilized, especially in capturing non-resident annual fees. Patrons are pleasantly surprised to learn that we have the ability to process credit cards and have quickly adapted to utilizing the iPad mini to complete the transaction.

-The library received notification that it had been named as a benefactor of the Barbara Rau Evans estate. Though payment of the gift was not realized during this fiscal year, it was certainly a welcome notification to receive. Thought will need to be given in the near future as to appropriate use for these funds.

-I feel the library is in a strong financial position moving in to new fiscal year even with the past year's unexpected equipment expenses and continued lack of contractual funding from Churchill Township. This position will only help us in the future when and if other sources of revenue diminish.

Respectfully Submitted,

Emily Boersen, Library Director