

# DeWitt Community Library

## Executive Director Annual Report 2011

Wendy Scott 2/2012





## A Message from the Executive Director

***Wendy Scott, Executive Director***

It's been an eventful and productive year for the Library. Let's celebrate the year by reflecting on some of our major accomplishments.

The DCL Board of Trustees's strategic planning initiative encouraged residents to participate in planning a roadmap for our future. On behalf of the Board of Trustees, I would like to thank all of you who participated in the surveys, oral interviews, focus groups and conversations, all of which were instrumental in shaping the plan. The final strategic planning document has been approved by the Board of Trustees and is summarized on page eight of this report.

Throughout the year the Library made important strides in incorporating technology into its services. The purchase of a self check-out unit made transactions more convenient and efficient. Implementation of e-printing through our wireless system expanded print capability to users of laptop and mobile devices. Our new website and mobile web site made it easier to discover, connect and learn. The DCL was the first library in the county to offer e-readers with pre-loaded content, and we now have an impressive collection of electronic devices as well as ongoing classes and tutorials to assist patrons in embracing new ways to learn, be entertained, and communicate online.

Seniors services took center stage in 2011. Our new Senior Advisory Board helped us to survey senior residents, plan for our series of more than twenty Senior Scene daytime programs, and organize a successful Senior Fair for almost 100 visitors. The DCL also launched its free delivery service to homebound patrons.

Next year promises to be even more exciting, as we plan to celebrate our 50<sup>th</sup> Anniversary. Stay tuned for announcements of anniversary events and activities coming up throughout the year.

- **Wendy Scott**

## 2011 Statistics at a Glance

<b>Library Visitors</b>	<b>165, 830</b>
<b>Circulation</b>	<b>375,441</b>
<b>Reference</b>	<b>13,639</b>
<b>New Registrations</b>	<b>1611</b>
<b>Items Added</b>	<b>7399</b>
<b>Digital Downloads</b>	<b>9508</b>
<b>Meeting Room– Groups</b>	<b>1404</b>
<b>Programs</b>	<b>757</b>
<b>Program Attendance</b>	<b>9700</b>
<b>Public Computer log ons</b>	<b>31,187</b>
<b>Wireless log ons</b>	<b>4500 (estimate)</b>
<b>Web site hits</b>	<b>151,860</b>

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### Kindles, Nooks & iPads, Oh My!

**Our statistics show that, although patrons are checking out almost as many books and media titles as ever, 2011 saw an increase of over 200% in digital downloads.**

To meet the demand, DCL launched an e-reader program with Nooks, a Kindle, and an iPad2. We were the first in the county library system to offer pre-loaded content on our e-readers, searchable through the online catalog. We also doubled our acquisitions of Overdrive ebook titles. One-on-one instruction and classroom training has helped more than 100 patrons to learn about these new devices and learn how to download free content through DCL services such as Overdrive and Freegal.



### *DCL Staff on the Move*

*This year we welcomed:*

*Marc Wildman. Assistant Director for Patron Services*

*Paul Morrell, Assistant Director for Technology and Computing Services*

*Emily Wormuth. part-time Children's Librarian*

*Diane St. Laurents, part-time Circulation Assistant*

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### *DCL Ranks in Top Five*

*Did you know that the DCL ranked in the top five county member libraries in all of the following areas?*



- *Visitors*
- *Circulation*
- *Programming*
- *Program Attendance*
- *Reference Questions Answered*

**Library Community Meeting Rooms - Spaces to Share and Serve Others**

Our three community meeting rooms served more than 1400 non-profit organizations, clubs, and groups in 2011.

Local organizations such as the AARP Tax Program, the American Red Cross, and CNY Alzheimer's Association used our rooms to offer valuable services and guidance - at no cost and in a convenient location - to many local residents.



The DCL Teen Book Discussion Group became the YA Café., where teens can relax, enjoy a beverage, and chat about the best in YA fiction. The new trademark green and blue design now brands all of our teen news and programming information.

## Programs that Bring People Together to Educate, Inform & Celebrate Community

From career support to new story times, from Irish dancing to workshops on the latest electronic devices, DCL programs helped patrons to build their futures and strengthen our community.

	Number of Programs	Participants
Adult & Family Programs	299	3129
Children's Programs	181	4059
Teen Programs	41	161
Outreach Programs	248	2391
<b>Totals</b>	<b>759</b>	<b>9740</b>

### Focus on Seniors



Beginning in fall of 2011, the DeWitt Community Library and its community partners offered **twenty-one senior-focused programs** on topics recommended in a survey of senior patrons conducted by the **Library's new Senior Advisory Board**. The new Senior Scene series included sessions on such issues as retirement planning, healthcare, legal matters of interest to seniors, computer workshops and more. We also launched a new **Library-By-Mail service** for homebound patrons.

In addition to an impressive roster of professional experts for our fall series, the DCL also initiated fun activities for older adults, including a mystery book discussion group and an art course on oil pastels.

**The Shuberts of Syracuse: "Brothers Who Built Broadway"**

**Art Classes: Oil Pastels**

**Senior Travel Planning**

**Alzheimer's Caregiving Series**

**Computer Classes for Seniors**

- Basic Computing I
- Basic Computing II
- Health Resources
- Retirement Resources



NYS Assemblyman Samuel D. Roberts visits with vendors and seniors in attendance at the **Library's first Senior Fair**, held on Friday, October 14th, at the Library.

## Collections to Take-Out & Download

The burgeoning interest in ebooks meant a shift in the way we allocated our acquisitions funds in 2011. We can expect to see increasing demand for digital content in the future.

*In 2011, the Library added:*

1762	Adult Fiction Titles
1498	Adult Non-Fiction Titles
276	Young Adult Fiction & Non-fiction Titles
2080	Children's and Juvenile Print & Media Titles
920	Adult DVD's & Playaways
470	Adult Music & Audiobook CD's
109	Ebooks

## Borrowing Trends in 2011

The chart below highlights our most popular print and media collections. Percentages are based on total circulation for the previous twelve months.

Selected Category	Total % of Circulation
Fiction including genres & teen	22.57
DVDs including non-fiction DVDs	21.15
DVDs excluding non-fiction DVDs	19.62
Children's Fiction	18.51
All Non-Fiction	16.14
Fiction excluding genres & teen	13.6
Children's Media	7.68
Music CDs	5.46
Audiobooks	4.67

### *Have You Seen the New Playaway View?*

*In 2011, the DCL purchased the first all-in-one video player - Playaway View!*



*Each device is pre-loaded with three to seven titles and offers pro-*

*grams from such studios as Sesame Street, PBS Kids, National Geographic, and more! Playaway View units are housed in the Library's Children's Room and may be searched in our catalog.*

### *Library Donations*



*Whether added to our collection, donated to educational institutions or nonprofits, or placed in our book sale, donations are much appreciated and valued gifts.*

#### **2011 Donations**

<i>Books</i>	<i>499</i>
<i>DVDs</i>	<i>205</i>
<i>CDs</i>	<i>96</i>

***The Library  
"Beyond the Walls"***

*In 2011 the Library partnered with schools and day care centers, health care providers, and local organizations to bring library services into the community.*

***2011 Outreach***

***111 outreach program  
served 1899 children***

***137 outreach programs  
served 492 adults***



*On June 14, the DeWitt Community Library welcomed Horace Campbell, Syracuse University Professor of African-American Studies, to the Library to speak about his book, Barack Obama and 21st Century Politics.*

## Fostering the Love of Reading in the Library & Beyond

**In 2011, the Library cultivated the joy of reading both in-house and through a variety of outreach programs to diverse groups in our community.**

### Summer Reading Program - One World, Many Stories

In 2011, Miss Jenny challenged children in the summer reading program to exceed last year's reading goal of 5000 books, and they succeeded, reading 5011 books total.

#### *Children's Summer Reading Program*

52 programs      301 participants  
5011 books read

#### *Teens' Summer Reading Program*

31 participants      224 books read



## Transforming Lives:

### Adult Literacy Collection Grows Thanks to the Rotary Club of DeWitt

**The Rotary Club of DeWitt awarded the DeWitt Community Library a grant to expand its collection of materials in the area of adult literacy and English-as-a-Second Language. The \$350 grant was used to purchase materials which teach basic language and vocabulary to adult learners with very limited English literacy and oral proficiency.**

The Library is seeing greater numbers of refugees, foreign students, and other members of our community who have benefited from these kinds of resources. We are gratified to help people acquire the language skills they need to succeed in school and on the job. The generous grant from the Rotary Club of DeWitt reflects their commitment to fostering literacy and transforming the lives of residents in community, and we are very grateful for their support.

## Making Life & Learning Easier with Technology

**Convenience, efficiency, and flexibility defined the new technology-based services that we offered in 2011.**

### New Patron Services

Self check-out unit for fast customer check-out

- 15,554 transactions since implementation in February, 2011

Upgrades to all 12 public workstations

Wireless printing from patron laptops and electronic devices

Express Downloading workstation for quick downloads & Internet access

New Library web site for better access and navigation

Mobile website for on-the-go access to the DCL website

### New Electronic Devices & Video Game Consoles

E-Readers

- Barnes & Noble Nook, Nook Touch, and Nook Color
- Amazon Kindle, with easy Overdrive downloads
- Tutorials, classes and instructional guides

iPad2 Tablet for internal loan

Xbox 360 Video Game Console

Wii Game Console



### Behind-the-Scenes

Apple Time Capsule for server back-up

Joomla Web Site Management System

Eleven training session for staff on electronic devices and downloading

### *Library Launches 'Technically Speaking' Newspaper Column*



*DCL Tech gurus Paul Morrell and Rene Battelle share their thoughts about all things technical in this column published bi-weekly in the Eagle Bulletin.*

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### *Staff Development Day "Technology Petting Zoo"*

*Fifteen Library staff members and one trustee attended the ½ day Staff Development Program on September 1st.*

*The program introduced staff to new electronic devices used in the provision of information access and library services. Participants had an opportunity to attend mini-lectures and get hands-on experience at the Tech Petting Zoo.*

# DCL Strategic Plan: A Roadmap for the Future

## **The Making of the DCL Strategic Plan**

*Input from the community was of primary importance to the Board of Trustee's Strategic Planning Committee. The committee gathered feedback from stakeholders in a variety of ways, including:*

- *Print and online surveys*
- *Interviews of Library visitors*
- *Focus groups of Library staff, Friends of the Library, and trustees*

*In addition, the committee examined demographic data for the Jamesville-DeWitt area, DeWitt Community Library statistics and reports, and library trends as addressed in professional literature.*

*In 2005, the Library undertook a space planning study compiled by Panz Library Consultants. In 2011, this report was updated by Rebekkah Smith Aldrich of Sustainable Libraries.*

*Analysis of all of these sources informed the committee in its drafting of new Library vision and mission statements, identification of core values, and goal setting for the next five years.*

## **Mission Statement:**

The mission of the DeWitt Community Library is to provide quality library service for the residents of DeWitt, Jamesville, and surrounding areas.

## **Vision Statement:**

The DeWitt Community Library will be an essential asset to the DeWitt and Jamesville communities and serve as a center of community life. The Library will provide and promote free access to high quality resources to meet the information, educational, and cultural needs of the community.

## **The DeWitt Community Library is committed to these core values:**

- Excellence of service and respect for all Library patrons
- Literacy across all age groups and a reverence for life-long learning
- Intellectual freedom and a patron's right to open access
- Appreciation and celebration of our community's diversity
- A professional and productive workforce
- Responsible, effective stewardship of resources
- Social responsibility, civic engagement and collaboration with other community and library organizations

## **STRATEGIC PLANNING GOALS, 2011 - 2016**

### **Physical Space**

Locate and secure a physical space that provides a comfortable, accessible, safe facility that meets the needs of our service area.

### **Fund-Raising/Budget**

Develop a comprehensive plan to insure consistent, adequate funding to support DCL's Mission to provide our charter to serve area with the facilities, staff, collections and services they need and deserve.

### **Staffing**

Maintain a staffing plan which insures the recruitment, retention and continuing development of a qualified, diverse staff, including financial rewards which are comparable to similar area libraries.

### **Services and Collections**

Provide varied collections in the formats requested and utilized by our patrons, including traditional and digital formats, as well as the services and programs needed to serve our diverse community.

### **Technology**

Implement the technology sufficient to support DCL services and mission.

# Thank you, DCL Friends & Volunteers

## Friends of the DeWitt Community Library

The Friends of the DeWitt Community Library were instrumental in the DCL's success in 2011. Their financial support, assistance with Library events and projects, and participation in community activities allowed us to offer programs and services that otherwise would have remained only ideas. Strong advocates for the DCL, the Friends have added their voices of support in difficult economic times and worked behind the scenes to help the Library with projects big and small.

Here are some of the many ways the Friends supported the Library in 2011:

### Funding Support

- Summer Programs
- Homebound Service start-up costs
- Friday's & Chili's Fund Raisers
- 2 Afghan Raffles
- Bake Sale ("Books & Brownies")

### Friends Events

- Friends Annual Meeting 1/19/11
- Friends Annual Tea:
  - Ukrainian Easter Eggs 4/16/11

### In the Community

- Jamesville Memorial Day parade
- Erie Canal Day
- Attendance at Town Budget Hearing
- Attendance at J-D School District Budget Hearing

### "Behind the Scenes"

- Annual Fund Drive mailing
- DCL Fall & Spring Book Sales
- DCL Strategic Planning



*DCL Friends President Daryl Gonchoroff and DCL Paralibrarian Brian Abbott at the 2011 Erie Canal Day event held on August 6 -7, 2011.*

## DCL Volunteers: Making a World of Difference

*2011 Volunteers gave the Library more than 2600 hours of their time. Thank you!!*



*Zach Boldt  
Ron Bort  
Honora Gaffney  
Karen Gavenda  
Nancy Golash  
Shahnaz Hojjati  
Phyllis Kapilla  
Norm Keim  
Pat Kolceski  
Joe Macie  
Pat Macie  
Renee Milby  
Scott Mosher  
Faith Nielson  
Tim Pitcher  
Nancy Ridley  
Ben Shapiro  
Diane St. Laurent  
Judy Tasson  
Sam Wormuth*

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Sybil Schultz  
Dr. Andrew Ursino  
Cindy Vinciguerra  
Dr. Rosalie Young*

*Wendy Scott  
Executive Director*

## What's Coming in 2012?

### ◇ Celebrating 50 years - Join Us For the Next Chapter!

DCL 50th Anniversary Silent Auction in April, a Fall Family Fair and other anniversary events throughout the year

- ◇ Improved public computer registration software (Envisionware)
- ◇ Chromebook Cloud-based Netbook
- ◇ More ebooks and audio downloads, with training on how to do it
- ◇ A new look and feel for our reference service
- ◇ Partnerships with JD Schools to improve Summer Reading Program registration and increase participation
- ◇ Revamped summer entertainment programs - new programs and a new schedule to accommodate busy families

### **Special Thank You to Our Donors, Partners and Sponsors**

*On behalf of the DeWitt Community Library Board of Trustees,  
I would like to thank our many individual and business donors.  
Your donations will help us achieve our goals in 2012 and  
beyond.*

