

# DEWITT COMMUNITY LIBRARY

2013 REPORT TO THE COMMUNITY



02/2014  
SUBMITTED BY  
WENDY SCOTT,  
EXEC. DIRECTOR

## INSIDE

- FROM THE EXEC. DIRECTOR
- 2013 BY THE NUMBERS
- 2013 FINANCIAL SUMMARY
- ANNUAL FUND DRIVE  
CONTRIBUTORS
- THANK YOU DCL FRIENDS &  
VOLUNTEERS
- THE YEAR AHEAD

## FROM THE EXECUTIVE DIRECTOR

In 2013 the DCL continued to adapt to the changing information landscape and the ways in which patrons seek and use information. The addition of two additional e-book services, purchase of a Kindle Fire, and a three-fold increase in the number of hands-on technology training sessions all addressed the expressed needs and interests of our patrons.

Our strength in programming continued, and our programs for all age groups included more activity-based learning and skills-building sessions, resulting in an overall increase in program attendance and a significant increase in teen program participation in 2013. Partnerships with more than fifty organizations and groups lent diversity and depth to our programs and helped community organizations disseminate information about their services through events such as the 3<sup>rd</sup> Annual “Healthy Living” Senior Fair.

The DCL continued to excel at supporting literacy in our community. Over 90 visits to area public and private schools and daycare centers reached over 1600 children in our service area. Children and teens read more than 3900 books during the Summer Reading Program. Library staff visits to The Oaks, to the Jamesville Young at Hearts senior organization, and to the homebound served older residents in our community. Expanded reader’s advisory resources on our web site made it easy to find recommendations and reviews through our evolving virtual library services.

Last year our technology infrastructure kept pace with the demand for faster, larger capacity, more secure computing. A new server and wireless system improved our patron computing environment and allowed us to store and retrieve internal data more efficiently and securely. A new Cloud-based back-up system ensured the security and accessibility of important files, and the inauguration of the online fee payment system (E-Commerce) makes it easier for patrons to track their accounts and make payments.

In summary, I believe that the DCL has made great strides in keeping pace with the impact of technology on user services while continuing to meet the current needs of our diverse user population - despite the limitations imposed by the library’s current location. I look forward to partnering with the Board as it moves forward with planning for a new DeWitt Community Library.

### 2013 BOARD OF TRUSTEES:

WENDY RESSLER, *PRESIDENT*; JOANNE CHAMBERLAIN, *VICE PRESIDENT*; CARL AUSTIN, *TREASURER*; SUSAN KATZOFF, *SECRETARY*  
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MARY KEIB SMITH, LYDIA WASYLENKO, DR. ROSALIE YOUNG: PARTIAL TERMS— DR. ANDREW URSINO, DR. BARBARA MCCLURE.

## 2013 BY THE NUMBERS

### VISITORS

**In 2013, 179,108 patrons visited the Library, an increase of 8% over 2012.**

**Web site usage increased from 2012 by more than 10%**, demonstrating an increased interest in virtual library services and reflecting easier access through the revised navigation tools.

The DCL Facebook page also became more dynamic and visually appealing, attracting almost 53,000 visitors last year, and increase of more than 200% over 2012.



### COLLECTIONS & CARDHOLDERS

**Nearly 10,000 items were added to the collection in 2013. 543 e-books and e-audiobooks were purchased by the DCL in 2013**, and thousands more were available through shared collections with OCPL system libraries.

**1,610 new DeWitt library cards were issued in 2013.**

**339,288 DCL items were borrowed in 2013; that's the equivalent of almost 23 books borrowed per DCL service area resident!**

**Total circulation declined by about 3.6% from 2013.** Other libraries in the county system have also experienced a drop in circulation, attributable in part to the surge in popularity of e-readers and use of the Internet for subject research.

**Last year, patrons downloaded 11,217 DCL e-books and e-audiobooks.** To support demand for e-books, **the DCL added Overdrive Advantage**, an e-book/e-audiobook service exclusively for DCL cardholders, and the 3M Cloud Library, an e-book collection made available through a partnership with the OCPL library system.



## 2013 BY THE NUMBERS



### PROGRAMS, LEARNING OPPORTUNITIES AND COMMUNITY ENGAGEMENT

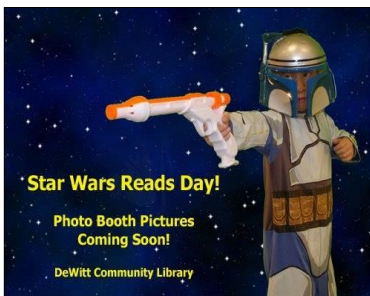
Once again, the DCL excelled at programs for all ages. 10,465 children, teens, and adults attended 810 programs last year., an increase of 9% from 2012.

Popular **new programs** such as **Toddler Dance Party** and **Toddler Tango** emphasized creativity and motor skills development...and lots of fun.



**Teen programming attendance** increased by 17% over the previous year. Programs for teens became more in interactive and high tech with the library's popular video production programs and a partnership with the Syracuse Anime Club.

**The Library also launched a brand new Teen Summer Reading Program** which encourages skills-building and hands-on learning in addition to reading.



**The 3rd Annual 'Healthy Living' Senior Fair** was **bigger and better than ever** in its new location on the upper level of ShoppingTown Mall, with more than forty exhibitors and several hundred visitors attending.

**1,299 meeting room sign-ups in 2013** reflect the importance of the Library to the many non-profits and groups seeking a place to communicate and share information with others in the community.

## 2013 BY THE NUMBERS

### LITERACY, SUMMER READING PROGRAM & OUTREACH

**The Library increased the number of weekly early literacy programs** by popular demand.

We reached out to the homeschooling community by forming a **Homeschoolers Advisory Board and monthly programs for homeschoolers**. Programs for younger siblings offered at the same time allowed more families to participate in these events.



**The 2013 DCL Summer Reading Program attracted 239 children and teens who read more than 3900 books.** We also hosted an adult reading program, with a Nook e-reader awarded to our top adult reader.

**66 summer programs and activities that combined fun with learning were attended by 1573 children & families.**



The **new Teen Summer Program** focused on literacy in the context of skills building; 11 special programs were attended by 48 teens for this new program.

**93 literacy-focused outreach programs at area schools/daycare centers touched the lives of more than 1600 children.**

Monthly visits and book-drop offs to the **The Oaks and Jamesville Young at Heart** group and home delivery of materials to the homebound brought the Library to many who may find it difficult to visit us in ShoppingTown Mall.



## 2013 BY THE NUMBERS



### LIBRARY SERVICES & REFERENCE

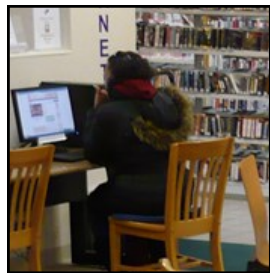
**18,727** reference questions were answered in 2013; that's about **375** questions answered every week !

**A children's reference service was inaugurated** for ten hours per week.

**Free family passes to the Museum of Science and Technology** encouraged families to explore and learn.

**The new E-Commerce service** permitted patrons to pay library fees and fines from home through their online library accounts.

**A new meeting room and program registration system, Library Insight,** made it easier to discover, connect, and learn.



### TECHNOLOGY SERVICES

**The Library added a Kindle Fire to its collection of e-device;** all of our devices now circulate!

We made significant improvements to the library technology infrastructure in 2013, including: **a new server and wireless system/fire wall to improve connectivity and increase security and a Cloud-based backup for important digital records.**



**Over 100 patrons attended computer classes or one-on-one technology tutorials in 2013,** many of which focused on downloading e-books onto electronic devices. The Library also developed instructional handouts on downloading and the use of electronic devices for reading and study.

## 2013 FINANCIALS SUMMARY

<b>2013 REVENUE*</b>	
TAX LEVY	\$ 1,281,785
FEES/FINES	23,977
BOOK SALES	6719
LOCAL LIBRARY SERVICES AID	4291
INTEREST ON INVESTMENTS	6414
GRANTS	1840
ANNUAL FUND DRIVE	18,126
OTHER	8411

<b>2013 EXPENDITURES *</b>	
LIBRARY MATERIALS	\$ 143,294
OPERATING	182,068
SALARIES & BENEFITS	599,520
ANNUAL RENT	61,270
BOARD DESIGNATED FUND+	305,940

\*All figures rounded to the nearest dollar.

+The Board Designated Fund is a discretionary account designated to support a future building project, increases in facilities operating costs, and unanticipated expenditures.

**Complete financial data for 2013 as reported in the 2013 DeWitt Community Library Audit Report will be made available to the public on the library web site at [www.dewlib.org](http://www.dewlib.org) after the report has been approved by the Library Board of Trustees.**

## 2012-2013 ANNUAL FUND DRIVE CONTRIBUTORS

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 Jozef Zwislocki

**The DeWitt Community Library would like to recognize these businesses and organizations that contributed to our 2012-2013 Fund Drive\*.**

**GOLD \$250 - 499**

**Excellus BlueCross BlueShield  
 Merrill Lynch Wealth Management  
 R&R Janitorial Service, Inc.**

**SILVER \$100 - 249**

**Nottingham Residents Forum  
 Jamesville-DeWitt Middle School PTG**

Carpenter Heating and Cooling  
 Byrne Dairy, Inc.  
 ShoppingTown Barbershop  
 Christiana Millwork  
 CNY Genealogical Society  
 L-M Painting

*\*Donations recorded as of 2/20/2013*

# THANK YOU, DCL FRIENDS & VOLUNTEERS

We would like to thank the Friends of the DCL and our many talented Library Volunteers who gave generously of their time and talents in 2013. We couldn't do it without you!

## Friends of the DeWitt Community Library—2013 Highlights

Grant for DCL Summer Programs

Afghan & Pillow Raffles

American Girl Raffle Fundraiser

Fall and Spring Book and Bake Sales

Antiques Library Show Fundraiser

Barnes & Noble Fundraiser

Friends Annual Tea and Fundraiser: Jason Newton

Friends Annual Meeting Speaker: Peter K. McShane,

Mall-O-Ween Mall event table



*2013 Board of the Friend of the DeWitt Community Library*

## THE YEAR AHEAD

**Here are some of the exciting new projects and activities to look for in 2014:**

- Children's Activity kits in the library for parents and their children to create and explore together.
- 'Cozy Chair' online book clubs moderated by DCL staff.
- Access to free streaming video and TV through library subscriptions to Netflix.
- Tablets in the Children's Room with popular apps, books, and games to encourage literacy and language skills.
- Summer early literacy and crafts programs at Jamesville Beach Park.
- A 'Striders Club' for mall-walkers, with early morning health-related programs and free membership incentives from MVP.
- Results of the 2013 User Survey.

