

West Branch District Library  
Annual Report FY 2011-2012

Statistics from July 1, 2011 through June 30, 2012

Circulation Statistics Snapshot

- Collection Numbers: 29,888 (print)  
2050 (electronic)  
2127 (audio-visual)
- Total Circ: 55,862
  - \*Inter-Library Loan Out: 2261
  - \*Inter-Library Loan In: 2207
- Overdrive Ebook/Downloadable audio circ: 1717 (August 2011-June 2012)
- Active Users: 4629 (60% Non-resident)
  - \*Note: There are 8983 (33% Non-resident) registered borrowers in the system, however, active users are patrons that have borrowed library materials within the last three years.
- The library uses Unique management for patron fines/materials sent to collections: We are getting a 3x1 return on investment (for every dollar spent by the library to initiate Unique's services, three dollars are returned to the library in fines and/or library materials returned).
- Internet usage: 13,944 public workstation users, 1937 wireless users
- Online book ordering has allowed for staff to enable an "Acquisitions" tag which allows patrons to place holds on items the library has not yet received in-hand. For popular and prolific authors, this service takes the tracking burden off staff (somewhat) and enables patrons to take control of their own holds.

Tech Bright Spots

- The library purchased a projector, freeing us from having to borrow from City Hall for presentation and group needs. All BTOP computers (grant-funded) have been purchased and made accessible for patron use (this process was begun the previous fiscal year and completed during this fiscal year). Two new staff computers were also purchased and put in use this fiscal year.
- One of the most stand-out improvements, in my honest opinion, is the new library website. The easy-to-update, professional webpage links to the library's social media presence, highlights upcoming programs, and allows users to interact with the library in a way that wasn't possible with the old website. Kudos to Andrew and his coding knowledge for making this happen!
- Additional e-content is now available for WBDL patrons exclusively. As waitlists grow for e-books and downloadable audio, Andrew is able to monitor and order additional copies of popular titles that are reserved strictly for WBDL patrons.
- Library Thing has been enabled in the catalog, which allows users to access myriad professional reviews of specific titles, and "virtually" browse the shelves to see what is shelved in the vicinity of the book they pull up in the catalog.
- Andrew continues to conduct technology workshops for introductory computer skills, advanced computer skills, and e-reader device workshops. When we hear patrons being referred to his services when they purchase a tech device, such as an e-reader, at Walmart here in town, we know he's doing something right!

-The library launched its presence on Facebook in hopes of furthering the reach of library program awareness as well as resource awareness. The library also opted to use Social Library, a plug-in for Facebook on a trial basis. This tool allows access to patron accounts (for placing requests, monitoring fines, etc.) without the patron ever leaving Facebook. Additionally, the library began a presence on Pinterest, a virtual bulletin board to help promote new library materials.

-The library also upgraded its Internet service by consolidating phone and internet services through M33 Access. The upgrade increased internet speeds from 1.5 Mbps to 7 Mbps.

### Program Milestones

-This fiscal year, program emphasis has been on author events featuring some local authors as well as a Michigan Notable Author whose visit was partially grant-funded.

-There has been a very positive response for efforts on the library's part to help support and sustain the Ogemaw County Literacy Council in office space and support staff. This group continues to meet regularly, hold trainings, and increase the numbers of tutors helping children and adults gain footing in literacy.

-Art Walk and Wine Tasting events together brought more than 1000 people through the library this fiscal year! This event continues to be popular and serves as a program that draws non-library users into the facility which gives us the opportunity to educate them about library services of which they might not be aware.

### Facilities Report

-During this fiscal year, the Book Nook added five new shelving units updating the look and organization of this fundraising workhorse in the basement of the library. Many compliments are overheard as people "discover" this great source for books other than the library itself.

-Riverside Restoration and Remodeling began work in early April to re-tile the downstairs bathrooms. Previous materials quickly stained and showed wear, and after receiving a great close-out deal on tile from Home Depot, the library was able to redo both basement bathrooms. Mike Schorn (Of Riverside Restoration and Remodeling) also installed a baby changing table for use by patrons and program attendees.

-A new library phone system was purchased and installed for staff and Book Nook volunteer use. The updated system allows for a recorded message to be played after hours informing patrons of library hours and allows callers to leave messages that staff can return promptly.

-New double-paned windows were installed in the older section of the library building. This project was made possible by the generous donation the library received from the Paul Poling estate. This project was initiated during this fiscal year, but completed in July 2012.

### Personnel

-This fiscal year marked the retirement of long-time Library Director, Marsha Boyd. Marsha led the library through many milestones in her nineteen years of service. Marsha remains heavily involved with the Friends of the Library helping with Fabulous Fridays book sales as well as the Book Nook, and has also spearheaded the Mission-Based Books project which will garner the library money through sales of more rare and valuable books that have been donated to the library.

-January brought the hiring of Emily Clark to take over as Library Director.

-Mary Jo Curtis joined the team as a Library Assistant in January. She brings to WBDL a wealth of knowledge as a masters-degreed school librarian. Caroline Clough was hired on part-time to develop and coordinate the Summer Reading Programs for the elementary youth as well as the teens and 'tweens. She will continue on an as-needed basis to wrap up program details and begin to train as a substitute library page. Her background in early childhood development made Caroline a natural fit for the summer reading program, and we hope to continue to utilize her skills within the library.

## Financial

-Unaudited Revenues and Expenditures:

Revenues: \$334,911.84

Expenditures: \$335,968.76

-In August of 2011, the library paid off its bond. (The above unaudited revenue does not reflect the transfer from the savings to pay off the bond, however, the unaudited expenditures do include the \$56,000 payment). This will free up interest payments in upcoming budgets and is wonderful to have paid off.

-The reconciliation of incoming money (fines, copies, etc.) was updated with a spreadsheet for daily use. The spreadsheet makes it easier for staff to track which amounts came in for which library service. Multiple staff sign off on reconciling the amounts before cash is stored by the Director on a daily basis.

Respectfully Submitted,

Emily Clark, Library Director