



Carroll Public Library Annual Report FY 2009



Carroll Public Library

Annual Report FY 2009

This is the first annual report to the Carroll Library Board of Trustees, the Carroll City Council and the Carroll County Supervisors from library director, Kelly Fischbach. This has been an exciting year for me as a director and for the patron's of the Carroll Public Library. The format will be slightly different from past years. Last year, in Linda Reida's final report, she stressed the needs for a new facility to house the Carroll Public Library. Linda spoke frankly in her report as she laid out the inadequacies of our current facility. After a year of working in this library, I believe her report was accurate and well detailed. The Carroll City Council has listened to her case and allowed us to move forward in that effort. We have undergone many changes, all working toward making the Carroll Public Library a valuable asset to the citizens of Carroll and our surrounding area.

Highlights of the year

Public relations

- bi monthly newsletter included in city water bills
- monthly newspaper column
- presentations at various civic organizations
- weekly spot on local Channel 6
- updated and user friendly web page
- reorganization of Friends of the Carroll Public Library
- Carroll Library Foundation receives 501(c)(3) status
- established Friends of the Library group on Facebook
- presentations to faculty at KHS & CHS
- student tours of library
- partnership with Carroll Farmer's Market



Facilities/Services

- cleaned carpet
- new lighting and ceiling in main room
- moved shelving to provide a "book store" feel
- secure system for DVD protection
- Alexandria software installed-with home access and management
- addition of WILBOR service- downloadable audio books
- addition of online service of Hobbies & Crafts with home access
- card catalog computer inside front door
- weeding of the nonfiction collection through 600s
- Book Nook for used books and movies
- hired FEH as architect to draw preliminary plans for a new library
- began homebound book delivery

Events

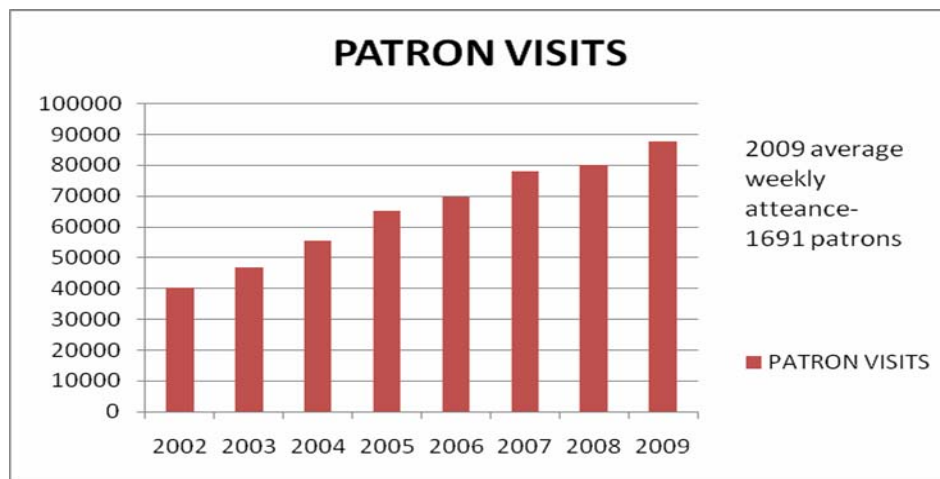


- Friends Spring author series
- Internet Safety presentation
- Abe Lincoln impersonator at schools & CPL
- added Teen Tuesdays, 3-6 Book Club & K-2 story time- summer
- continued story times for Head Start, Preschool and Toddlers
- tongue painting with K-1 students to promote summer reading
- three special events for summer programming
- two charity knit days
- Friends annual geranium sale and used book drive

Statistics for FY 09

Library Visits

Each year since FY2002, the staff has taken a count of patrons coming to the library during sample weeks. The annual number of visitors is derived from those numbers and reported in the graph below. Visits in FY 2009 increased 7,596 over FY 2008. At the same time, the library has increased its online offerings, allowing patrons to renew books from home, download audio books and have access to hundreds of magazines and newspapers. The addition of the Daily Times Herald online, allows research of Carroll's paper from any computer in the world. Our genealogy rooms continue to be popular, but this added feature allows the library's resources to be shared throughout the country. It is interesting to note, the increase in our foot traffic even with an increased presence on the web. Will a large library be a necessity in the future? These numbers seem to indicate we will only be increasing in importance to the citizens of Carroll and the surrounding area.



Number of Items Checked Out

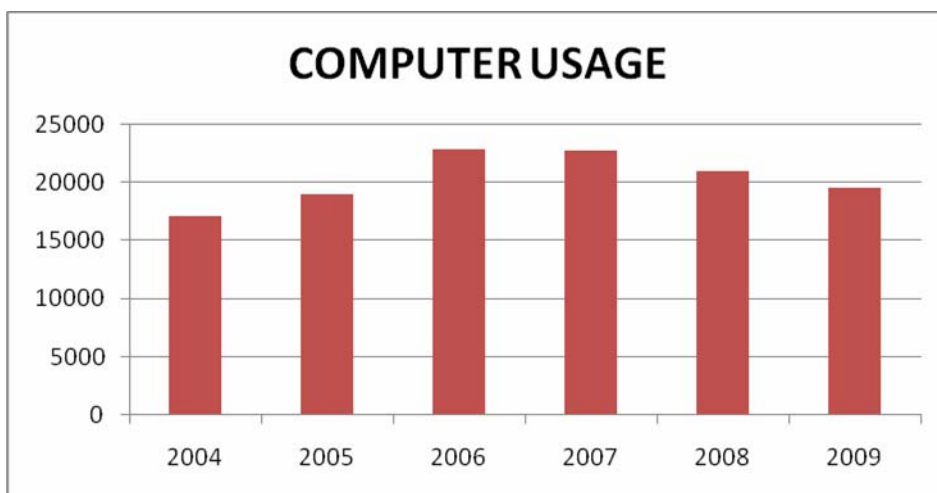
If Library patrons had to purchase what they now borrow, they would have to spend about \$3.6 million in the last year alone. The Carroll Public Library circulated 109,458 items in FY 09. This number is lower than previous years because of an update in the circulation system used between July 08 and Feb 09. The update changed the way renewals were counted, so it was impossible to separate the data this year. We were able to compare apples to apples for the months of June and July. June '08 circulated 15,499 items and June '09 circulated 16,222, an increase of 723. Although not in FY 09, July statistics reflected the same increase; July '08 13,461 and July '09 14,357, an increase of 896.

CPL added downloadable audio books in January, 2009 through a consortium called WILBOR. The use of WILBOR by patrons has increased steadily each month from 42 in January to 64 in June. We continue to show patrons how to use this service which allows them to listen to books from a computer, or on an iPod or MP3 player. We had a student who was studying overseas during the spring semester tell us she downloaded books while she was there using her Carroll Public Library card. The book collection on WILBOR will double each year, so we anticipate this service becoming an increasingly popular one for patrons.

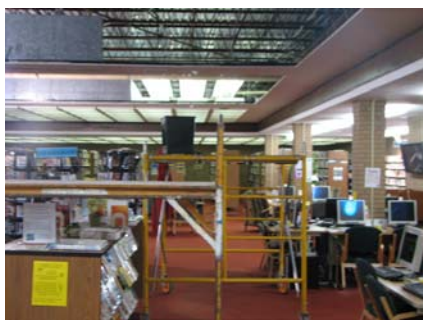
Library patrons saved about \$3.6 million by borrowing materials from the Library in FY2009. With a new facility, these numbers would typically double.

Internet and Computer Use

Computer and Internet use continues to be a popular reason for coming to the Carroll Public Library. We rearranged furniture to allow for five stations for laptops to be plugged in for power and take advantage of the wireless connection. Many days all five stations are full. The wireless feature has been an added bonus for people doing presentations in the library as well as the traveling business person. We noticed an increase in computer usage this past winter and wondered if people have dropped Internet service at home due to the economy. The ability to hold computer classes would be a benefit many patrons have requested, but our current number of computers and arrangement is not conducive to holding classes. We wrote a grant to purchase a portable computer lab this winter, but it wasn't funded. That will be an item we will continue to pursue as grants become available.



Carroll Public Library Best Improvement of FY09 New Lights and Ceiling!!



Programs and Events

Adult Programs

Adult programming was a goal of the Library Board of Trustees for FY09. The Friends of the Library assisted in bringing new programs to the library, both through development and promotional help and through financial support.

The Book Discussion group meets from September through May and averages eight to ten attendees depending on the month. The group meets on the third Tuesday of the month at 6:30 in the evenings in the main library room. As this group continues to grow, another meeting space will need to be located because they disrupt students trying to study and read.

The Crafty Library ladies continue to meet weekly on Tuesday mornings and Wednesday afternoons. The Tuesday group often reaches 12-15 in number, while the Wednesday night group is a bit smaller. In December, 2008, the group shipped off 11 scarves, two shawls; two lap robes; four headbands; four adult sized afghans; 12 children's hats; four baby sets of hats and mittens, two children's sets of hats, mittens and scarves and two adult scarf and hat sets. They donated three children's sweaters, three chemo hats and scarves and 13 newborn hats. They sent 38 pairs of socks, six hats and six mittens to orphans in Mongolia. Charities benefitting from their work are: Retired and Senior Volunteer Program of Carroll, New Opportunities, St. Anthony Regional Hospital, Warm Up America, Guidepost Magazine Knit for Kids and Warm Woolies.

Friday Night movies continue to have a steady group of viewers averaging 13 a night. Movies are shown on the first and third Friday evenings after the library has closed for the night. Free popcorn is provided by the Carroll 5 Theatres.

Special programs for adults offered this year:

- Internet Safety- Mediacom
- Nigeria Mission Trip- Kelly Fischbach
- Abraham Lincoln Impersonator- Stanley DeHaan
- Friends of the Library- Spring Author series
 - Carey Bigard
 - Alan Loots
 - Don Harstad
 - Debra Marquart
- Beyond Heaving Bosoms- Sarah Wendell
- Lincoln Highway History- Francie O'Leary



Children's Programs

The 2009 Summer Reading Program, based on the theme of "Get Creative at Your Library," enrolled 695 children, an increase of 43 students over last year. We believe this increase was due in part to a tongue painting activity Nancy Pudenz, children's director, hosted for visiting kindergarten and first grade classes in May! Donated coupons from merchants served as incentives to read, along with a donation from King's Point in Storm Lake for a free day of swimming for anyone reaching the 25 book level. Drawings for a \$50 savings bond, two bicycles, 2 individual passes to the Carroll Aquatic Center and 5 family packs of movie passes will be offered as rewards in August at the conclusion of the summer program. A donation from the Daily Times Herald helped provide these incentives.



July, 2008, brought the popular Dan Wardell from Iowa Public Television to the CPL for two packed house programs. June, 2009, brought the Bucket Boys performing hip-hop music with lots of bangs and crashes playing garbage cans, metal signs and other street "junk". Fax Gilbert rounded out June, 2009, programs with his show "Mime and Magic." The CPL worked in cooperation with the Audubon Public Library to help with costs associated with both of these programs, sharing mileage and motels. The popularity of these programs continues to show how important bringing opportunities for our children to experience different art

forms are and the need for a facility large enough to house the programs without disrupting other library functions.

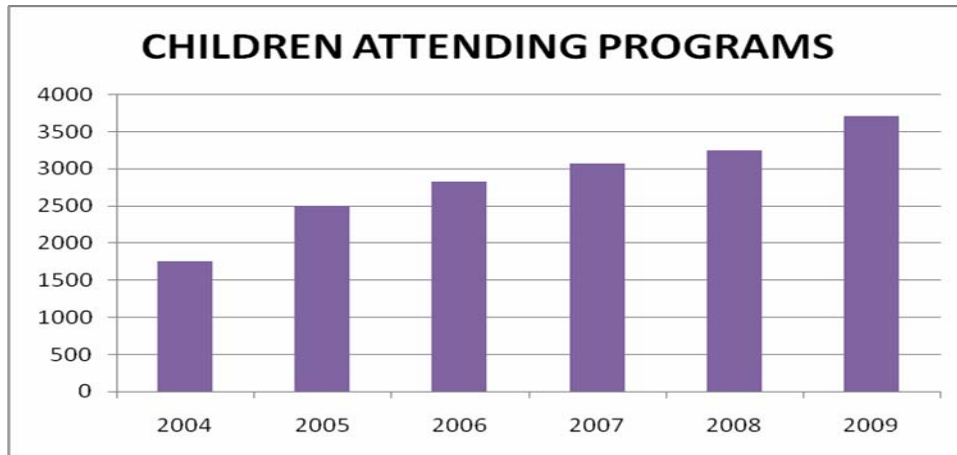
Teen Tuesdays, 3-6 Grade Book Club and K-2 Story Time programs were added for the Summer of 2009. Their goal was to encourage students to visit the library, meet new people and foster a love of reading. Donations from The Kiwanis Club and Friends of the Library helped us with initial costs of these programs. Promotional materials were handed out at the schools in late May and newspaper articles and newsletter features encouraged participation. Participation was low, but the children who did participate seemed to enjoy the activities. We will evaluate their effectiveness for the summer of 2010. It was difficult to hold these programs in the main room of the library because the students felt awkward disrupting the library. The programs are valuable in helping schools bridge the gap in learning over the summertime. We just need to find a better way to promote participation.

Toddler Story time, held on Thursday mornings at 10:00 has become a very popular event, often drawing 45 toddlers and their mothers. Volunteers from RSVP help Nancy Pudenz with this program in the summer and at various times during the year. Nancy has expanded her story times to include Head Start and the Day Care Preschool.



Attendance at Programs and Tours

The number of children participating in programs increased again this year. FY'08 attendance was 3,251, while FY '09 attendance was 3,715, an increase of almost 500. The need for adequate space both in the children's collection and for programs continues to frustrate the library staff. Moving furniture and disrupting other patrons was a daily occurrence in the summer and two or three times weekly throughout the year. Separate meeting space would provide an important service to library patrons and the community.



Friends of the Library

Under the direction of Co-Presidents Carol Blincow and Ann Wilson, along with treasurer, Carol Gronstal, the Friends of the Carroll Public Library has been revived and is becoming a vital part of the programming and public relations arm of the CPL. Their membership currently stands at 270. They have been established as a division of the Carroll Library Foundation for tax purposes. Committees were established for publicity, fundraising, volunteer coordination and programming. Quarterly newsletters keep members connected to their activities.

The annual geranium and used book sale was another success. This year plants were purchased from the local Earl May. A "Book Nook" was established in one of the small storage rooms in the library. Used books and movies are being sold from this room on the honor system. It seems to be quite popular and profitable. The Friends brought four Iowa authors to the CPL in their Spring Authors series. Author Sarah Wendell, of New York, spoke at the CPL promoting her book and web site and taped a segment of "Metro Woman" which later aired on WOI. Home book delivery started in May for homebound people. The Friends of the Library has a group on Facebook, thanks to program director Sonia Walsh. That group currently has 96 members. The Friends sponsored Teen Tuesday's food and continues the new baby project for Carroll County mothers who give birth at St. Anthony's. Finally, the Friends partnered with the Carroll Farmer's Market to help them increase patronage by accepting used DVDs and CDs in exchange for vouchers to be used to purchase items at the local market.

Carroll Library Foundation

The Carroll Library Foundation was formed in April, 2008. The group received 501(c)(3) status in March, 2009, establishing it as a nonprofit organization. The Foundation plans to undertake the fundraising and promotion of the drive to build a new Carroll Public Library. They met quarterly this year and plan to hire a professional fundraising firm to help them with a feasibility study and fundraising campaign in FY10.

Acknowledgments

There are many other people to thank for making FY09 a successful year at the CPL. RSVP volunteers have been ever-dependable in the tasks we need accomplished. The *Daily Times Herald* has provided outstanding coverage of library events. The Carroll radio stations and Channel 6 have provided us outlets for promoting our programs. Thanks to John DeBolt for showing up weekly to tape my television spot and for taping some of our programs so patrons at home may view them. The following businesses and groups have encouraged kids to read more than ever through their donations: A & W, Carroll County State Bank, Fareway Stores, Hy Vee, Godfather's Pizza, Kiwanis, Kum 'n Go, Mac's Corner Café, Masons, McDonald's, Pizza Hut, Quiznos Subs, Sam's Sodas and Sandwiches, Subway. We couldn't do our programs without you!

Thank you to Gary Schroeder for his year of service as president of the trustees. He was invaluable in guiding me through my first year at the Carroll Public Library and in promoting our work toward a vision of a new facility to serve the patrons of the Carroll Public Library well into the 21st century.

Thank you to Gerald Clausen and the city staff for their help and acceptance as I figured out how the library fit into the big picture of city services. Just getting the mail machine to work was a challenge and they met me with patience and kindness.

And finally, thank you to the Mayor, City Council and the County Board of Supervisors for providing the financial support which enables us to serve our patrons. I look forward to continuing our partnership, working to provide the best possible library for our citizens.

Respectfully submitted,
Kelly Fischbach, Carroll Public Library Director

FY 2009

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