



Sioux City Public Library Annual Report

FROM THE DIRECTOR

Launching new initiatives positions the Sioux City Public Library as an active partner in learning, and enhances our ability to meet the ever-changing needs of people in this community. We must balance new services with the best of traditional services while being true to this Library's stated mission: The Sioux City Public Library connects people and ideas to empower and enrich our community. The activities highlighted in our report on the past year mention new initiatives from Tuesday Tech Talks to a new Lucky Day collection. We also highlight statistics measuring more traditional services like the number of items checked out by Library patrons.

We, at the Sioux City Public Library, remain committed to creating and serving a literate, well-connected and economically viable community.



Betsy Thompson
Library Director

NEW INITIATIVES FOR LEARNING & LEISURE

- The Library launched a collection of high-demand titles at The Wilbur Aalfs (Main) Library and Perry Creek Branch Library to connect readers with favorite authors. Staff called it the "Lucky Day" collection. It's your lucky day when the bestseller you want is available for check-out and you don't have to wait in the queue for it.
- The Online Branch debuted a redesigned Books & Reading page providing resources and recommendations for leisure readers, and added NewsBank, an index and full-text archive to the *Sioux City Journal* online edition.
- The Library's statewide consortium launched downloadable eBooks in December in response to patron requests for this new format.
- An inviting display unit and new booth seating at the Morningside Branch improved the teens and 'tweens area, thanks to the Friends of the Library and the family of Sharon A. Jepsen.
- The Library collaborated with the Community Action Agency of Siouxland, Iowa Workforce Development and WITCC to train the trainers at the Morrell Transition Center on accessing and using Library databases to help their clients. We provided language and literacy resources to improve job search skills, and clients came to the Library for a tour. Staff created an extended loan collection of bilingual books for younger readers who might be accompanying their parents to the Center.



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2010-2011 STATISTICS

The Sioux City Public Library houses 202,520 books and recordings in The Wilbur Aalfs (Main) Library, Morningside Branch, and Perry Creek Branch Library.

400,500 visitors checked out 562,474 books, magazines and recordings and used an additional 166,300 items inside the Library buildings. Checkouts are down 3.7% from last year with DVDs showing the largest decrease.

Visitors logged into the Library's free Internet computers 68,882 times for online job applications, social networking and research. Others used their own laptops to tap into the Library's wireless connection. Staff proctored 129 tests for distance learners during the year, up from 82 proctored last year.

Sioux City Public Library has 29,032 active library card holders. Of those active card holders, 13% or 3,790 used their cards to access online resources exclusively and did not physically check out any Library items.

Individuals and organizations booked the Library's two public meeting rooms 299 times, attended by 6,241 people. Meeting room bookings are down from 393 last year, due to fewer ICN reservations and the fact that the Gleeson Room is not available after 8 pm.

During the year, staff cataloged, stamped, stickered and readied 20,600 new items for public use and withdrew 23,500 outdated or damaged items.

- In cooperation with Morningside College, Iowa Public TV and the Iowa Mathematics and Science Education Partnership, the Library hosted *Mom's Night Out for STEM (Science, Technology, Engineering, Math)*, inspiring the next generation of scientists and engineers.
- The Library introduced free downloadable music, giving patrons access to thousands of titles in the Sony Music catalog via their Library cards.
- The Wilbur Aalfs Library renovation team began meeting with the architect to evaluate the proposed infrastructure and determine collection and shelving needs for the 20-year renovation.
- To offer a self-check option at the renovated Wilbur Aalfs Library, staff selected a new collection management system. Checkout receipts replaced date due cards at the Perry Creek and Morningside Branch Libraries to begin this transition.
- The Library launched Tuesday Tech Talks to share staff expertise on a variety of topics, beginning in March with how to download Library eBooks. Patrons gathered monthly for brief demos and Q & A sessions.



COMMUNITY ENRICHMENT

- Library staff led the 6th annual community reading initiative, One Book One Siouxland, in cooperation with the Institute for Lifelong Learning at Western Iowa Tech Community College and community volunteers. To help build community through a shared reading experience, the Library hosted the keynote address, facilitated three public discussions of *The Maltese Falcon*, and developed a contest that engaged 27 local businesses in the process.
- As a community learning partner, staff prepared read-alike lists and led book discussions for the Western Iowa Tech Lifelong Learning book group, presented talks at the Siouxland Center for Active Generations, and worked with the Community Action Agency to help seniors improve their Internet skills. Statewide celebrations included All Iowa Reads and Iowa Prairie Heritage Week.
- A walking unit of Library staff and family members reminded spectators at the Morningside Days parade that there is a world of stories waiting to be discovered at the Library.
- The summer reading initiative, funded by the Friends of the Library, drew capacity crowds at magic and puppet shows, the Zoomobile and more. Incentive prizes encouraged leisure reading for all ages.

- To emphasize the importance of reading, staff participated in reading nights and open houses at Joy, Irving, Lincoln, and Whittier elementary schools. The Library partnered with the Sioux City Musketeers to deliver "Reading is Cool" bookmarks to the schools, and invited parents and young children to a "Read for the Record" event sponsored by JumpStart. Staff placed posters in City laundromats encouraging customers to "Get ahead...get a Library card" prompting a request for similar posters for a patron's workplace.
- The Library hosted 26 read-to-me story dog sessions for children in kindergarten through 5th grade. Besides being fun to do, reading aloud to non-judgmental listeners improves confidence and proficiency.
- In February the City Council made the difficult budget decision to close the Perry Creek Branch Library. After hearing from many residents who use and value a library presence on the north and west side of town, the Council reversed its decision in April.
- Whether delivering Library books to shut-ins, entering data in the *Sioux City Journal Index*, or working the book sale (which brought in \$28,010 for the Friends of the Library), a total of 165 Library volunteers donated 3,331 hours supporting Library services. In April, the Library purchased books in honor of our volunteers and held an appreciation coffee at the Perry Creek Branch Library.

LIBRARY BOARD OF TRUSTEES

2010-2011

- Jay E. Denne, *President*
 Janet Plathe, *Vice President*
 Lisa M. Kroger, *Secretary*
 Derek Albert
 Barbara Benson
 Mary Ann Schuldt
 Daniel Smith

LIBRARY BUDGET SUMMARY

	(not audited)
City Adjusted Budgeted Amount	\$2,700,572
Expenditures:	
Personnel	\$1,917,818
Materials	\$303,028
Plant/Operations/Equipment	\$322,060
Gifts & Grants Received	\$122,212
Including major gifts of \$58,165 from the Sioux City Public Library Foundation, \$38,838 from State of Iowa funds, and \$15,551 from the Friends of the Sioux City Public Library.	