

Sioux City Public Library

Annual Report 2012-2013

empowering our patrons

In the stacks or online, the Library connects patrons with the information they need and the stories they seek.

Visitors to the Morningside Branch Library enjoyed **enhanced browsing and improved visibility**. We created space for a teen nook by interfilling teen paperback and hardback books and rearranging shelves. New furniture in the picture book area invites parents and children to sit and read awhile. The New Books are closer to the checkout desk and nearer the natural light of the windows. A new networked, coin-operated printer/copier, with a full-color option, makes Internet printing and photocopying a breeze.

Sioux Cityans have the opportunity to **learn a new language** with a fun and effective tutorial, Mango Languages, which the Library debuted in December. Mango Languages is an interactive database providing step-by-step instruction in 15 English-as-a-Second-Language courses and 12 foreign-language-for-English-speakers courses, giving full-service cardholders access to language lessons 24/7 via the Online Branch.

Finding a movie became easier when we **re-classified the DVDs**. You'll now find movies shelved by type such as drama, music, comedy, children's, TV Series, mystery, western, romance, documentary, exercise, and travel. Patrons borrowed 45,565 DVDs, up 7.3% from last year.

We provided 43 group **training sessions** on finding your next great read, researching grants for nonprofits, genealogy research and more.

The most requested consultation topic in 2013—downloading eBooks to a personal device. Library staff consult one-on-one, every day, at a time convenient to the patrons to help them learn about whatever interests them.

Young **teens honed research skills** while competing to survive a zombie apocalypse during an after-hours event, Zombie Survival: Undead and Well Read. By participating in the Library's **children's summer reading initiative**, 2,136 children and teens read whatever they wanted to read and held their ground against the "summer slide" in reading skills.

Patrons who opt-in may now **receive text (SMS) notices** in addition to email notification that holds are ready to pickup, items are coming due, and cards are nearing expiration.

A growing number of patrons use the Library without walking through the doors. In fiscal year 2013, **14.24 % of the Library's 30,368 active cardholders used eServices exclusively** and did not physically check anything out, up from 10.7% last year. Cardholders use their Sioux City Public Library cards to link to Iowa's OverDrive eBook and audiobook download service, to the Freegal music download service, and to 14 full-text, Library-licensed online resources from science to genealogy to legal forms to auto repair to resume and job search guides.



FROM THE DIRECTOR

Betsy Thompson
Library Director

Creating opportunities for a lifetime of learning. That's what appears at the top of Sioux City Public Library's new strategic plan and that's exactly what public libraries do.

Our service-oriented staff created opportunities for 349,900 visitors during 2013. We helped them learn to use e-mail, prepare their kids for kindergarten, be a better cook, be a better parent, make informed business decisions, and decide what to do in retirement. We helped residents of our community relax, grow, think and learn—for a lifetime.



connecting with readers

The latest brain research shows that the act of immersive reading provides incredible benefits, from improving critical thinking to honing social skills to staving off cognitive impairment. We vigorously support reading at every age and life stage.

To bring readers together, Library staff took the lead role in planning and presenting the **community-wide reading initiative**, One Book One Siouxland, where 470 participants attended 21 initiative-sponsored events like Helen Lewis's keynote presentation on *Shane*, held at The Wilbur Aalfs (Main) Library on March 2.

We met readers where they gathered, offering **book talks and programs** for the Western Iowa Tech Community College Lifelong Learning bookclub, at retirement communities like NorthPark, The Pointe, and Bickford Cottages, and for local groups like the Engineers Club and Miercoles Study Club.

Building on the success of the Morningside Branch book discussion group, we added a second session at the Perry Creek Branch in January, doubling the opportunity for readers to **share reading experiences**. We partnered with the Iowa Center for the Book and facilitated three discussions of the All Iowa Reads selection, *The Year We Left Home*.

Youth Services launched a **new series of family programs** on February 2 in conjunction with Take Your Child to the Library Day. One month later we commemorated Dr. Seuss's birthday at the Library. In five first Saturday events, 550 children and parents came together to celebrate the love of reading and the joy of discovery.

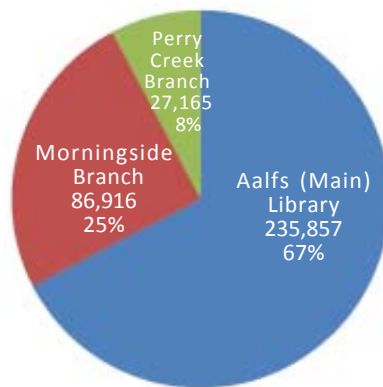
In May, as an eBook Advantage Library through OverDrive, we began offering patrons exclusive access to popular authors such as Dan Brown, James Patterson, David Baldacci, and Sandra Brown. Staff continue to monitor eBook publishing and copyright trends to best serve Sioux Cityans. In June we had our **highest monthly eBook checkouts** to-date, passing 800 checkouts for the first time!

To keep the **collections relevant and current**, we added 18,565 new physical items and withdrew 18,224 worn or outdated titles. With their Library cards, patrons can link to 16,995 licensed downloadable eBook and audiobook titles.

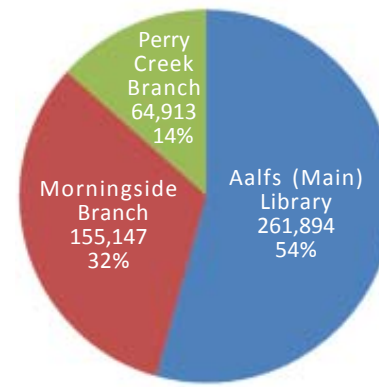


I've seen firsthand how reading, and being able to read well, makes such a difference in someone's life. As a retired educator, I have time to read several books a week. I belong to three book clubs and the Library's is my favorite! — Harriett

GATE COUNT BY BUILDING
Library total gate count: 349,938



CHECKOUTS BY BUILDING
Library total checkouts: 481,954



LIBRARY BUDGET SUMMARY

Operating Budget (not audited)	
City Adjusted Budgeted Amount	\$2,668,800
Expenditures:	
Personnel	\$2,027,749
Materials	\$270,369
Building/Operations/Equipment	\$298,695
Gifts & Grants Received:	
Library Foundation Endowment	\$60,973
Gleeson Book Fund	\$5,018
Friends of the Sioux City Public Library	\$19,592
State of Iowa funds	\$30,699
Other	\$41,219

LIBRARY BOARD OF TRUSTEES

2012-2013
 Janet Plathe, *President*
 Mary Ann Schuldt, *Vice President*
 Daniel W. Smith, *Secretary*
 Derek Albert
 Melissa Cain
 Jay E. Denne
 Jacqueline Lightcap

enriching our community



As a mission-driven organization, the Sioux City Public Library connects people and ideas to empower and enrich our community. We value the public's trust...and equal access to library services.—from Sioux City Public Library's Board-adopted Strategic Plan.

The number one strategy on Sioux City Public Library's **new Strategic Plan** became the theme for this annual report: "Create opportunities that cultivate curiosity, discovery, reading, and learning for a lifetime, in our diverse community." Library trustees and staff reviewed current literature and library and societal trends, scanned our community by using demographic and market data, talked directly with community members, then met in a facilitated retreat on April 17 and 19 to lay out the areas of strategic emphasis for the next three years.

As a community gathering place, we **hosted 222 public meetings** in the Library's Gleeson and Garretson public meeting rooms, attended by 5,790 engaged citizens. Individuals and small groups used the Library's SNB Conference Room and study rooms 527 times during the year.

The Library remains a valued **partner in learning**, providing programs and sharing resources with preschool classrooms and the Siouxland Center for Active Generations. To inspire area writers we collaborated with the Woodbury County Genealogical Society to present the workshop, *For All Time: A Complete Guide to Writing Your Family History*. We worked with the Sioux City Musketeers to take the Reading is Cool message into the schools. Tourist in Your Own Town gave locals an incentive to discover the Library.

Embedded librarians support **community-wide initiatives** such as the Blue Zones Project, working on committees, sharing information-transfer expertise, and assuring that initiative-recommended resources are available for all at our community's public library. With displays, we showcased resources in support of events like Nature Calls and the Garden Show, and supported the efforts of Sierra Club and S.T.A.R.S. who brought authors and guest speakers to town.

We opened the Aalfs (Main) Library's **computer lab after hours** on July 26, 2012 and January 31, 2013 for Plumbers & Steamfitters Local #33 to complete online testing. Librarians proctored 56 tests for distance learning students during the year.

Visitors logged into the Library's **internet computers** 72,360 times for online job applications, social networking and research. Others used their own laptops making 23,641 IP connections into the Library's public wireless network.

We worked year-round **preparing children for success** in school—and in life—introducing reading readiness skills to 2,876 attendees at Library storytimes, strengthening beginning reading skills for 366 children at 28 read-to-me story dog sessions, and building a foundation for reading among 3,124 preschoolers at area childcare centers.

Thirty-four local citizens serve on the Sioux City Public Library Foundation Board of Directors, the Friends of the Library Board, and the Council-appointed Board of Trustees. In addition, 119 people donated a total of 2,736 volunteer hours to the Library. These engaged citizens conscientiously advocate for excellence and economy in library service.



Mission

The Sioux City Public Library connects people and ideas to empower and enrich our community.

*–Adopted by the Board of Library Trustees
June 17, 2009*

Library Hours

From three buildings, the Library provided 7,546 open hours of service during fiscal year 2012-2013.

The Wilbur Aalfs (Main) Library

529 Pierce St. • Sioux City, IA 51101

Telephone (712) 255-2933

Checkout Desk x 211

Research Desk x 221

Information & Youth Desk x 231

Monday – Wednesday 9 am to 8 pm
Thursday – Saturday 9 am to 5 pm
Sunday (September – May) 1 to 5 pm

Morningside Branch Library

4005 Morningside Ave. • Sioux City, IA 51106

Telephone (712) 255-2924

Monday – Thursday 10 am to 8 pm
Friday – Saturday 10 am to 5 pm

Perry Creek Branch Library

2912 Hamilton Blvd. Ste 101 • Sioux City, IA 51104

(Lower B, Plaza Professional Center)

Telephone (712) 255-2926

Monday, Wednesday Noon to 6 pm
Tuesday, Thursday, Friday 11 am to 5 pm
Saturday 11 am to 4 pm

Online Branch Library

www.siouxcitylibrary.org

- access catalog and premium databases
- download eBooks, audiobooks and music
- browse new books and request titles
- renew items checked out on your account

Library hours and policies are subject to change.
Staff are available to respond to your questions.



The Library is a department of the City of Sioux City.