

# Sioux City Public Library



## ANNUAL REPORT

### 2013-2014

Creating opportunities for a lifetime of learning.



#### Nurturing children and families in their mastery of reading skills and enjoyment of learning, the Library:

- Took on science in a big way during the *Fizz, Boom, Read* **children's summer reading initiative** and *Spark a Reaction* for young teens; 1,705 children and 416 teens signed-up.
- Partnered with IPTV to bring Martha Speaks and The Ruff Ruffman Show to family storytime; these special **early literacy** events attracted 93 children and 53 adults.
- Hosted 419 in-Library **programs** for children and presented 181 outreach programs with a total attendance of 13,512.

#### Developing the Library's materials collections for our unique community means staff:

- Cataloged, stamped, stickered, and readied 14,671 new books and recordings for public use and withdrew 16,873 outdated or damaged items.
- Manages 214,473 physical books and recordings in three locations.

#### Learners and leisure readers:

- Talled a **gate count** of 344,375 patrons (234,720 Main; 84,226 Morningside; 25,429 Perry Creek).
- Borrowed 453,294 items. Systemwide **checkouts** are down 5.9% from last year.
- Found many new up-to-date titles in the areas of health, nature, wildlife, the environment, art and music thanks to completion of a *Reinvigoration of Library Collections for Community Betterment* project funded by a Gilchrist Foundation **grant**.

## LIBRARY BUDGET SUMMARY

Operating Budget (Not Audited)

|  |             |
|--|-------------|
| City Adjusted Budgeted Amount            | \$2,728,985 |
| Expenditures:                            |             |
| Personnel                                | \$1,965,371 |
| Materials                                | \$296,352   |
| Building/Operations/Equipment            | \$458,756   |
| Gifts and Grants Received:               |             |
| Library Foundation Endowment             | \$55,225    |
| Gleeson Book Fund                        | \$5,282     |
| Friends of the Sioux City Public Library | \$37,734    |
| State of Iowa Funds                      | \$40,055    |
| Other                                    | \$39,356    |



FROM THE  
DIRECTOR

Sioux City Public Library continues to focus on how best to serve our unique community.

Fiscal year 2014 was a year of strategically refining those locally-focused library services.

Take a look at some of the highlights and statistics in this report to see how your Public Library inspires a literate, engaged community; enhances physical and virtual spaces that welcome and empower our residents; and creates opportunities for a lifetime of learning.

We learn something new everyday and hope you do, too.

# Inspiring a literate, engaged community.



## Bringing readers together and building community, Library staff:

- Planned and presented the community-wide **One Book One Siouxland** reading initiative for *The Orphan Train*; 1,233 attended initiative-sponsored events and hundreds more read and discussed the book in non-sponsored venues.
- Hosted monthly **book discussion groups** at the Morningside Branch and Perry Creek Branch Libraries.
- Supported reading at every age through **partnership events** and articles with the Humane Society, the Northwest Iowa Sierra Club, WITCC's Lifelong Learning Institute, retirement communities, and Siouxland Magazine among many.
- Collaborated with the Sioux City Musketeers to take a "Reading is Cool" message to schools, and partnered with the K-9 S.T.A.R.S to bring the Read-to-Me story dogs into Libraries to listen to **young readers**.
- Honored 118 **volunteers**, who donated 2,395 hours of service, with books placed in the Library's collection during April's National Volunteer Week.
- Improved local **reader advisor service** by creating a staff Reader Advisory Task force to lead and train all staff in the art of connecting readers with books.



Community groups held **253** meetings (222 last year) in our public meeting rooms.



**73,628** computer logins.  
**34,554** wifi logins, **up 46%** from last year.



The Library issued **5,444 new** library cards and purged **7,610 inactive** accounts.

# Enhancing physical and virtual spaces.



- Checkouts of **downloadable eBooks** increased 40.9% over last year; a total of 11,518 eBook downloads, 5,327 eAudiobook downloads, and 2,690 music downloads.
- Twenty **new public-use computers** greeted patrons on February 23. Purchased with State of Iowa Direct Aid funds, these computers were installed with no service down time thanks to staff who helped at an after-hours installation party.
- **Morningside Branch** Library boasts a **fresh look** with new patron seating throughout (courtesy of Friends of the Library) and a rearranged children's book section for easier browsing.

- A new **digital film scanner** that saves and emails electronic copies of microfilmed newspaper stories and census records offers a boon to genealogists, local history buffs, and curious minds.
- Of the Library's 30,328 active card-holders, **16.5%** used their cards to access **online** resources **exclusively** and did not check out any physical items.
- Sioux City Public Library continues to grow its fan base on Facebook, and is exploring ways to best reach potential followers through other **social platforms**.
- In 2014, the Library's **Facebook Page** celebrated a child's first library card and sent off long-time librarian, David Mook. We honored his 43 years of service to the Library by preparing a "Where's Dave?" photo-hunt game. Fans and followers were eager to participate and share their memories of Mr. Mook.



## LIBRARY BOARD OF TRUSTEES

Janet Plathe, *President*; Mary Ann Schuldt, *Vice President*; Daniel W. Smith, *Secretary*; Melissa Cain, Jacqueline Lightcap, Richard A. Moon, Christopher D. Norvell, Betsy Thompson, *Library Director*.