

FROM THE DIRECTOR

BETSY THOMPSON



Your public library works to blend valued traditional library services with high tech learning.

This year we continued our

focus on early childhood literacy—helping parents and children so that children develop the skills they need to learn to read. A partnership with the Iowa Initiative for Sustainable Communities identified new ways for the Library to engage with our community in supporting early childhood literacy. Children's books accounted for 32% of total items checked out from the Library in fiscal year 2014-2015.

During the year, 17.4% of Sioux City Public Library card-holders used their cards for electronic access only—to download eBooks, eAudiobooks and music, or to log onto the Library's public-use computers and premium databases. These 5,170 Library patrons made good use of their Library but did not check out a physical item.

From helping a child find good books to helping a senior adult learn how to send pictures from his phone to family far afield, Sioux City Public Library creates opportunities for a lifetime of learning.

FROM OUR PATRONS

"I was able to earn my Masters by utilizing my local Morningside Branch as a quiet place away from my toddler. I was able to complete my online tests at the Main Library. Thank you!" -Shawna V.

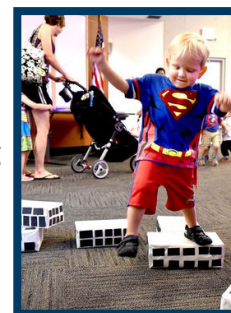
"Your staff researched, demonstrated potential helpful apps, downloaded and best of all SHOWED me how to be more self-sufficient. Hooray for public libraries—What a resource!" -Connie F.

"I was able to get my career back on track using your resources and friendly workers." -Troy F.

CREATING OPPORTUNITIES FOR A LIFETIME OF LEARNING

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

- Supercharged young readers during the *Every Hero Has A Story* **children's summer reading program** and *Unmask* for teens; 1,596 children and 539 teens signed up; 15 groups with 340 young people also participated.
- Partnered with Iowa Public Television to bring Martha Speaks and Peg + Cat to Library Storytimes. Ninety-seven children and 60 adults attended these special **early literacy events**.
- Hosted 226 in-Library programs for children and presented 161 **outreach programs** at preschool, Head Start, and daycare centers with a total attendance of 11,792.



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

- Ordered, cataloged, stamped, stickered, and readied **15,881 new books and recordings** for public use.
- Withdrew 17,299 outdated or damaged items. The Library now **holds 213,055 physical books and recordings** in three locations.

Twin vision books add braille to illustrated printed books allowing blind parents the joy of reading favorite picture books to their sighted children. With a **gift** from the Siouxland Chapter of the National Federation for the Blind and the Sioux City Rotary Club, the Library purchased a Twin Vision demonstration collection. In honor of each weekly speaker, the Rotary Club donates a children's book to the Library.

Learners and leisure readers in Sioux City:

- Tallied a Library **gate count of 335,394** (231,711 Main; 78,809 Morningside; 24,874 Perry Creek). Gate count is down 2.6% from last year.
- **Borrowed 432,280 items.** Systemwide checkouts are down 4.6% from last year.
- Experienced a Lucky Day by scoring a high-demand title from our Lucky Day display, where copies of popular books frequently found on waitlists are ready for immediate checkout. Staff monitor publishing trends and local use trends to make the Library's **selections responsive to the local community**.



Library techies became Tech Consultants. In March, Tuesday Tech Talks (previously held the 4th Tuesday evening of the month) became **Tech Consultations**, scheduled one-on-one at a time convenient for the patron. "My son [who had gifted his mother an eReader] will be so impressed that I went to the Library. And, you were much more patient than he would have been!" said one grateful patron after downloading a couple of eBooks during a one-on-one consultation with a Library Techie.

INSPIRING A LITERATE AND ENGAGED COMMUNITY

Cultivating community and bridging partnerships in literacy, Library staff:

- Planned and presented the community-wide **One Book One Siouxland reading initiative** featuring *Unbroken* by Laura Hillenbrand. One thousand two hundred and thirty-three people attended the 25 initiative-sponsored events and hundreds more read and discussed the book in non-sponsored venues. Sioux City Public Library staff lead this tri-state initiative with the South Sioux City Public Library, North Sioux City Community Library, and other community partners.
- Hosted monthly **book discussion groups** at the Morningside Branch and Perry Creek Branch Libraries.
- Supported learning at every age through **partnership events** with the Dorothy Pecaut Nature Center, WITCC's Institute for Lifelong Learning, Apple Tree Preschool, Beyond the Bell, Head Start, KWIT/KOJI: FM90, Betty Strong Encounter Center, Morningside College, MidAmerica Museum of Aviation and Transportation, Sioux City Public Museum, K-9 S.T.A.R.S., and Iowa Public Television.
- Hit the KWIT airwaves on June 23, 2015 with weekly recorded book recommendations for "Check It Out," a partnership program recommending great reads from the Library's collections to FM90 listeners.
- Registered 5,390 new library card holders and purged 4,728 inactive accounts. The Library has 29,629 active card holders.



Engaged volunteers donated 2,627 hours of service to the Library during the year. In April the Library honored those **107 volunteers** with books placed in the Library's collections—a gift plate in a special book for each volunteer. Seventeen of those volunteers donated time and gasoline to enrich the lives of homebound Sioux Cityans, delivering books and recordings to an average of 40 home delivery patrons per month. "Thank you with all my heart," read the hand-written note from one homebound reader in September after a volunteer delivered her bag from the Library. "Your staff has been so kind and helpful and your volunteers who bring me the books are wonderful."



LIBRARY BUDGET SUMMARY

Operating Budget (Not Audited)

City Adjusted Budgeted Amount \$2,598,609

Expenditures:

Personnel \$1,971,473

Materials \$244,186

Building/Operations/Equipment \$353,825

Gifts and Grants Received:

Library Foundation Endowment \$66,884

Gleeson Book Fund \$5,468

Friends of the Sioux City Public Library \$22,454

State of Iowa Funds \$35,208

Other \$15,390

ENHANCING PHYSICAL AND VIRTUAL SPACES

To empower Sioux Cityans through access and opportunity, the Library:

- Staffed and maintained **three buildings**, each with its own unique ambiance. To best serve residents within the approved budget, the Library reduced the Morningside Branch open hours by 8 hours per week to 47 weekly open hours and consolidated the 35 open hours at Perry Creek Branch to five days open per week.
- Renovated our Online Branch, launching a **new web page and online catalog system** in June. Patrons can now use faceted searching features, place holds and renew items anytime of day from the sleek-looking online catalog, and learn about key services and events from the uncluttered new Web page.



260 community group meetings
held in Library public rooms.



68,981 public-use computer logins.
47,401 wifi logins, up 37% from last year.

LIBRARY BOARD OF TRUSTEES

Janet Plathe, *President*; Mary Ann Schuldt, *Vice President*; Jacqueline Lightcap, *Secretary*; Melissa Cain, David Halaas, Richard A. Moon, Christopher D. Norvell.