

Creating opportunities for a lifetime of learning to empower and enrich our community.

Adopted by the Board of Trustees, June 2016

1,000 BOOKS BEFORE KINDERGARTEN



Ainsley smiles as she celebrates her 800-book milestone. She was also the first participant to reach the 1000-book milestone.

Sioux City Public Library launched the 1,000 Books Before Kindergarten challenge in January 2017, helping families prepare their children for kindergarten through the simple and enjoyable act of sharing books. Research shows that children who hear at least 1,000 books before kindergarten have wider vocabularies and are better prepared for kindergarten with the skills they need to succeed. Over 100 youngsters are participating in the challenge and 62 have reached milestones with eight having received their 1000-book medal.

Sioux City Public Library celebrated reading milestones with **62 children** between January and June.

As a leading advocate for literacy and reading, Sioux City Public Library emphasizes childhood literacy and seeks to have every kindergarten student starting school ready to learn to read and every third grader reading at grade level.



Betsy Thompson
Library Director

FROM THE DIRECTOR

Sioux Cityans use their public library for a variety of reasons. While providing this year's 321,000 Library visitors with their preferred experience, staff focused on advancing the Library's strategic plan of: (1) transformative collections, services, and events; (2) targeted outreach initiatives; and (3) physical and virtual spaces for delightful user experiences. Peruse the stories in this annual report to see how the experiences surrounding these statistics enrich our community.

As the fiscal year ended, I announced my plans to retire in August 2017. It's been a pleasure to serve this community for nearly 36 years, the last 22 years as Library Director. I thank you for your support. I see great things on the horizon for Sioux City and its Public Library.

SUMMER READING

New to the Library's summer reading initiative, this year, participants could track their reading minutes to enter their name into a drawing for a LEGO Creator set for each three hours (twelve 15-minute sessions) of reading time.

One father wrote that reading didn't come as easily to his younger son and he compared himself to his brother (unfavorably): "Thanks to a wonderfully encouraging teacher this past year, he became much more confident. Still, he didn't just pick up books to read on his own. That changed this summer. The prospect of LEGO was just too much! He dived into books this summer. This program was a great encouragement. Thank you!"

Young readers logged **4,647 hours of reading time** during Summer Reading.

The teen after-hours "Murder at the Library" event challenged critical thinking skills and had the highest ever teen turnout with 72 in attendance.

A FAMILY EXPERIENCE

Kassandra had a Skype interview for an out-of-state job. Not trusting her home internet connection to support the videoconference, she came to the Library. The interview was scheduled for 9:00 a.m. CST and 10:00 a.m. EST. "Since the Library opens at 9:00 a.m., I arranged with staff to arrive a little early to get set up and they were wonderfully accommodating," expressed Kassandra.

During another visit to the Library while she was reading *Lion Lessons* [by Jon Agee] to her four-year-old son, he spontaneously started acting out the story with another young boy. Creating his own stories at the new puppet stage with other children, discovering new things in the PBS learning apps loaded on the iPads, and creating masterpieces at the activity table are his favorite things to do when he visits the Library.

Kassandra's 13-year-old daughter met some girls her age from another school while searching for a book in the teen section. When Kassandra came looking, she found her daughter talking and laughing with new friends.

"We love coming to the Library," said Kassandra. "It's always such a good experience."

ENGAGING READERS



*Open Book Club meets at the Perry Creek Branch to discuss **Valient Ambition: George Washington, Benedict Arnold, and the Fate of the American Revolution** by Nathaniel Philbrick.*

Between January and November, reading enthusiasts meet for a lively book discussion the first Monday of each month in the morning at Perry Creek Branch Library and evenings at the Morningside Branch Library. Among others, the group read popular titles such as the worldwide bestseller *A Man Called Ove* by Fredrik Backman, and *Behold the Dreamers* by Imbolo Mbue which was announced as Oprah's 2017 Summer Book Club pick.

The One Book One Siouxland community-wide reading initiative featured *Shoeless Joe* by W.P. Kinsella as the 2017

title. Programming that expands the reading experience brought 548 people out to 21 events.

More than 290 Library patrons picked up a Reading BINGO card to take part in the Adult Summer Reading program. Participants widened their reading selections with books ranging from a young adult book, to a book based on a true story, to a book by a new author as they worked to complete a bingo. Regular Facebook posts with recommendations from the Library's reader services advisor provided book suggestions to complete bingo squares.

LIBRARY ENHANCEMENTS

The Library welcomed 321,142 visitors over the past year (223,674 at Aalfs Downtown Library, 70,632 at Morningside Branch Library, and 26,836 at Perry Creek Branch Library). To engage community members and visitors in delightful library-user experiences, we made the following enhancements:

- **Introduced a Kid's Card**

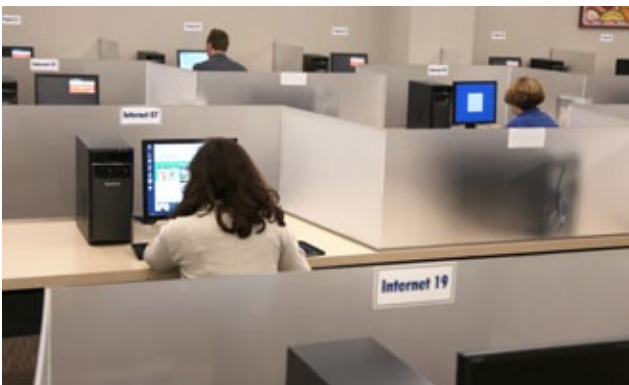


Kids can check out three children's books at a time without late fees when using their "kids" Library card. The Kid's Card is often a child's first Library card and offers the opportunity for children to enjoy books while teaching responsibility.

- **Improved browsability**

Children's paperback, hardcover, and series books are now shelved together (by the author's last name), making it easier to find books.

- **Upgraded computer labs**



The Library replaced its 40 public-use computers with new machines using funds from Enrich Iowa Direct Aid. Job seekers, entrepreneurs, student researchers, and internet users can all enjoy a more responsive computer experience.

- **Improved patron account privacy**

Online account logins and onsite internet logins now require a 4-digit personal identification number (PIN) in addition to your Library card number. Implementing PINs reduces the likelihood that someone could mistakenly use your Library card number for internet access or to borrow materials.

CIRCULATION

The Library has 26,539 active cardholders. Over the past year, those active cardholders borrowed 408,973 items (down 2.3% from last year).

Audiobook checkouts increased 5.9% from last year and account for 8.2% of total checkouts.

The increase in audiobook checkouts follows the national trend of "skyrocketing sales and use of audiobooks as access grows increasingly simple for connected listeners." The multitasking reader finds that audiobooks are the answer to reading with an increasingly busy schedule.

LIBRARY ON THE GO



Library staff provides remote library service at One Book One Siouland's opening reception.

Sioux City Public Library took the Library to the community with remote Library services at three different local events where 15 new patrons received Library cards. With funds from the Library Foundation Endowment, the necessary equipment was purchased so that staff could sign people up for Library cards, check out items, place items on hold, and demonstrate downloading eResources. An update to a cloud based integrated library system in 2015 made it possible to realize this year's vision of offering remote Library service.

The Library debuted it's fully connected library service at events outside of our buildings in October 2016.

PROGRAMS

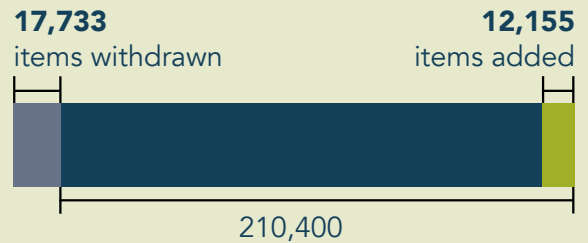


Program attendance was up 10% from last year with

14,318

attendees going to 507 Library programs.

COLLECTION



The Library now holds

210,400

physical books and recordings in three locations.



1,031 community group meetings held in our public meeting spaces.



119 volunteers donated **2,297 hours of service** to the Library during the year.



51,002 public-use computer logins. **56,096** WIFI logins, up **~9%** from last year.



Staff scheduled **138 Tech Consultations** to assist patrons with their devices.

BUDGET SUMMARY

Operating Budget (Not Audited)

\$2,962,476 City Adjusted Budgeted Amount

Expenditures:

\$2,162,213 Personnel
\$263,844 Materials
\$407,458 Building/Operations/Equipment

Revenue:

\$84,966 Fines/Fees

Gifts and Grants Received:

\$80,055 Library Foundation Endowment
\$5,561 Gleeson Book Fund
\$26,034 Friends of the Sioux City Public Library
\$32,326 State of Iowa Funds

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