

2015-2016

ANNUAL REPORT



FROM THE DIRECTOR



Betsy Thompson
Library Director

Your public library is a unique place where you can have fun learning and reading what you want at a time convenient for you. Creating opportunities for learning is indeed what we do every day at the Sioux City Public Library. Along with access to an uncountable number of vetted digital resources, any of the 215,978 physical items in Sioux City Public Library's collection may provide just the opportunity a Sioux Cityan needs to guide a child, solve a problem, inform a decision, or to unwind.

The Sioux City Public Library Board of Trustees and management team completed a strategic plan review the past year to assure that our collections, programs, and services enrich our community. We reviewed data about the people who live and work here, looked at national trends and research about public libraries, and examined how people in Sioux

City actually use their local library. We've identified three strategic areas of emphasis for the next few years, summarized here:

1. Anticipate community learning and leisure needs and expectations, being a passionate advocate for reading and literacy
2. Reach out into the community as an active partner in community conversations
3. Enhance virtual and physical spaces that lead to delightful user experiences

We invite you to take a look at this report of statistics and highlights from the past year and to join us in meeting the challenges ahead as we fulfill the mission of the Sioux City Public Library.

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

Adopted by the Board of Trustees, June 2016

FROM THE COMMUNITY

"Thank you for all your help signing my mother up for the Library's home delivery. She loves to read, and at 92 she is not able to get to the Library on her own as much as she'd like. This has opened up so much for her."

From the out-of-town daughter of a new home delivery patron

"Dear Sioux City Downtown Library staff,

Thank you very much for helping me get my career back on track using your resources and friendly workers [while I was in career transition]."

From a former patron who moved to Utah after finding a new job



Smiles from Gregory and Skippyjon Jones on Facebook after the Saturday storytime at the Aalfs (Main) Library. Gregory heard about the program while visiting the Perry Creek Branch Library with his grandmother earlier in the week.

..... SUMMER READING

On Your Mark, Get Set...Read was the game-changing theme for the Library's 2016 summer reading initiative.

2,248 young patrons signed up and made 6,113 countable visits to the Library during June and July.

Summer events to keep young minds active included the teen "Amazing Library Race" scavenger hunt to get to know the library better, "Innovation Studio" where STEAM (Science, Technology, Engineering, Art, Math) challenges stimulated creative and critical thinking minds, and "Adventures" with activities bringing stories to life.

..... EARLY LITERACY

Early literacy initiatives focus on preparing young children to learn to read. Library storytimes and programs brought 2,218 engaged youngsters to our Libraries for entertaining tales during the year—1,805 (plus 1,150 adults) to weekday preschool storytimes and 413 (plus 290 grown-ups) to 1st Saturday Family programs.

A youngster watches intently during one of our weekly Library Storytimes.



Library staff presented 194 outreach programs at preschools, Head Starts, and day care centers, with 36 more classroom programs than the previous year. The Library van made 249 stops delivering teacher-requested, staff-selected books and other literacy items to 21 pre-kindergarten classrooms during the school year.

..... PARTNERSHIPS

Community partnerships expand experiences and the Sioux City Public Library is an active partner in all kinds of learning. A few of the many Library partnerships from the year are highlighted below:

- A Sioux City Community Theatre lobby display from the Library greeted audiences for *A Christmas Carol*. Library staff led a December 13th mezzanine talk further exploring "The Brilliant Mind and Beautiful Heart of Charles Dickens."
- As a community partner in higher education, Sioux City Public Library provided a productive space for distance education test-takers. Librarians proctored 84 exams this year, up from 64 the previous year.
- *Goodnight Digger* is just one of the books children's librarians recommend to complement the LaunchPad Children's Museum construction exhibit. The Library and LaunchPad partner to help curious young minds dig deeper by checking out books on a Library-recommended list.
- Iowa Public Television partnered with Sioux City Public Library to place iPads loaded with learning apps for kids in the Aalfs (Main) Library in September 2015, having introduced iPad literacy apps at the Morningside Branch the previous May. To have this learning tool available for more young visitors, we used state Enrich Iowa funds to purchase four more iPads for children to use in our Libraries.
- KWIT-KOJI: Siouxland Public Media continues to share Library staff reading recommendations in its 2-minute "Check It Out" book review series that airs twice every Tuesday. The Library often sees new hold-requests on the "Check It Out" title the day it airs.

"Thank you for all you do for books - mine and everyone else's too - and for readers. It makes such a difference in this world."

Chris Cleave

An email from author Chris Cleave to a Sioux City Public Librarian after Google Alerts prompted him to listen to the Check It Out segment about his book, Everyone Brave is Forgotten.

ENGAGING READERS

One Book One Siouxland, the Library's community reading initiative, featured *One Summer: America, 1927*, by Iowa author Bill Bryson. Bringing the tri-state area together, 642 people attended the 22 sponsored events that explored Sioux City through the lens of the year 1927.

Reading enthusiasts enjoy lively conversations in monthly book discussion groups hosted the first Monday of each month in the morning at the Perry Creek Branch Library and evenings at the Morningside Branch Library.

COMMUNITY SPACES

Community groups used the Library's two public meeting spaces for 256 gatherings, only four less than the previous year. With the Gleeson Room closed for a portion of the year due to the skylight replacement, this shows how the community values the Library's public spaces.

About 75% of the open Library days, community groups made use of our public meeting spaces.

Hundreds of individuals and small groups also found the workspace they needed throughout the year in our six other small collaboration rooms.

DOWNLOADS

Digital downloads hit their highest numbers with 35,133 eCheckouts during the year.

With funding from the Sioux City Public Library Foundation, the Library expanded eBook offerings, seeing a direct increase in Sioux Cityans' downloads immediately following the licensing of new titles.

Of the Library's \$251,693 City Operating Funds expended on materials, the Library expended 20% (\$50,568) on licensing eBooks, eAudiobooks, downloadable music, and premium research databases. To meet the growing demand, the Library spent an additional \$20,000 of Library Foundation Endowment Funds for eBooks and eAudiobooks.

TECH HELP

Consultations with Library Techies help patrons use Library eResources on their own devices. In these one-on-one classes scheduled at a time convenient for the patron, librarians assist folks with downloading Library eBooks and eAudiobooks on their eReaders and tablets, and exploring effective Internet searching techniques. They also train on other computer uses to foster digital literacy in our community.

Staff scheduled 134 Tech Consultations in fy2016, up from 82 last year.

The Library has 40 computers, including 45-minute full internet access computers, 2-hour project computers, and 45-minute youth access computers. Patrons logged in to these public-use computers 61,983 times in the past year (down 10% from last year).

Individuals who brought their own devices registered 51,597 wi-fi logins last year (up 9% from the previous year).

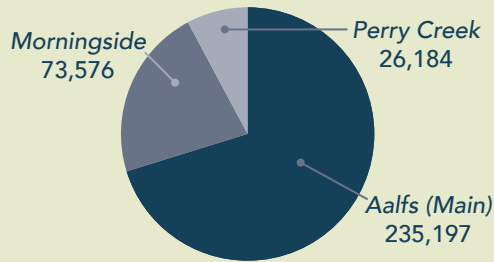
ENHANCING SPACES



One of our librarians using the Library's new digital microfilm reader to fill requests.

Patrons doing local history research have been raving about the newest digital microfilm reader purchased with state Enrich Iowa funds. The digital film reader allows patrons from near and far to conveniently access old newspaper articles and allows our Local History Librarian to locate and email obituaries, some dating back to the 1800s, to requesters from New York to California. Teens participating in the Amazing Library Race after-hours summer program were intrigued by both the digital reading equipment and the old newspaper ads. Staff even noticed some of the teens bring a parent to the Library in the days following the event to share their digital microfilm experience.

..... GATE COUNT

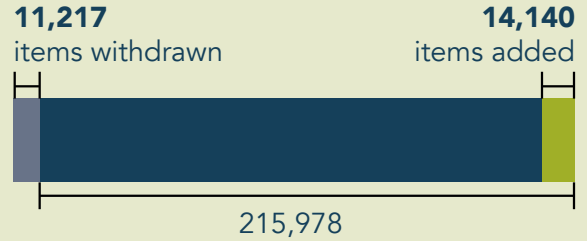


Total Visitors:
334,957
(down 1% from last year)



At all locations combined, an average of 982 people visited the Library per day.

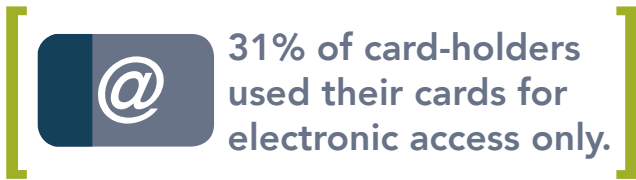
..... COLLECTION



The Library now holds
215,978
physical books and recordings
in three locations.

..... CIRCULATION

The Library has 34,432 active card holders. Over the past year, those active card holders borrowed 418,401 items (down 3.2% from last year), averaging about 12 items per person.



DVD checkouts increased 15% in the past year, with the addition of a Lucky Day DVD collection contributing to that increase. It's your lucky day when you find a popular title with no holds and no renewals on the Lucky Day shelves. Previously, this collection featured only best-selling books.

..... VOLUNTEERS

Volunteers donated 2,027 hours of service to the Library during the year.

2,027 hours of volunteer service add nearly a full-time employee to the Library's staff.

Their invaluable service included delivering books and recordings to the homebound, supporting our Perry Creek Branch with their time, assisting with programming and choosing the title for the One Book One Siouland initiative, as well as planning, organizing, and running the ever-popular Friends of the Library Book Sale.

In April, the Library honored 98 volunteers by placing books containing gift plates for each of them in the Library's collection.

..... BUDGET SUMMARY

Operating Budget (Not Audited)

\$2,714,296 City Adjusted Budgeted Amount

Expenditures:

\$2,004,013 Personnel
\$251,693 Materials
\$366,908 Building/Operations/Equipment

Gifts and Grants Received:

\$70,534 Library Foundation Endowment
\$5,536 Gleeson Book Fund
\$23,674 Friends of the Sioux City Public Library
\$34,146 State of Iowa Funds
\$55,619 Library Foundation for building renovation

..... BOARD OF TRUSTEES

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Janet Plathe

Vice President:
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Richard A. Moon

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David Halaas
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