



St. Charles City-County
Library

Fiscal Year 2020
Annual Report

FY20 Annual Report - Message from the Director

During a year that will always be remembered for a global pandemic, the Library remained focused on our mission to inspire, inform, and enhance connections across St. Charles County. Through innovation, and with safety at the forefront, we pivoted our approach to meet the needs of our customers, many of whom were staying at home and uncertain about the future. In the midst of those changes, we also prioritized our efforts to listen, grow, and improve.

In January, 2019, the Board of Trustees approved a 5-year Strategic Plan that created a road map for the future of the Library. Despite limits to services in our public-facing spaces in the last quarter of FY20, we moved forward with the steps identified in that Strategic Plan.

Facilities for the Future: The new Cliff View Branch in Wentzville, set to open in early 2021, offers features not previously available in western St. Charles County including drive-up services, an outdoor patio space, and portable computing stations.

We also made several improvements to our existing spaces. Among the most significant was the creation of a dedicated, enclosed space for teen customers at the Kathryn Linnemann Branch. When unexpected flooding during construction uncovered defects in the foundation at this location, we worked with an engineering team to create a plan to correct the problems and make improvements in the process.

Experiences and Outreach: Resources were allocated in FY20 to expand and enhance our class offerings, provide more outreach services to the community, and strengthen our relationships with local schools. Thanks to funding from the Library Foundation, new early literacy spaces were opened at the Kisker Road and Middendorf-Kredell Branches.

Service Model: Due to the pandemic, Library branches closed for a brief period in the spring, then reopened with reduced hours. Our staff prioritized essential in-person services, finding creative virtual solutions for offering classes and events.



Jason Kuhl, Director & Chief Executive Officer

Digital Leadership: Funds were devoted in FY20 to providing increased access to popular online resources and offering WiFi hotspots for checkout. We also received an \$18,000 grant from the Institute of Museum and Library Services and the Missouri Secretary of State that enabled us to purchase MacBooks, Chromebooks, and other technology for customer use. We expanded our digital footprint to include WiFi accessibility in each of our parking lots. More of our customers were able to use the Library during a time when they could not physically visit us.

Public Relations and Marketing: A newly hired Chief Communications and Engagement Officer is working to raise awareness of the Library, build strategic partnerships, and gather direct feedback to shape Library services.

This has been both a challenging and an exciting time for our Library. Despite obstacles that no one could have foreseen, the goals we set and accomplished in FY20 put us on the path of fulfilling the directives of our Strategic Plan and truly becoming a catalyst for customers to build successful lives, families, and communities.

A stylized, handwritten signature in black ink, appearing to read 'Jason Kuhl'.



Mission

The Library inspires, informs, and enhances connections across St. Charles County.

Vision

The St. Charles City-County Library is a catalyst for customers to build successful lives, families, and communities.

Values

- We offer superior customer experiences
- We encourage learning and discovery
- We are inclusive and provide access to all
- We cultivate collaboration and innovation
- We believe in the freedom to know
- We respect diverse perspectives
- We foster a positive work environment
- We are committed to integrity and wise stewardship of resources

BOARD OF TRUSTEES

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Georganne MacNab, Vice President

Nevada Smith, Treasurer

Staci Alvarez, Secretary

Julie Bartch

Justin Collier

Myra Crook

Mary Reese

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Financial Statistics

Beginning Fund Balance **21,724,797**

Revenues:

Property and Other Taxes 19,467,864

State Aid, Federal Aid and Grants 362,999

Investment Earnings 177,955

Charges for Services 366,796

Donations 1,234

Miscellaneous 128,265

Total Revenue **20,505,113**

Expenditures/Expenses:

Salaries and Benefits 12,599,318

Library Materials 3,251,494

Operations 2,728,100

Technology and Telecommunications 904,736

Total Operating Expenditures **19,483,648**

Capital:

Special and Building Projects 2,039,663

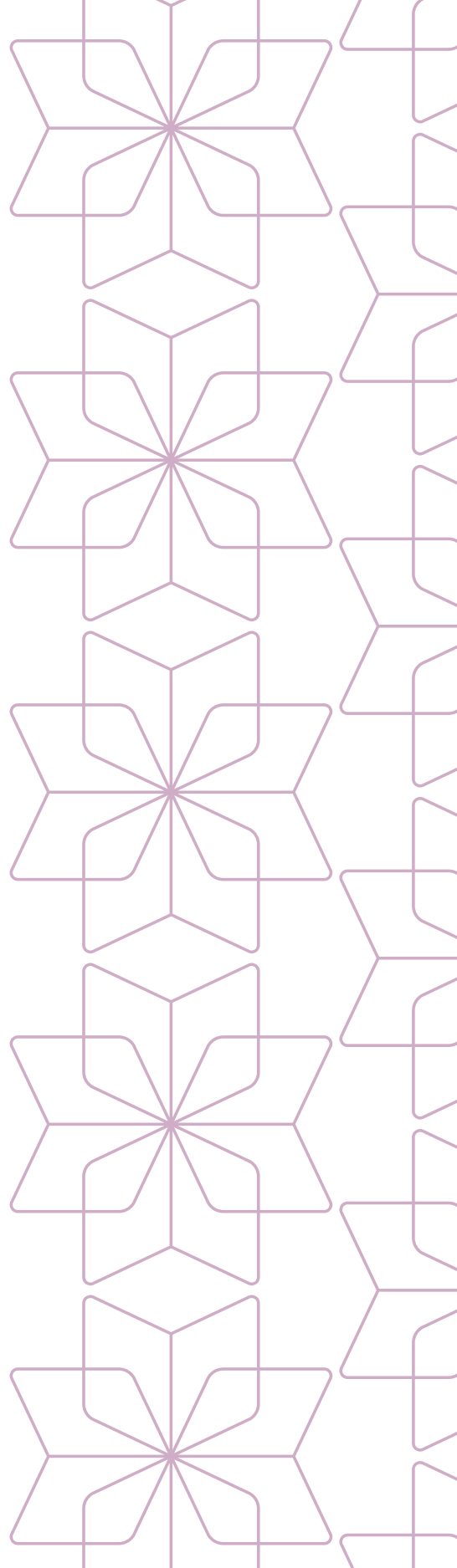
Total Expenditures **21,523,311**

Change in Fund Balance **(1,018,198)**

Ending Fund Balance **20,706,599**

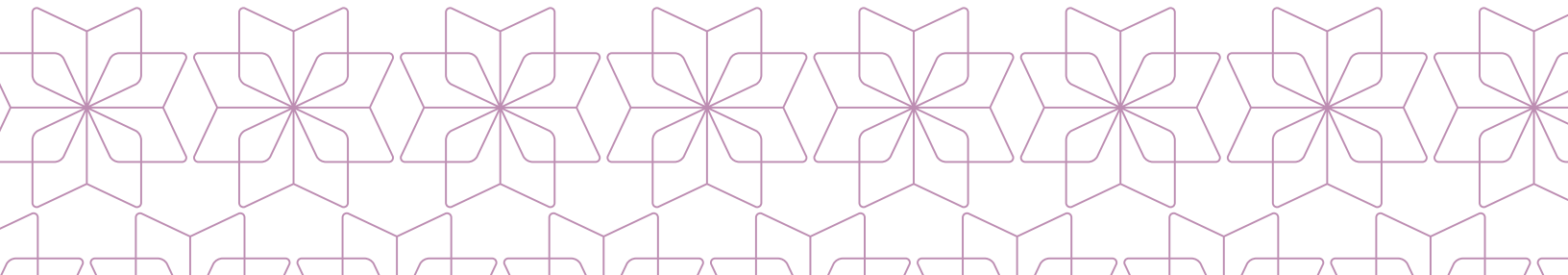
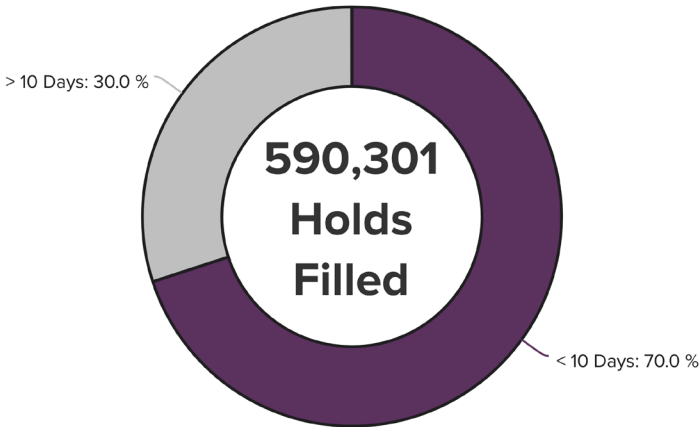
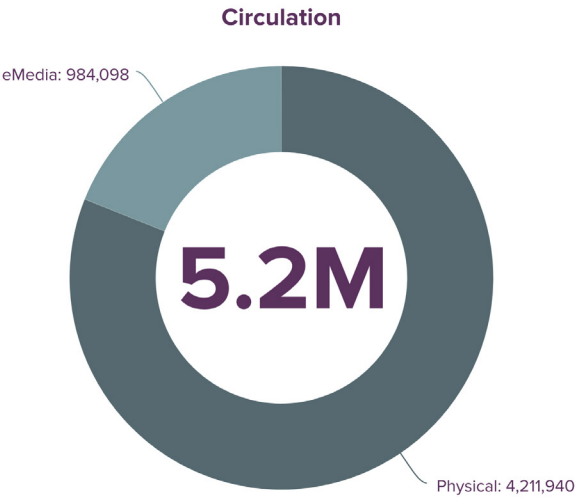
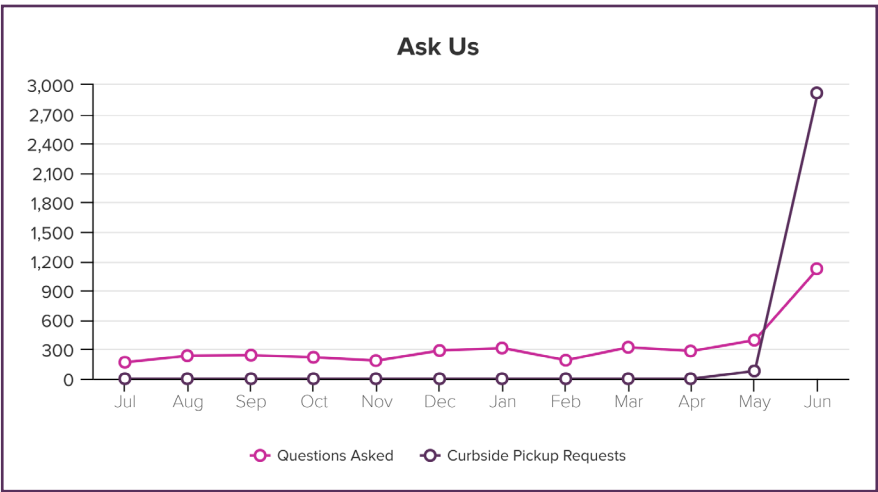
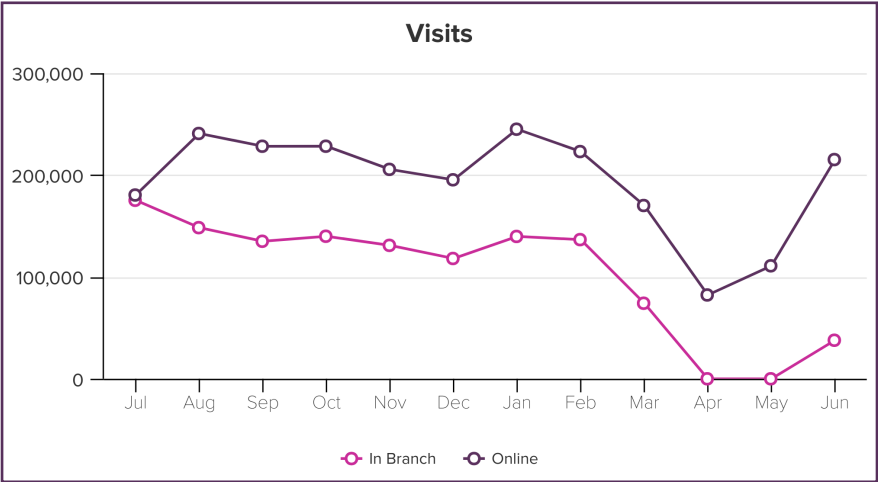
Additional Information

Revenue is primarily based on property tax. The fiscal year 2020 tax rate was set by the Board of Trustees at the September 2019 Board meeting. The tax rate collected for the FY 2020 budget was \$0.2000 per \$100 of valuation. The most recent voter approved tax rate is \$0.2600.

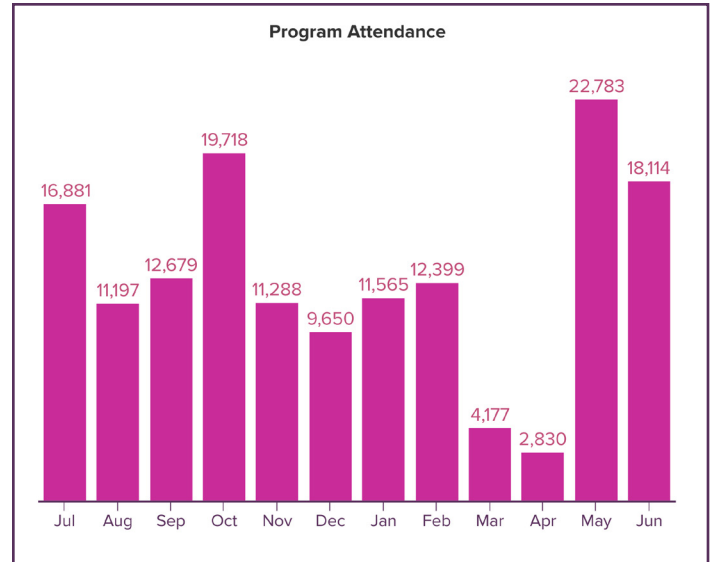
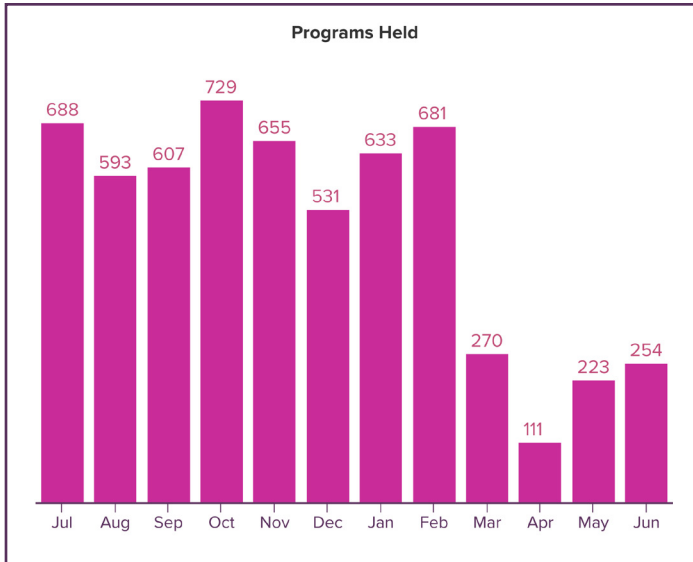


Core Services

The Library’s core services are the central, essential services that the Library provides to the community. They include offering classes and events, lending materials, filling holds, welcoming visitors, and answering questions. The Library monitors how many residents use these services and how often they are used. In March of 2020 many of these services were adjusted and strengthened to meet the needs of our customers during a pandemic.



Core Services Continued



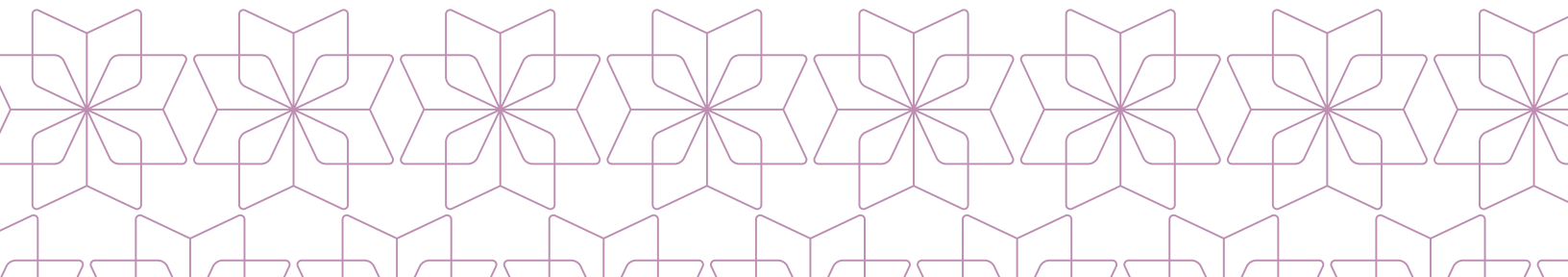
Adult and Youth Services

Pre-Pandemic

- With funding from the Library Foundation, new early literacy spaces were opened at the Kisker Road and Middendorf-Kredell Branches.
- The 2019 Literacy Festival was presented in partnership with the Foundry Art Centre.
- The Library received an \$18,000 Grant to purchase Macbooks and Chromebooks for customers to use.
- Popular passport services were expanded to include the Kisker Road Branch.
- New Classes and Events and School Services Coordinators were hired.

Adaptations for a Pandemic

- All classes and events were migrated to virtual.
- Summer Challenge shifted to online using new software. A pandemic-safe Enchanted Tour encouraged families to visit different library branches (outside) to enjoy the enchanting creations of Library staff.
- Our inaugural community reading event St. Charles County Reads was launched in April. At a very difficult time, this shared reading experience helped bring our community together.
- The Library began virtual reference and curbside service to better meet customers' needs.



Collection Services

Pre-Pandemic

Online resources continued to be strengthened with the additions of:

- CreativeBug
- National Geographic Kids, People, Animals
- Legal GPS (Gamified way of helping someone set up a new business)
- New York Times

Physical resources were also built up with the addition of:

- Easy Reader Books, Launchpads and Readalongs for young readers
- 4K Blu-rays
- Circulating mobile hotspots
- Other circulating technology that includes: GoPro kits, Microphone kits, and VHS to digital converter kits

Customer Experience Enhanced

- All customer addresses were updated so St. Charles City-County Library cards do not expire for people who remain residents.
- Our Library joined the advocacy campaign to publishers to stop restrictive eBook licensing.

Adaptations for a Pandemic

- Reader's advisory services moved into the virtual world with:
 - ◊ Live Facebook reader advice sessions
 - ◊ *We Recommend* form where customers can request personalized reading recommendations
 - ◊ Reading lists on myLibrary@Home webpage
- Access to digital resources was increased. Curated collections were created for online browsing, and additional emphasis was placed on digital options for youth.



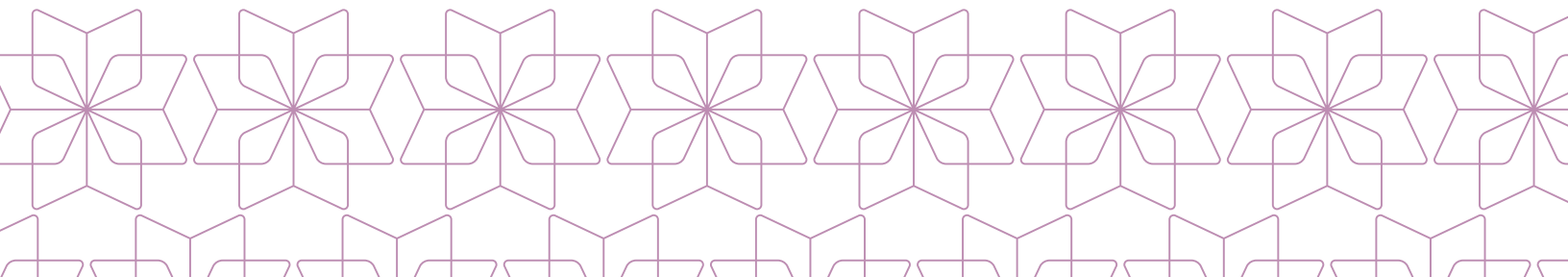
Outreach Services

Pre-Pandemic

- FY20 saw continued growth in home delivery services including expanded lobby stops, classes, and events options at senior living communities, adult day centers, and community organizations throughout the County.
- The number of PopUp Libraries also continued to increase. The Library Outreach Team “Popped Up” in 39 places throughout the community and interacted with over 18,000 customers.

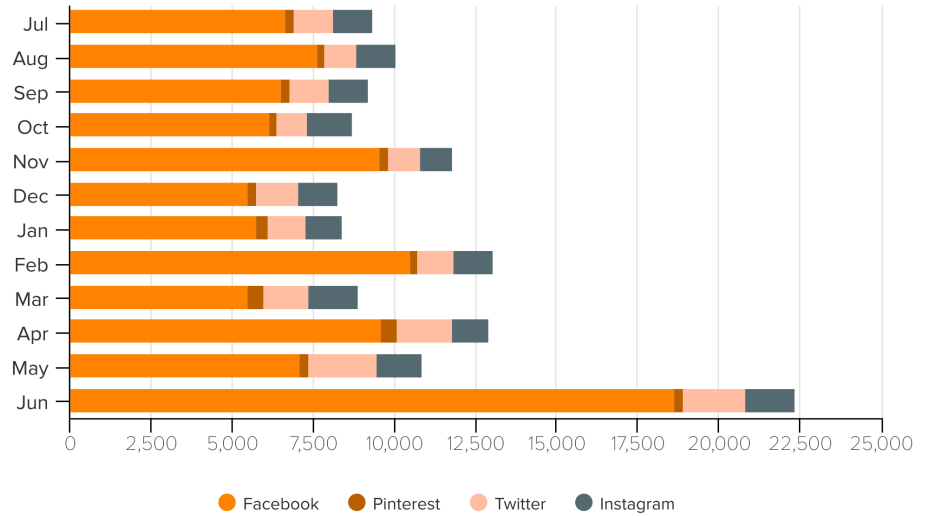
Adaptations for a Pandemic

- Programming and materials delivery to individuals not able to access one of the physical buildings continued.
- Pre-recorded classes and events were sent to over 35 organizations monthly.
- Each month more than 500 individuals received materials delivered to them.

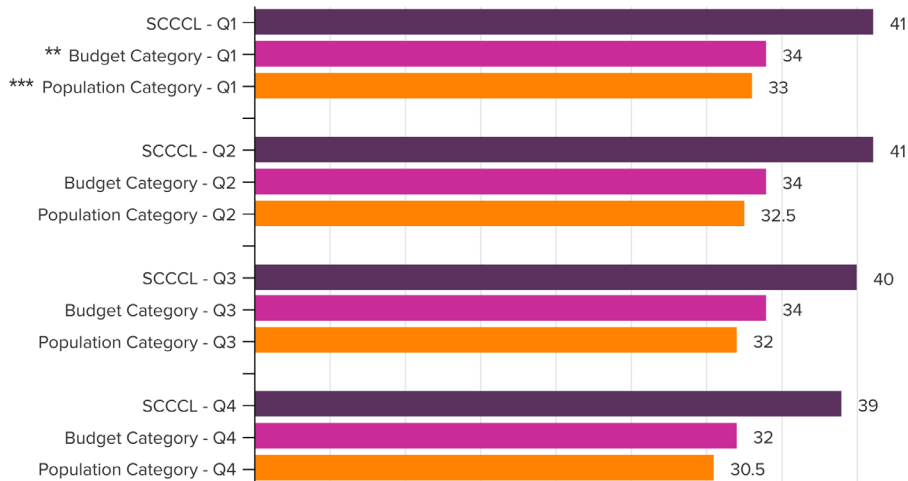


Marketing and Public Relations

Social Media Engagement



Market Penetration* Comparing SCCCL to Similar U.S. Libraries



*Market Penetration = $H/S \times 100\%$

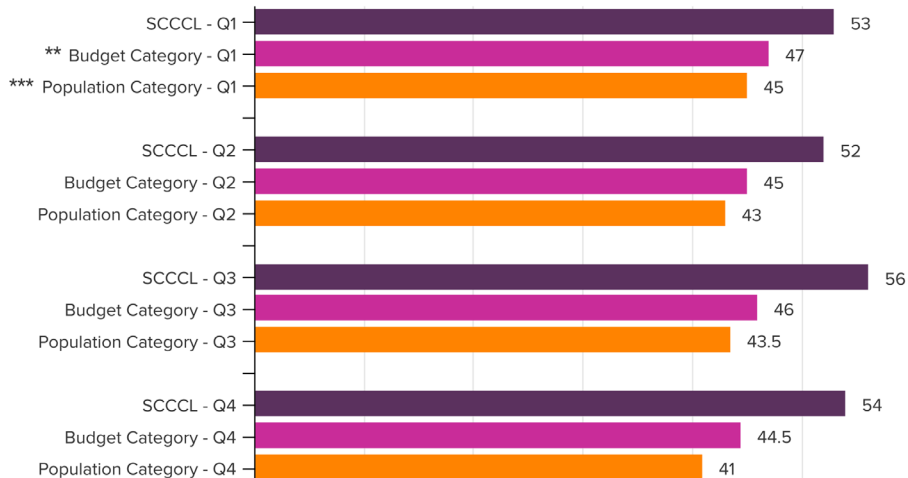
H = number of households of active library users within our service area

S = number of total households in our service area

**U.S. Libraries with budgets similar to ours.

***U.S. Libraries serving populations similar to ours.

New Cardholder Retention*



*New cardholder retention is the percentage of new cardholders who signed up between 12 and 24 months ago who are currently in an active cluster (i.e., had activity in the past 12 months).

**U.S. Libraries with budgets similar to ours.

***U.S. Libraries serving populations similar to ours.