

2017 Annual Report



St. Charles City-County
Library

a kaleidoscope of discovery



St. Charles City-County
Library

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Director's Note

Greetings! It is my great pleasure to introduce myself as the new director of your library. A lot has changed since I started my first job in a public library 24 years ago (where does the time go?), but the role of libraries in creating community and helping people lead more successful, enriched lives remains constant.

The best libraries are part of the fabric of their communities, and the best library leaders are passionate about the people and places they serve. Early in my career, I gained some of my first professional experience – and saved the down payment for my first house – by working Sunday shifts on the reference desk at the Middendorf-Kredell Branch, and I am so happy that my family and I have returned to St. Charles County to be part of this great community.

As I reflect on what the Library has become since I worked here in the early 2000s, I can't help but be amazed at the transformation that has taken place. I am excited about working with the staff, board, and all of you to build on the Library's great work. Together, we can ensure it remains a vital part of the community for years to come.

See you at the Library!



Jason Kuhl, Library Director



YEAR IN REVIEW highlights

Library Customers Visiting: 1,884,863
Physical Materials Checked Out: 5,779,568
eMaterials Checked Out: 731,573
Questions Answered: 328,182

Reserves

Number of Reserves Filled: 821,160
Percent Filled in 7 Days or Less: 72.11%

Library Programs

Number of Programs: 6,016 (up 21.61%)
Total Attendance: 123,220 (up 18.81%)

Library Volunteers

Number of Volunteers: 464
Total Hours Worked: 9,596

Financial Statistics

Revenues:

Taxes: \$17,552,059
State Aid: \$91,427
Investment Earnings: \$44,585
Donations: \$4,754
Miscellaneous: \$119,032
Copy Fees, overdues, fines
and other: \$714,902
Total Revenue: \$18,526,759

Expenditures:

Salaries & Benefits: \$11,417,915
Library Materials: \$1,318,747
Technology and
Telecommunications: \$362,561
Other Operational Expenses:
\$2,162,052
Depreciation & Amortization:
\$2,721,216
Capital Outlay: \$51,425
Total Expenditure: \$18,033,916

*Last Audited Figures are from FY 17.
Property & other taxes account for nearly
90% of revenue. The tax rate approved by
voters in April, 1994 is 26 cents. Tax rate
collected for the FY2017 budget was .2200.



Website & Social Media Visitors

Website:

Sessions - 1,391,780
Users - 517,454
Pageviews - 2,682,969
% New Sessions - 35.76%

Social Media:

Facebook - 3,836 Likes (+40.1%)
Twitter - 2,738 Followers (+11.89%)
YouTube - 2,326 Views (-3.65%)
Pinterest - 443 Followers (+11.03%)

Events and Classes

The wide variety of experiences and learning opportunities offered by the Library continued to grow at a rapid pace in FY17. A total of 62 author events were held, attracting over 3500 excited fans. Several new styles of classes were introduced, including "Current Conversations," an ongoing series that encourages learning and discussion about important topics impacting our world, and "Toddler Tunes," an early literacy class that celebrates the joy and impact of music and dancing. Over 30,000 customers participated in the 2016 Summer Reading program, "On Your Mark, Get Set, Read!"



SUMMER READING

at St. Charles City-County Library District

MAY 23 – AUGUST 1

Complete any 20 boxes & return your game board to the Library to win a prize!

Complete bonus game boards for more chances to win the grand prize.

Read 1 hour	Enter the Library Photo Contest	Read 1 hour	Sign up for a Library Newsletter (Nextreads)	Read 1 hour	Read from a new genre	Read 1 hour	Walk, hike, run, or bike for 20 minutes
Download a free magazine from Zinio	Read 1 hour	Attend a Library program	Read 1 hour	Ask for a book suggestion at the Library	Read 1 hour	Download an eBook from Overdrive	Read 1 hour
Read 1 hour	Read from a new genre	Read 1 hour	Walk, hike, run, or bike for 20 minutes	Read 1 hour	Read from a new genre	Read 1 hour	Ask for a book suggestion at the Library



Adult/Youth Services

In March 2017, The Library implemented a major new service to allow us to serve our customers where they are: "Ask Us!" Library customers can now text, chat, email or call staff seven days a week. This service also allowed us to dramatically reduce the turnaround time for "Suggest a Purchase" materials and get items to our users faster.

Number of Programs		Percentage Change over FY16
Adult	2997	33.26%
Teen	469	25.40%
Childrens	2550	9.72%
Total	6016	21.61%

Number of Attendees		Percentage Change over FY16
Adult	32327	33.15%
Teen	6483	8.12%
Childrens	84410	14.94%
Total	123220	18.81%



Practicing mindfulness (and flexibility) at "Yoga Storytime" at the Corporate Parkway Branch.



A Close-Knit Group Formed at the Library

Ginger Seaman, a teacher at the Dewey International Studies School in St. Louis, is a lover of the library. She frequently visits the Spencer Road Branch Library in the St. Charles City-County Library District. It was there that Ginger discovered the Chemo Caps group and decided to join.

Chemo Caps is a regular program offered at the Spencer Road Branch that allows space for people who love to knit and crochet to meet together and create. They often donate caps to cancer patients and others in need. The Chemo Caps participants have gotten to know each other well during their hours of knitting and crocheting. They enjoy the time they spend together and share each other's lives. When she's not at school, Ginger meets her friends at Chemo Caps to knit and chat.

So when Ginger talked about her students at the Dewey School, Ginger's friends from the Chemo Caps really came through for them. At Dewey, over 90% of the students qualify for free or reduced lunch. There is no extra money to spare.

"They have been so kind to donate hats and scarves to my school," Ginger says. "The ladies have also donated school supplies to my class the last couple of years."

"I cannot say enough good stuff about the Spencer Road Library."



The friendships that Ginger has made through Chemo Caps have enhanced her life and help her feel like part of a community that cares. She also loves the library for other reasons.

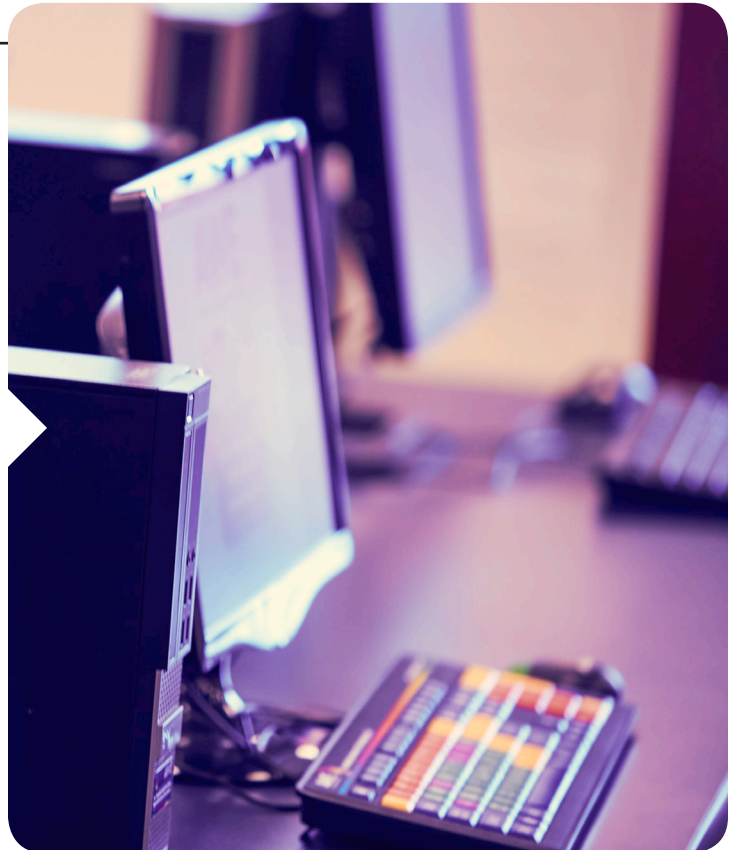
"I cannot say enough good stuff about the Spencer Road Library. I am not able to afford internet at my house so I use the library all year as a place where I can bring my laptop and get school work done in a very quiet and pleasant atmosphere. I also love being able to reserve books online and pick them up at the drive-through. Since I live in St. Peters and commute to St. Louis every day, it makes my life a lot easier to have this service provided by the library."

Technology

This year, the IT Department focused on providing better experiences with technology for customers and staff. Many projects were designed to improve network performance in branches and offices, providing faster connections and a safer computing environment while still facilitating a free flow of information. Internet connections were upgraded to higher speeds in most branches. A new firewall was installed to monitor the increased internet traffic for all District computers (public and staff), and upgraded wireless access points in branches now provide patrons with more reliable wi-fi service for their laptops and other devices.

IT also worked to make library services more accessible. A District laptop lab, in the planning stages last year, was completed and put into service. IT staff purchased equipment, gathered statistics, and finalized the process to secure an LSTA Technology Mini-Grant that made it all possible. In addition, self-check stations at the branches were equipped with credit card "swipes" that allow customers to safely and easily pay fines and fees.

Finally, IT has worked closely with Collections Services to research and select a new Integrated Library System to replace LISTEN 2000. This is a long-term project that will continue into the new year and beyond.



Foundation

The St. Charles City-County Library Foundation enriches lives and empowers our community by providing literacy to all. The Foundation works with the Library to expand services into our ever-growing community. Last year, the Library Foundation raised over \$267,000 to fund Library programs including Ready to Read, Books to You, Take 20 and Read and Storybook Walks. The Foundation is committed to supporting community outreach, early literacy and lifelong learning.



St. Charles City-County Library
Foundation

Friends

The Friends of the Library is a nonprofit organization that exists to help the St. Charles City-County Library and the people they serve. The Friends group of volunteers works tirelessly to make our community a better place through their support of the Library. A majority of their funds are raised through the annual Book Fairs and Friends memberships.



Friends
of St. Charles City-County Library



Collections

The Library continues to expand the variety and type of materials customers can discover. This year there was a focus on different ways children could learn with the Library. The Library began circulating early Literacy Kits - a backpack containing toys, games, books and activity sheets appropriate for children ages 1-4 that help teach valuable concepts through play and reading. Some of the concepts covered include counting, the alphabet, nature, animals, colors, movement, and sharing. Launchpads were another new format added. Launchpads are pre-loaded tablets with age specific learning apps. The collection focuses on STEM topics for preschoolers.


The fun isn't only for children. A kitchen gadget collection was created to give customers an opportunity to try out new culinary tools like Instant Pots and Food Dehydrators for creating healthy recipes. The gadgets are available due to a generous grant from Barnes-Jewish St. Peters and Progress West Hospitals.

The Library also is growing and exploring new digital options for customers. This year a different digital magazine vendor Flipster was selected to give customers even more content. Downloadable audiobooks are the fastest growing area of circulation at the Library. Overdrive and hoopla each had record breaking years. Students of all ages can develop new skills with options like Lynda.com, Universal Class and Early World of Learning. The Library collection is truly available 24/7.


Outreach

In 2017, the Library has made a concerted effort expand our outreach presence in the community. During Summer Reading, we travelled to senior living communities to sign up individuals for the program. Additionally, we executed 29 programs at senior living facilities, adult daycares, and summer camps and represented the library at four other community events. Through these outreach programs and events, the Library reached over 2000 individuals and continued our effort to provide Library services to all members of our community. We were able to transition many of the outreach programs offered at senior living communities and adult day centers into recurring monthly programs that continued after Summer Reading ended.

Monday-Friday during the months of June-August, the Library hosted its first Lunch @ the Library. Library staff and volunteers served 1493 lunches to the children in our community and connected them with library services. Children and families signed up for library cards, participated in summer reading, and discovered the variety of resources their local library can provide. Community members connected with each other, formed new friendships, and built relationships with the Library and its staff that will last for years to come.



LUNCH @ THE LIBRARY



Free Lunch
All Kids under 18
Monday - Friday, Noon - 1:00 PM
No registration required

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