CAMPBELL COUNTY PUBLIC LIBRARY

2009-2010 REPORT
Library benefits, successes abound

Demand for library services continues to grow both locally and nationwide. Increasingly people realize it's just smart to economize wherever possible. Libraries are changing to provide products and services sought by customers. Today, libraries are vibrant community centers that offer books, programs and services that people need.

Americans go to libraries to use computers, polish resumes, learn new software programs, and gain the skills – and confidence – they need to find new jobs. Libraries provide free Wi-Fi services that are readily tapped by college students, business people and others. People of all ages borrow books, magazines, music and movies; get questions answered by professional researchers; and learn how to discover the information they need.

In the past year, the Campbell County Public Library hosted three job fairs that saw attendance of more than 1,000 people. Several classes on resume preparation, interview counseling and how to find jobs online have been offered, all for free.

Libraries make a difference

Libraries support critical needs of our communities nationwide.

- Every day, 300,000 Americans get job-seeking help at their public library. [1]
- Every day, 14,700 people attend free library computer classes, a $2.2 million retail value. [2]
- Every day, 225,000 people use library meeting rooms at a retail value of $11 million. Nationally, public libraries offer more free meeting rooms than there are conference centers, convention facilities and auditoriums combined. [3]
- Every day, public libraries in the United States circulate as many materials as FedEx ships packages worldwide. [4]
- Every month, 2.8 million business owners and employees use resources at public libraries to support their small businesses. [5]

- Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card. [6]
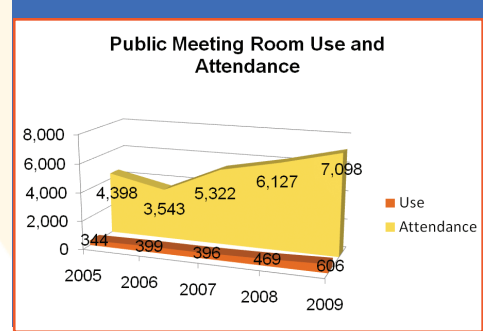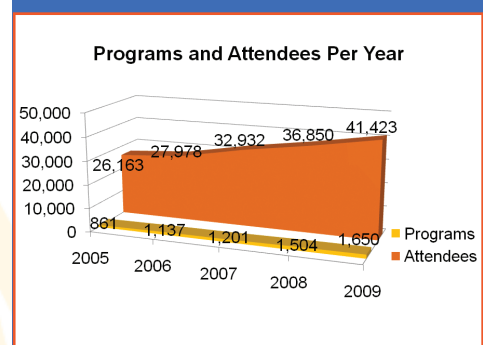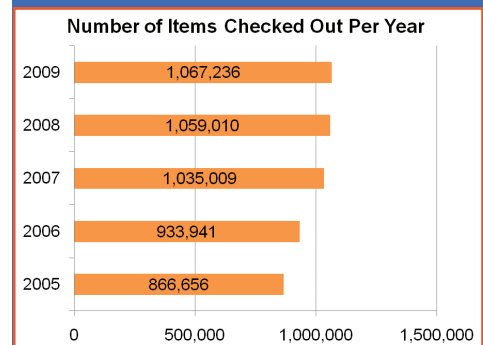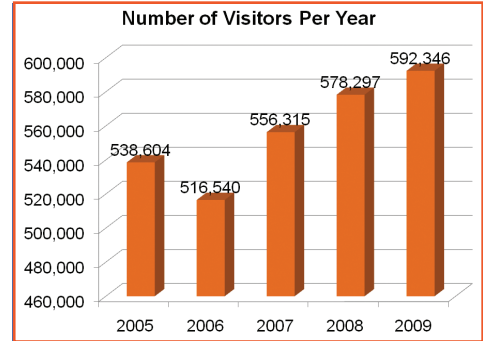
Getting return on investment

While usage is increasing, library systems are threatened with budget cuts, reducing hours, eliminating services and even closing branches due to funding challenges. Yet research has shown that cutting library services actually slows the pace of economic recovery. Libraries offer up to 800 percent return on investment for taxpayer dollars in job creation, productivity and personal incomes. [7] Libraries build strong communities.

Since its founding in 1978, the Campbell County Public Library has implemented many changes in order to remain vibrantly important to the people in the county. Today, we are recognized and ranked among the best in the state. According to the HAPLR-index, which collects statistics from nearly 9,000 public libraries, Campbell County Public Library ranks No. 3 in Kentucky on such factors as circulation, staffing, materials in the collection, reference services and number of visitors.

CCPL among top Kentucky libraries

In the most recent statistical ranking of Kentucky Libraries (for FY 2008-2009), the Kentucky Department for Libraries and

Number of Visitors Per Year

Year	Visitors
2005	538,604
2006	516,540
2007	556,315
2008	578,297
2009	592,346

Number of Items Checked Out Per Year

Year	Items
2009	1,067,236
2008	1,059,010
2007	1,035,009
2006	933,941
2005	866,656

Programs and Attendees Per Year

Year	Attendees	Programs
2005	26,163	861
2006	27,978	1,137
2007	32,932	1,201
2008	36,850	1,504
2009	41,423	1,650

Public Meeting Room Use and Attendance

Year	Attendance	Use
2005	4,398	344
2006	3,543	399
2007	5,322	396
2008	6,127	469
2009	7,098	606

Actual Revenue – FY 2009-2010		Actual Expenditures – FY 2009-2010	
Donations	$28,038.96	Capital	$88,039.81
Fees and Services	$126,722.99	Collection	$509,781.16
Grants & State Aid	$193,076.31	Operating	$923,345.15
Miscellaneous	$4,302.26	Personnel	$2,456,772.01
Interest Income	$4,438.39		
Tax Income	$3,914,491.65		
Total	**$4,271,120.56**	**Total**	**$3,977,938.13**

Archives (KDLA) ranks Campbell County:

- 1st in materials loaned to other libraries (6,791)
- 2nd in materials borrowed from other libraries (4,364)
- 4th in audio-visual circulation (486,685)
- 5th in book collection (208,166)
- 5th in audiobook collection (12,793)
- 5th in book circulation (505,464)
- 5th in total materials circulated (994,477)
- 5th in collection expenditures ($525,835)
- 5th in number of full-time staff with master of library science degrees (19)
- 5th in total number of visitors (578,297)
- 5th in reference transactions (146,640)
- 6th in library square footage (56,600 sq. ft.)
- 6th in full-time staff (58.5 FTEs)
- 6th in children's program attendance (29,582)
- 6th in teen program attendance (3,310)
- 7th in registered borrowers (55,134)
- 7th in public computer terminals (76)
- 8th in population size (86,858)

Considering there are 120 counties in Kentucky, this is a remarkable achievement.

The gray-haired bespectacled librarian saying "Shush, quiet. This is a library!" is a relic from history. Today, librarians get on the floor to clap and sing with children to foster literacy skills; challenge (and sometimes best) teens in video game tournaments; zero in on specialized databases to help students practice college entrance exams; guide researchers on family genealogy; and find materials for a myriad of hobbies, projects and businesses. By meeting the changing needs of the neighbors and businesses in the community, the Library has been rewarded with a loyal and growing customer base.

Progress takes many forms

In the last fiscal year, the Library:

- Completed a weeding process to create a more robust collection by removing older, unused, or worn titles.
- Completed a full inventory of the collection at the Newport Branch.
- Launched a new teen website.
- Upgraded or replaced computer servers, increasing network efficiencies for Internet-based services.
- Purchased equipment to resurface DVDs, CDs and video game discs. This extends the life of more popular items, minimizing replacement costs.
- Ordered new copiers and new color printers for the public.
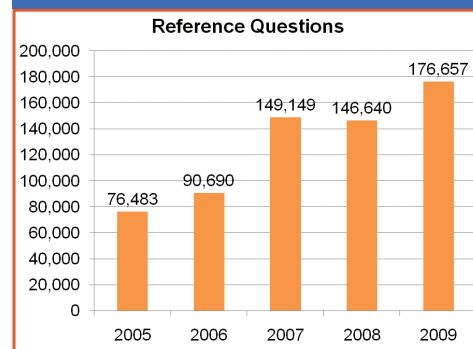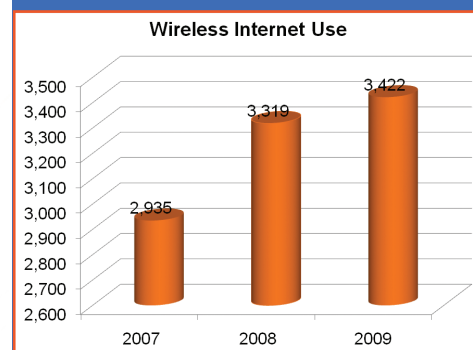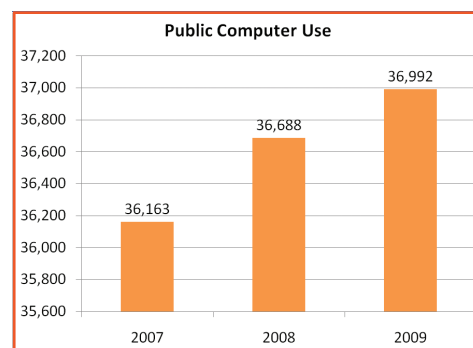
Success is long term

The Library also supports efforts to improve the community. The Library:

- Supports early literacy programs, the first step in building an educated workforce.
- Supports high-impact learning strategies with community partners, such as NewCities Institute and the Partnership for Successful Schools, Literacy in Northern Kentucky and Success by Six. A dozen Library employees volunteer their time to help children read through the One to One achievement program.
- Serves as a point of entry for many new technology users by providing access to public computers and free computer classes.
- Provides diverse business development services, including job fairs, resume instruction and educational programs.
- Contributes to the stability, safety and quality of life in the region.

What does the future hold?

The Library continually looks for ways to improve services. Future plans include:

- Adding credit card/debit card processing capability so patrons can pay fines and keep their accounts current.
- Hiring a children's outreach employee to visit daycares and help the county achieve its children's early literacy goals.
- Build a handicap-accessible ramp from the driveway by the book drop at Cold Spring.
- Complete a building program plan for the South Branch to be used by the architect to create the concept for the new building.

Public Computer Use

2007	2008	2009
36,163	36,688	36,992

Wireless Internet Use

2007	2008	2009
2,935	3,319	3,422

Reference Questions

2005	2006	2007	2008	2009
76,483	90,690	149,149	146,640	176,657

- Replace all of the circulation workstations, as well as some scanners and receipt printers.

The Library is proud to serve Campbell County and thanks each resident and business for their support.