

2016-17 ANNUAL REPORT TO THE COMMUNITY

Close to you

By JC Morgan, Director

Seems like everyone these days is channeling their inner Carpenters: They long to be close to you. You've got social media, email, text messages and the phone still rings with more.

The Campbell County Public Library is working hard to reach you too; but we promise it's in a good way, other than putting that song in

(BUT NOT IN A CHEESY 1970S POP MUSIC KIND OF WAY)

your head, that is. (Sorry.) We took your own opinions to come up with changes that we know you'll like.

Your ideas and suggestions for the future of the Library were captured in our 2016 strategic plan. Now, a year later, we are

moving forward in ways big and small, digitally and through old-fashioned brick and mortar, to become your go-to community information, education and entertainment network. Here's what's new.

Express Locations

With help from a very generous donor, we installed two "Express" locations along the KY Route 8 corridor in May 2017, one in Silver Grove at the fire station and one at Saint Philip Parish Center in Melbourne. People use the Express units to pick up and return materials. We are happy to have more convenient access to the Library along the eastern edge of the county.

Digital Marquis

Through public surveys, we learned the top three ways people hear about the Library's programs and services are through our newsletter, website and the outdoor marquees. We upgraded our marquees to provide easier-to-read digital messages that tell a more complete story about current services and programs. Many people have made positive comments to us about this wonderful improvement.

Our two Library Express locations, in Silver Grove and Melbourne, opened May 16, 2017.

In just three months, circulation topped 1,035.

Beth Eifer, adult/teen services librarian at Carrico/Fort Thomas, was on hand at the grand opening.

Outreach

For years, we have taken Library materials to homebound individuals as well as to nursing homes and assisted-living facilities. In 2012, daycares and preschools became part of the Library's outreach service. Now we are expanding our focus through projects such as 1000 Books Before Kindergarten, to engage children when their minds are most open to early literacy concepts. In early 2017, we increased our offsite digital outreach, such as teaching computer skills classes to those working toward their GED and at senior employment centers. We're excited to help "bridge the digital gap" so that everyone has a chance to thrive in a world that's increasingly accessed online.

Circulation

We also have been focusing on areas that people cherish and regularly depend on libraries to provide. Getting newer materials to people as quickly as possible is one of the Library's most basic functions. We monitor the number of holds placed for popular items and order enough copies to keep the queue moving. We've placed a lot more emphasis in this area over the last year so items you want are available sooner.



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Online/Digital

While physical books are still the most popular, digital materials gain ground every year. Online, there's a larger collection of books and audiobooks to check out. A "digital only card" is now available for people who don't frequent a physical location, preferring to use the "digital branch" to check out e-materials or access digital magazines, sign up for online instruction, and, most recently, take free language classes online.

Programs

This past year we offered more programs for children than ever before. Developing fun, hands-on STEAM (science, technology, engineering, arts and math) programs has been a focus. We provide ASL interpreters at major events (as well as upon request) to better serve our deaf community, and there are movie events for children and families who prefer an environment that's not so dark and with the freedom to move around. We've introduced coding, Lego and Minecraft clubs that captivate teens with a bent toward imagination and conceptual design. Adults and teens also can participate in up to 11 book clubs spanning multiple genres. It's a wide range of programming and we're thrilled so many people enjoy them.

Community

Three years ago, we started helping local elementary schools with a serious but basic problem that was largely unknown. As parents realize, accidents occur when children are learning to go to the bathroom, but some children have real barriers to what many of us take for granted — clean underwear. As such, underwear is frequently in short supply at the schools. Last year we collected and

Books vs. Online Circulation



Total Circulation: 1,234,862
5 years ago: 1,027,137



Attendance
Total: 58,166
5 years ago: 45,193

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distributed nearly 7,000 pair of underwear through your generous donations. You make this community fundraising program a success. Campbell County children and their schools benefit. We encourage you to continue to "Drop Your Drawers @ the Library" each November and December.

Moving forward — Alexandria

As part of another goal in the strategic plan, we have been diligently looking for a temporary location to better serve residents in the southern part of the county. We are happy to report we recently signed a lease to occupy the first floor of 8333 Alexandria Pike, right next to Ken's Auto Care, in Alexandria. This location will have a small browsing collection, public computers and Wi-Fi, and two rooms that can be used for small meetings. We hope to be open in January 2018.

In Conclusion

A year ago, it was you and your voice that put all of this into motion. You wanted us to be closer to you and we're getting there. Still, I am glad you didn't expect wide bell-bottoms, chin-length sideburns or white knee-high go-go boots. (It's not really our look.)

REPORT FOR FISCAL YEAR 2016-17 & BUDGET FOR 2017-18

2016-17 ACTUAL

INCOME		EXPENDITURES	
Donations	\$56,286	Capitol	\$299,596
Fees & Services	\$43,563	Collection	\$690,253
Grants & State Aid	\$191,322	Operating	\$1,037,269
Miscellaneous	\$19,430	Personnel	\$3,001,666
Tax Income	\$4,567,228		
Total	\$4,877,829	Total	\$5,028,784

2017-18 BUDGET

INCOME		EXPENDITURES	
Donations	\$31,000	Capitol	\$256,900
Fees & Services	\$49,000	Collection	\$770,000
Grants & State Aid	\$197,045	Operating	\$1,202,085
Miscellaneous	\$389,640	Personnel	\$3,159,700
Tax Income	\$4,722,000		
Total	\$5,388,685	Total	\$5,388,685