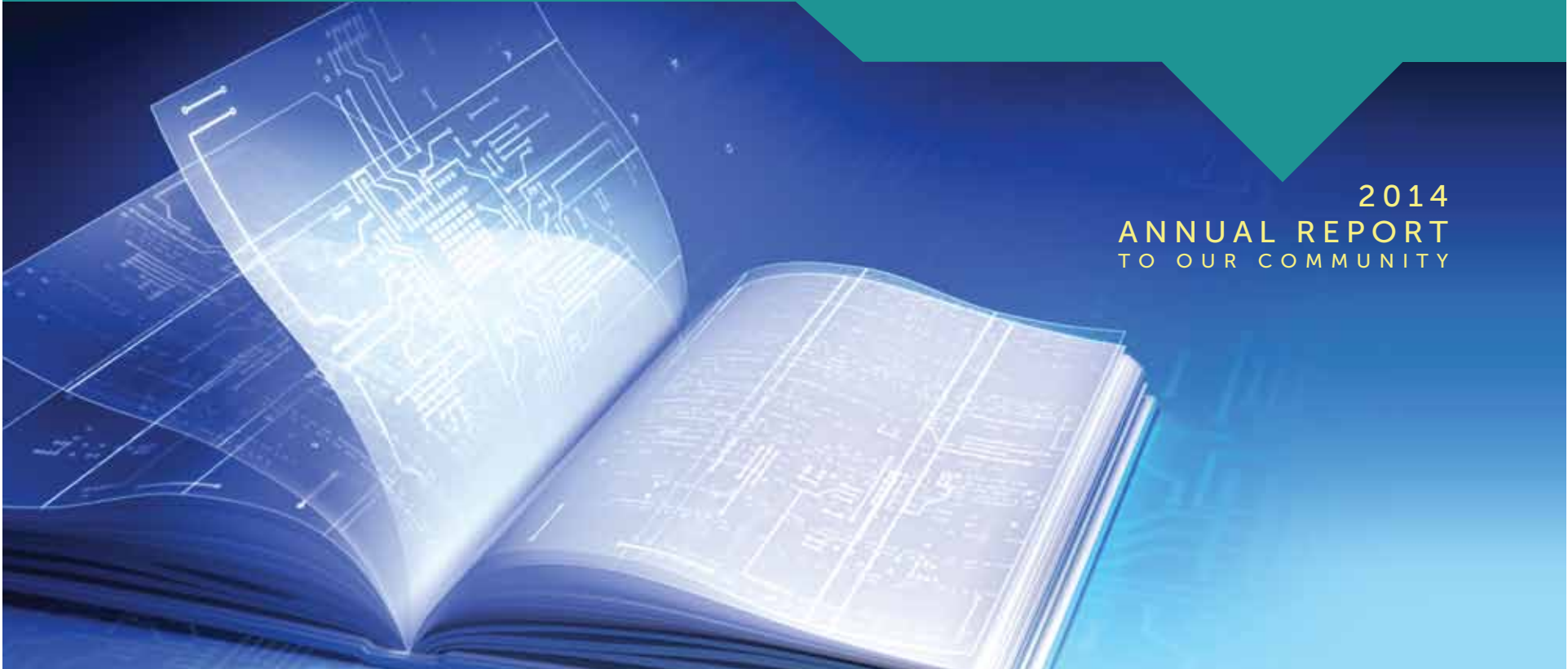




washingtoncenterville
PUBLIC LIBRARY
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More Relevant than *Ever*

2014
ANNUAL REPORT
TO OUR COMMUNITY



Cultivate *Imagination*

Meeting Community Needs

The growth of the Internet and easy digital access to books and other information has prompted some to question the relevance of public libraries. To remain relevant, libraries must know and understand the needs of their patrons and the community. In 2014, Washington-Centerville Public Library employed several formal and informal surveys to get patron feedback, including:

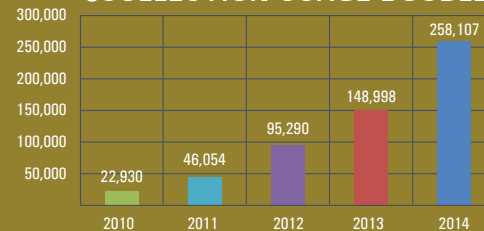
- An online Impact Survey that asked patrons why they use library computers and Internet access, in order to better meet their technological needs
- A survey to rate customer service yielded overwhelmingly high marks for staff hospitality and knowledge. In fact, 96% responded that they were 'satisfied' or 'extremely satisfied' and would recommend the Library to a friend or family member
- Two public forums to garner input on the site plan for the future expansion of Woodbourne Library. Citizen and staff input will inform the final plan

Evolving the Collection

In 2014, the Library continued to grow the collection, making items easily accessible in multiple formats. The Library collection inspired curious citizens to explore the knowledge and entertainment found in the collection. In 2014, the Library:

- Purchased 23,000 new eBooks and eAudios to satisfy patron demand
- Expanded digital music offerings with the addition of Freegal streaming music
- Added more end-cap merchandising to showcase unique items
- Relocated graphic novels to a central location to improve patron access
- Added more book discussions and book related programming to provide multiple opportunities for patrons to read and discuss great books. The Library now offers book discussions for every age group, from children to adults
- Launched a Pinterest page to recommend library resources on a variety of topics.

eCOLLECTION USAGE DOUBLES





Embrace *Learning*

Motivating Citizens to Learn

Through innovative programming and convenient services, WCPL motivates citizens to learn and realize their potential. In 2014, approximately 20,000 citizens took advantage of nearly 500 program opportunities to learn simply for learning's sake. These programs also gave the Library the opportunity to partner, and build relationships, with nearly 20 other organizations to deliver programming that motivates citizens to embrace learning. These opportunities included:

- Popular programs like a Divergent Release Party and Tea at Two which capitalize on popular books and TV series
- Programs like "Magic the Gathering" Tournament and the Library's first ever Fantasy Football League for families take current citizen interests like gaming and football to create in-library experiences for all age groups
- A Global Issues Scholar series and Affordable Care Act Enrollment programs gave citizens opportunities to learn about, and discuss, weightier social issues
- One-on-one sessions with a librarian via the new Book a Librarian service. This service gives patrons the opportunity to schedule time with a librarian to answer more in-depth questions



Grow *Literacies*

Supporting Students

The Library offers formal learning support to children and adults. In 2014, WCPL offered several programs geared towards before school, after school and summertime learning, as well as programs for job seekers and other adults, including:

- 17 weekly storytimes that drew over 11,000 attendees
- Children and teen summer reading programs boasting more than 4,200 participants
- A new SuperReaders Book Discussion group for 1st and 2nd grades, and their parents
- More STEM related programming like Candy Chemistry and Bedtime Math to align with Common Core standards
- A 3rd Nature Literature Trail, called the Tree Trek, which teaches hikers about 14 species of native trees. The trail reinforces science concepts taught to intermediate and middle school students
- Free technology training via Tech Classes, offers instruction in MS Office and other software programs
- SCORE programs to support entrepreneurs and small business owners



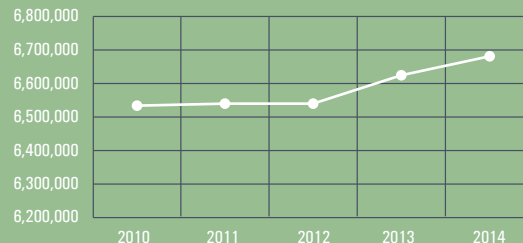
Shape Infrastructure

Providing Return on Investment

To remain relevant, libraries must also demonstrate a significant return on the tax investment citizens make in the Library. In order to provide good return on investment, and ensure a vibrant future for the organization, the Library worked hard in 2014 to secure adequate funding and spend wisely by:

- Delivering a 250% return on citizen tax investment. For every \$1 spent in taxes for the Library, citizens get \$3.36 in value
- Saving citizens a collective \$22,500,000 via free access to library materials and services
- Holding the line on expenditures. In 2014, expenditures were up a mere 1.22% over 2013, totaling just under \$6.7 million
- Lobbying state lawmakers to restore Public Library Funding to 2.22% of the General Revenue Fund, up from the current 1.67%

TOTAL EXPENDITURES



Looking to the Future

2015 promises to be an exciting year with stimulating programming experiences and facilities improvements including:

- Peanuts Naturally Exhibit – May 30–August 30, 2015

This exhibit features nearly 50 didactic panels and digital reproductions of Peanuts comic strips with fun facts about the natural world. Related programs will complement the exhibit.

- Money \$marts Exhibit – Late Sept – October, 2015

Five interactive panels discussing financial literacy concepts appropriate for kids and teens ages 3-18, as well as related programming and 'brary bags. This program is made possible by a grant from the FINRA Investor Education Foundation through Smart investing@your library®, a partnership with the American Library Association.

- Woodbourne Rear Driveway

Spring 2015 will bring the completion of the long awaited rear driveway at Woodbourne Library making egress safer and more convenient for patrons.

- Woodbourne Site Plan

Using staff and public input, a site plan merging three properties into one unified campus will set the stage for future expansion at Woodbourne Library



2014

By The Numbers

2,216,945 Items checked out, including:

1,148,766 books (print and audio)

826,726 movies, music & games

258,107 eBooks, eAudiobooks, eMusic, and eZines

1,141,546 Online Library Visits
(to library websites)

658,574 In Person Library Visits
(Centerville and Woodbourne Libraries)

220,186 Questions Answered

125,402 Computer Stations/WiFi Users

86,241 Library Cardholders

42,949 Program Attendees

6,457 Open Hours



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