



2011 Annual Report

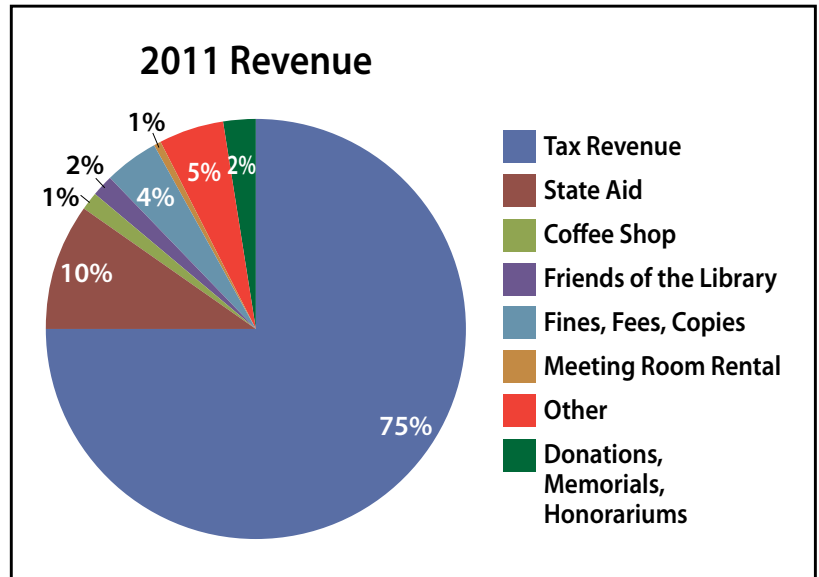


Your Library

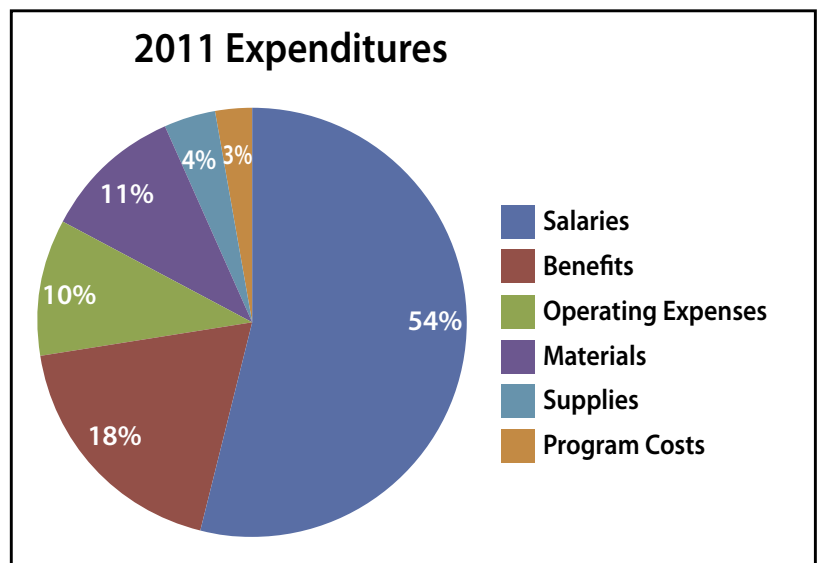
2011 was an extraordinary year for the Baxter County Library, as the community enjoyed its first full year in the Donald W. Reynolds Library. The Restricted Fund for Programs and Restricted Fund for Maintenance were established and the money invested so that the earnings could begin to help defray program and maintenance costs.

Despite reaching our campaign goals, 2011 was a tight year. The Library made it through this year, adapting to the challenges of operating in a larger building without a corresponding increase in funding. With tax revenue predicted to remain steady or decline and operating costs static or growing, the challenge in the immediate future will be to develop additional sources of revenue, allowing the Library to continue providing quality materials and services tailored to the needs of our community.

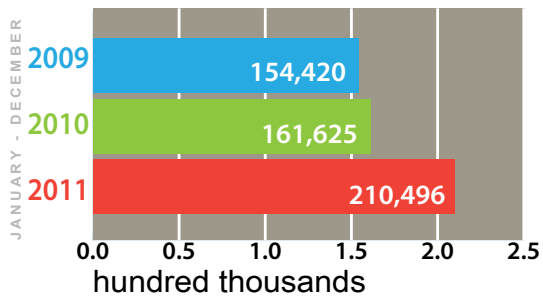
Library use saw tremendous growth over the past two years with Library visits up 36% and the number of items circulated up 28%. Meeting room use was up a staggering 171%, and visits to the Library's web site nearly tripled.



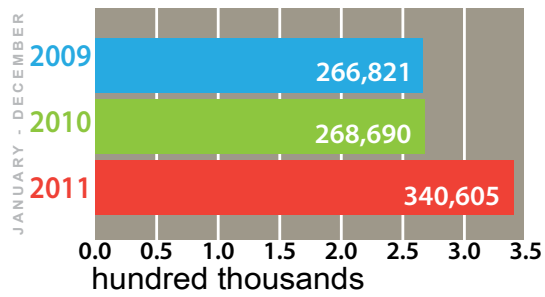
607 An average of 607 people visit the Donald W. Reynolds Library each day.



Library Visits



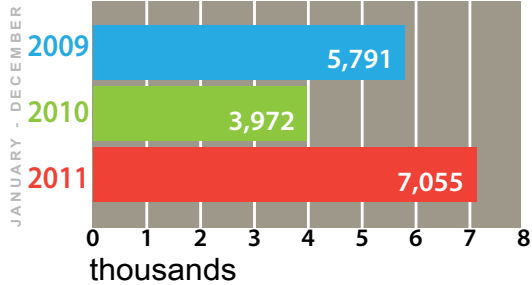
Circulation



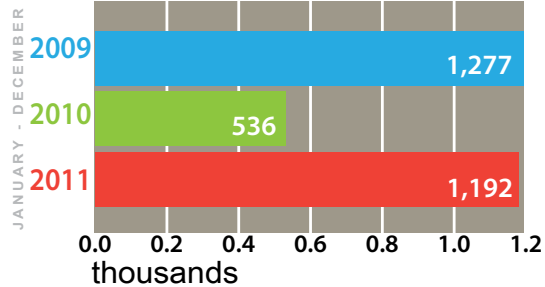
Note: Numbers for 2010 may appear inconsistent with other years. This is due to multiple factors involved with the transition to the new building.

Children's Program Attendance

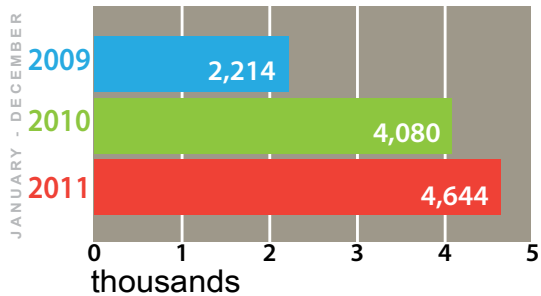
Children and Accompanying Adults



Teen Program Attendance

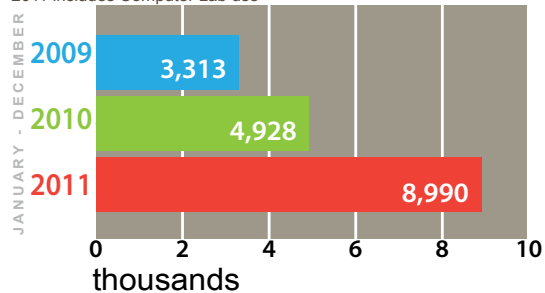


Adult Program Attendance



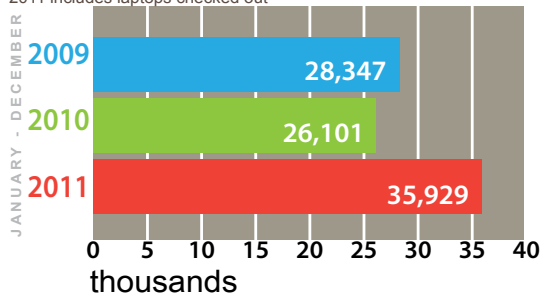
Meeting Room Use

2011 includes Computer Lab use

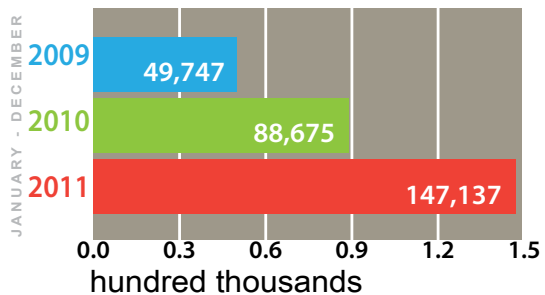


Public Computer Usage

2011 includes laptops checked out

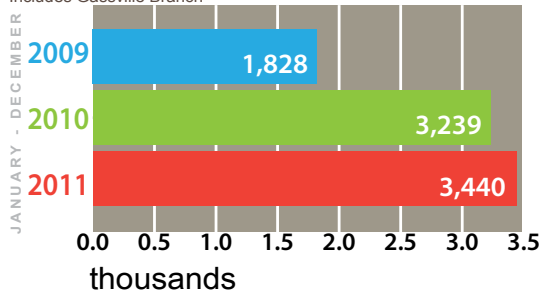


Website Visits



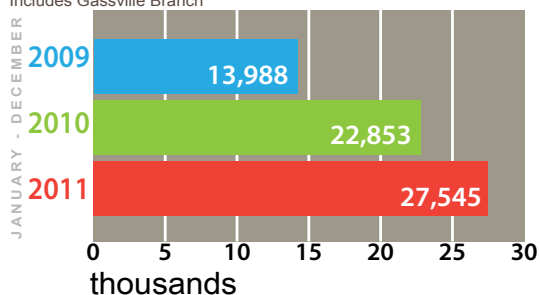
New Library Cards Issued

Includes Gassville Branch



Library Cards Updated/Replaced

Includes Gassville Branch



2011 Highlights



39%

Increase in Library program attendance since 2009

eBooks

Downloadable eBooks, audio books, and some videos were added to the Library's collection in June through a service called Library2Go. The Library's participation in a consortium with other regional libraries and some generous donations made the collection possible.

Teen Gaming

2011 saw the introduction of gaming in the Teen Library as teens enjoyed a variety of gaming systems and games. Gaming is nationally recognized as a way to increase teen participation at their local library and contributes to improved literacy.

Summer Reading Programs

The Library's Summer Reading programs for adults, teens, and children, which had been put on hold in 2010 because of the move, were back and better than ever—with more than 500 children participating in the children's programs and class capacity at its maximum.

Genealogy Roadshow

The Library partnered with the Arkansas Genealogical Society to host the 2011 Arkansas Genealogy Roadshow, which drew both professional historians and amateur genealogy sleuths to the area.

The Art Odyssey

In keeping with our mission to enrich the lives of Baxter County residents, the Library partnered with local artists, the Chamber of Commerce, The Baxter Bulletin and First National Bank to organize the first annual tour of artists' studios in Baxter and Marion counties.

Library Foundation Fundraisers

The Baxter County Public Library Foundation held its annual Texas Hold'em Tournament and participated in the C3 – Community Charity Challenge to raise money for the Library. Paver stone orders continued to bring in much-needed funds as well.

Multi-Generational Programming

Library staff teamed up with community partners to develop programming with a family-focused, multigenerational appeal. The results were well-attended programs such as The Moon Rocks exhibit and Lids for Kids, a bicycle helmet safety event.

Friends of the Library President Wins Prestigious Award

Friends of the Library President JoBelle Zimmerman was named the December Finalist for the Arkansas Community Service Awards. She received this award, in large measure, because of her long standing commitment to the Library through her leadership of the Friends of the Baxter County Library.



People

Baxter County Library has two complementary support organizations - The Friends of the Baxter County Library (FOL) and the Baxter County Library Foundation (BCLF).

Library Foundation

Since receiving the construction grant from the Donald W. Reynolds Foundation (DWRP) in 2008, the BCLF's focus has been on securing money to be invested in two Restricted Funds—the earnings from which can be used to help with library maintenance and programming. Now that the Restricted Funds are fully funded and invested, earnings from those investments will become available in 2013 to supplement the Library's operating budget.

| 2011 | Library Foundation Revenue |
|------------|---|
| \$ 229,061 | Final Draw from the DWRP Construction Grant |
| \$ 197,325 | Unrestricted Donations |
| \$ 87,866 | Earnings on Restricted Funds |
| \$ 13,036 | Earnings on Unrestricted Investments |
| \$ 9,529 | Fundraisers: <i>Texas Hold'em Tournament & C3 Event</i> |
| \$ 8,000 | Paver Stones |
| \$ 825 | Memorials/Honorariums |

Library Foundation Board of Trustees

| | |
|--|-------------------------|
| Carol Landrum, President | Gwen Khayat |
| Francis (Sonny) Sharp, Vice President | Deborah Knox |
| Elizabeth VanderStek, Treasurer | Shonda Litty |
| Bobbi Brown | Roger Pitchford |
| Deborah Chatman | Katie King Risk |
| Clint Czeschin | Barbara Skeffington |
| Jackie Edmonds | Nealus Wheeler |
| Warren Haley | Julie Wright |
| Steve Johnson | Pat Ballard, ex officio |
| Catherine Sawyer, Foundation Coordinator | |

Friends of the Library

The FOL promotes awareness and generates support for the library as well as helping fund library programs, staff development, materials, and unanticipated needs. FOL's primary fundraiser is its used book sales supplemented by a "Share Your Treasures" auction. In addition to its ongoing annual support, FOL pledged \$100,000 to the Restricted Fund for Programs. In 2011, the organization paid \$15,000 of that pledge, bringing its total to \$95,000 donated. The commitment will be paid in full in May 2012.

| 2011 | Support Provided by Friends of the Library |
|-----------|--|
| \$ 5,000 | Special Programs/Exhibits |
| \$ 2,243 | Materials |
| \$ 6,841 | Staff Development Workshops |
| \$ 14,084 | TOTAL |

Friends of the Library Executive Officers

| | |
|-------------------------------------|------------------------------------|
| JoBelle Zimmerman, President | Mary Lou Duseberg, |
| Janet Wheeler, Vice President | Ways and Means Chair |
| Audrey Burns, Secretary | Mary Nida Smith, Hospitality Chair |
| Eileen Jenkins, Treasurer | Judy Purvis, Membership Chair |
| Margie Kelly, Book Sale Co-Chair | Nealus Wheeler, Foundation Liaison |
| Maureen Rozelle, Book Sale Co-Chair | Jackie Becker, Mailings Chair |



6,116

Volunteers contributed over 6,000 hours of service in 2011

Library Staff

In 2011, the Library had a full-time-equivalent staff of 20.

Library Management Staff

- Gwen Khayat, Librarian
- Danita Stine, Administrative Assistant
- Kim Crow Sheaner, Outreach Coordinator
- Brenda Knight, Circulation Manager
- Susan Nixon, Cataloger
- Vincent S. Anderson, Reference Librarian
- Deborah Edmonds, Children’s Librarian
- Miranda Walters, Teen Librarian
- Kathleen Altazan, Adult Programs Coordinator
- Bill Cramton, IT Coordinator
- Julie Stewart, Volunteer Coordinator

Library Board

The Library Board of Directors is the governing body for the Baxter County Library. Members are appointed by the County Judge in accordance with state law and serve without remuneration.

- John Ahrens, Board Chair
- Richard Burnett
- Francis (Sonny) Sharp, Vice Chair
- Heather Loftis
- Sally Gilbert

Library Advisory Board

Library Advisory Board members act as liaisons between the Library Foundation and the community.

- Bill Anderson
- Lynn McAlister
- Paul Bayless
- Joe Miles
- Cara Coleman
- Ben Ponder
- Sonny Garrett
- Don Sharp
- Kelly Hagaman
- Mike Willard
- Anita Hayden
- Jo Wilson
- Mary Kirby

Volunteers

In 2011, the Library depended on a team of 126 volunteers performing a variety of critical tasks. In April, all volunteers were recognized for their service to the Library and many received special recognition.

Presidential Volunteer Service Award

Gold-level for contributing more than 500 hours:
Margaret Park

Presidential Volunteer Service Award

Silver-level for contributing 250 to 499 hours:
Mary Peterson and John Reckard

Library Donors

Library donors continued to pay their campaign pledges. In addition, new donors have joined their ranks. All donors contributing \$5,000 or more to the Library are recognized on the Donor Wall in the Library entryway.

The Donald W. Reynolds Library

Looking Forward

In 2012, Baxter County residents can look forward to the "Fire in the Hole: Quilt Signals and Cannon Blasts" event as part of the Arkansas Civil War Sesquicentennial and the national traveling exhibit, "Lincoln: The Constitution and the Civil War." They will enjoy technology classes, summer programs, The Art Odyssey, and much more.

After taking the time to completely settle into the new building, it is now time to set our sights on the future. Strategic planning sessions held in early 2012 will help us define our objectives and develop a plan. Our strategic planning will look at ways the Library can bridge the socioeconomic divide by focusing on literacy and technological literacy, and cultivating community partnerships that support those initiatives.

As always, what the Library can do for the community is limited by our operating budget. Strategic planning will also address ways we can operate in a future of unpredictable revenue by increasing private donations and exploring new revenue sources.

In 2012, the Baxter County Library Foundation will focus on managing the Restricted Fund assets to maximize earnings for the Library's use as well as developing a planned giving program. The Friends of the Library will continue with their popular book sale fundraisers and use those funds to provide supplemental revenue for the Library.

Through the efforts of all of our Library supporters, the Library can continue to meet the needs of the community as it grows and changes.



Donald W. Reynolds
LIBRARY
Serving Baxter County

300 Library Hill, Mountain Home, AR 72653
870-580-0987

The Baxter County Library is a bridge to expanded horizons,
opened minds, and enriched lives.

The Baxter County Library provides lifelong resources that
educate, inspire, and entertain in a welcoming environment.

