



2013 Annual Report

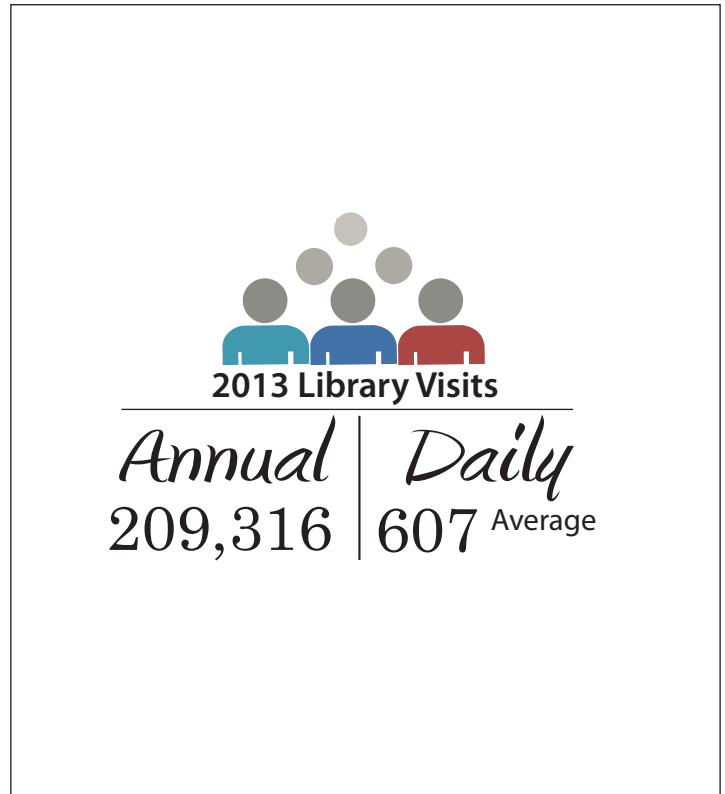


Your Library

We are excited to report that in 2013 the Baxter County Library continued its positive impact on the lives of people in our community. We experienced growth not only in the number of people we reached, but also in the quality and breadth of the programs and services we provided.

Circulation numbers held steady with a noteworthy increase in eBook circulation. *Library2Go* eBook downloads were up 30%, representing 6% of the total number of items circulated.


Visits to the Library's website were up too - 22% from 2012 - as people turned to baxlib.org to browse the collection, access their accounts, find out about upcoming events, and download eBooks, audio books, music, and more. Library public computer and WiFi use continued to increase as well.



Regular Library operations were sustained by maintaining a tight budget in 2013. Revenue sources for the Library continue to shift, and without any additional sources of revenue, the Library cannot introduce or grow programs and services. Proactively addressing this issue, the Library developed two new revenue sources last year, a sponsorship program and a new, fundraising event.


The sponsorship program allows Library supporters to target their giving, by funding a program of their choice. In 2013, sixteen sponsorships, totaling \$20,000, funded Library programs and collections. A list of 2013 programs and their sponsors can be found on page 6 of this report.

The *Library Mini Golf* fundraiser event took place in August 2013. The event raised over \$8,000 to support a new reading readiness program for preschoolers called *1000 Books Before Kindergarten*.




Up 30% from 2012
eBooks
 20,722 Downloaded

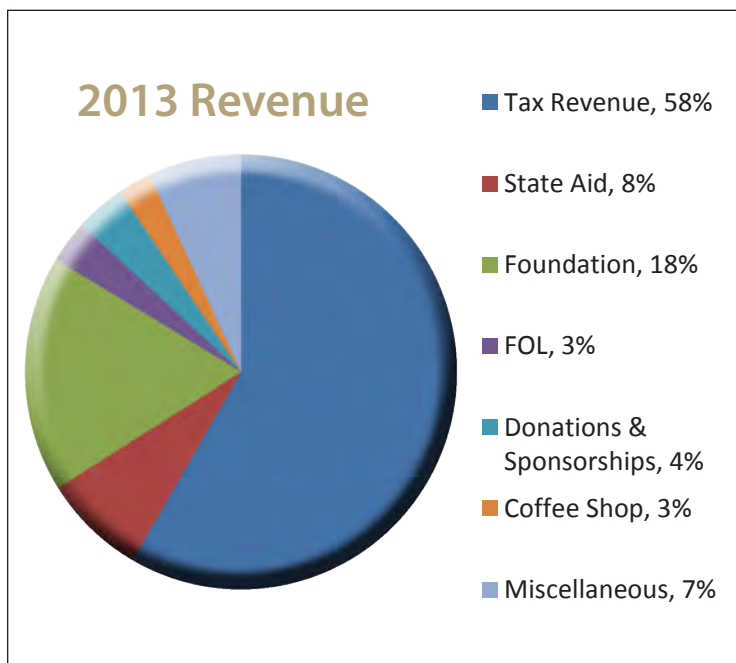
Circulation
350,434 Items annually
 8.5 Items per person in Baxter County



Active
 18,580 Cardholders



Average of 40
New Cards
 Each week



2013 Highlights

Library Mini Golf

Everyone participating in our first ever *Library Mini Golf* event had fun. It included an evening affair with food, mini golf, and a “knight” auction, as well as a day of mini golf open to the public. Enough funds were raised to support *1000 Books Before Kindergarten* for 5 years. This new program prepares preschoolers to learn to read by engaging parents and caregivers in a commitment to read aloud to them.



New in 2013

Songs

10,256 Downloaded

Music Downloads

Sponsored by the Library Foundation

The Library introduced music downloads in 2013. Visitors to the Library’s website can download up to three songs per week at no charge from Freegal’s extensive collection of over 3 million songs which includes the Sony Music catalog.



2013 Participation

Programs

46,102 Attendees

Arkansas Heritage Series

Sponsored by the Friends of the Library

The *Arkansas Heritage* program series, *Stories that Connect Us*, was a hit in early 2013, engaging our community. Programs included visits from Arkansas authors Dr. Brooks Blevins and Matt Norcross, craft workshops, an Arkansas Arts Center’s touring theatre company performance of *Arkansas Tales*, a Baxter County murder mystery tour, and a cemetery preservation workshop.

Tween Programs

Children in 4th, 5th, and 6th grades or “twens” are often forgotten in traditional children’s programming. New in 2013, our Tween Programs provided level-appropriate summer reading, workshops, and activities designed to spark their interest and challenge them during these transitional years.



2013 Summer Reading

Children & Teens Read

783,660 Minutes **OR** 1.5 Years

Discover Tech Exhibit

We were honored to be selected to host the nationally touring exhibit, *Discover Tech: Engineers Make a World of Difference* in the fall of 2013. Over 26,000 people, including over 2,500 local students, visited the exhibit which included hands on activities demonstrating the impact engineers make in our world. Exhibit visitors could construct an arch, build a water filter, learn about robotic design, create their own devices with batteries, circuits, and switches, and more. Library programming designed to complement the exhibit included hands on engineering workshops for families, a community read, mousetrap car races, and a teen science and technology career lab.



Support

Library Foundation

The Library Foundation is a fundraising arm for the Baxter County Library. Dedicated trustees serve on the board and manage two restricted funds, the earnings from which are used to supplement the Library's operating budget. To increase support and raise awareness of the Library's needs, the Library Foundation holds two annual fundraisers - *Ante Up for the Library* and *Library Mini Golf*.


In 2013, the Foundation received a \$4,500 grant from Eaton Corporation to fund *Discover Tech* programs and a \$10,051 General Improvement Fund (GIF) grant from the State of Arkansas to fund a significant addition to the Library's local history and genealogy research collection.

2013 Support Provided by Library Foundation	
\$ 100,000	Programs and Materials
\$ 111,169	Maintenance
\$ 6,546	<i>Freegal</i> Downloadable Music Subscription
\$ 2,607	Volunteer Program
\$ 2,475	The Art Odyssey
\$ 222,797	TOTAL

Friends of the Library

The Friends of the Library used book sales and annual auction raise money to support the Library. Noteworthy in 2013, the Friends of the Library sponsored the *Arkansas Heritage* program series connecting Library visitors to our rich, Arkansas history in unique ways. Also, in 2013, long-time Friends of the Library President and charter member JoBelle Zimmerman passed the gavel to new President John Beecroft. As the Library acquires more sponsors for programs and exhibits, the Friends of the Library will shift its support more toward staff development, projects, and materials that are not funded or fully funded with the sponsorships.

2013 Support Provided by Friends of the Library	
\$ 6,487	Programs/Exhibits
\$ 8,928	Materials
\$ 10,041	Staff Development
\$ 10,000	Special Projects (Software security, media equipment, kitchen equipment for teens)
\$ 6,000	Gassville Branch Roof
\$ 41,456	TOTAL

Library Volunteers

11,818 Hours | **\$198,108** Value

Value based on estimated volunteer time in state-by-state rankings by the Independent Sector, a leadership network for some 600 nonprofits, foundations, and corporate giving programs.

Volunteers

The Library absolutely cannot function without our dedicated team of volunteers. In 2013 Library volunteers contributed 11,818 hours of service. Volunteers served as computer class instructors, provided public computer assistance, and much more. Teen volunteers hosted four cell phone classes in 2013. The Gassville Library branch is completely staffed by volunteers.

Library volunteers enjoyed recognition events and attended in-service training. Volunteer Margaret Park was honored locally as an *Our Local Heroes* nominee, and Volunteer Coordinator Julie Stewart became a certified volunteer manager in 2013.

Library Sponsors

Library sponsorship opportunities were introduced in 2013, offering giving levels ranging from \$250 to \$5,000, and allowing donors to direct their support to a variety of programs for children, teens, and adults as well as technology, collections, and subscription sponsorships.

\$250 Level

Young Arkansas Artists Exhibit

Reading Women

Adult Summer Reading Program

Reading Women

Teen Tech Week Program Series

Michael & Joyce Cameron

Tween Summer Programs

Knights of Columbus #7353

\$500 Level

Children's Author/Illustrator Visit

Betty Bogart for her sister and her sister's grandchildren

Anime Mini Convention

Andrew and Christina White

Teen Anime Club for a Year

Andrew & Christina White

Money Smart Week Programs

Women Obtaining Wealth

The Wall Street Journal Subscription

David Matty

\$750 Level

Family Christmas Theatre

Tara Hope Edmonds

The Artmobile

Julie Wright

\$1,500 Level

Story Times for a Year

Lynn & Carol Landrum and Kyle & Lynn McAlister in honor of their mothers

\$2,500 Level

Children's Summer Reading Program

Ozark Community Foundation, Inc.

Children's Summer Art Classes

Samantha & Alea Vaccarella Endowment

Arkansas Heritage Program Series

Friends of the Library

\$5,000 Level

Freegal Downloadable Music Collection

Library Foundation

Looking Forward

The financial challenge presented by declining property tax revenues continues into 2014, making it necessary to seek additional revenue to maintain existing service levels. However, there are some indications that economic growth might offset some of the revenue decline in 2015. In the meantime, community support in the form of sponsorships, donations, bequests and volunteerism remain critical to the Library's ability to be a place of community engagement with free access to ideas, information, and lifelong resources.

In 2014, the Donald W. Reynolds Library will initiate two new programs; each will be the first of its kind in Arkansas. The first, **1000 Books Before Kindergarten** engages parents to commit to read 1000 books with their child before he or she enters kindergarten. Children who are read to in early childhood enter kindergarten armed with the skills they need to learn to read. About 67 percent of children nationwide are not proficient readers by the end of third grade. If left unchecked, this problem will undermine efforts to end intergenerational poverty, close the achievement gap, and reduce high school dropout rates. Fewer of the next generation will be prepared to succeed in a global economy, participate in higher education, or enter military and civilian service. This program is funded with proceeds from the first **Library Mini Golf** fundraiser.

The second is a **Makerspace** approach to learning, sharing, and creating. With this approach, current and new patrons will come to our Library to experiment and create with a myriad of technology and materials - as a team, as a family, or as lone explorers. Our **Makerspace** will accommodate projects such as 3-D printing and design, audio and video creation, sewing and paper crafts, and vinyl work. It will be developed in three phases beginning in mid 2014. A grant for this project has been applied for, but if it is not funded, we will seek other avenues to fund this project.

One of our goals when we moved into our new building was to bring a major travelling exhibit to our community each year. In 2014 the **Crime Lab Detective** interactive exhibit from the Museum of Discovery will be sponsored by the Friends of the Baxter County Library. The Friends also provide funds for the **Arkansas Heritage** series of programs. In the Spring of 2015 we will host NASA's **Here, There, and Everywhere** exhibit.

We look forward to engaging the community we serve in new and exciting ways in 2014.



Donald W. Reynolds
LIBRARY
Serving Baxter County
baxlib.org 870-580-0987

300 Library Hill, Mountain Home, AR 72653

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.