



Donald W. Reynolds

LIBRARY

Serving Baxter County

2017 Annual Report

*Inspiring Imagination
Igniting Interests
Enabling Learning*

Enhancing the Library Experience



“Thank you @BaxterCountyLib for a fantastic event! What a great group of patrons #literaryseries #gracielee #onebookread”

- Quote Tweeted by author Tayla Tate Boerner. Her book *The Accidental Salvation of Gracie Lee* was chosen as the “If All Baxter County Read the Same Book.”

Literary Series

The Friends of the Library sponsored the Library’s first Literary Series in 2017, connecting patrons with over twenty published authors ranging from children’s authors to graphic novelists. The Series featured eight author talks and literary workshops on subjects such as self-publishing, creative writing, and songwriting. A poetry slam and artistic fusion performance rounded out the series.

Brain Teasers2

An Oregon Museum of Science and Industry traveling exhibit arrived in the fall, featuring twenty-one stations including mathematical puzzles and mind-boggling blocks. A Brain Health lecture series enhanced the exhibit, offering lectures presented by local experts on topics ranging from concussions to Alzheimer’s Disease. A dozen other associated programs challenged us to work our brains in new ways.



199,264
VISITS



7,216
MEETING
ATTENDEES

FRIDAY AFTER HOURS

76
Monthly
Average

TEENS attended after-hours events at the Library. Partnerships with the Mountain Home Parks & Recreation and Police Departments helped make these events possible.



Delivering Lifelong Learning

Technology Classes

When called upon by area workforce agencies to help meet the needs of job seekers and improve job skills in our community, the Library added Word for the Workforce and Excel for the Workforce classes to the lineup of technology classes. In addition to computer classes, a monthly eBook class helped patrons learn to navigate the Library's digital collection.

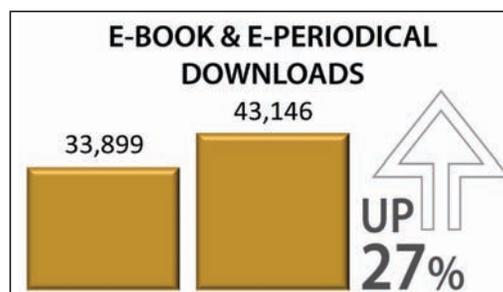
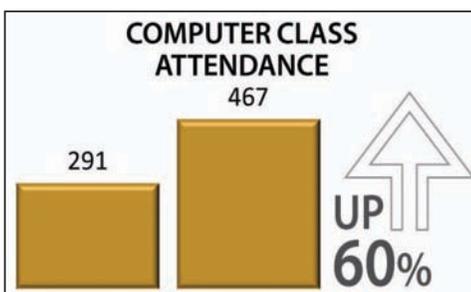


Studio 300 Maker Space

"I love these (Maker Space) classes. It gets me out, I meet new people and I learn new crafts. Thank you for having them!"

- Linda Crotts

Studio 300 took a big leap forward in 2017 with more DIY projects than ever before. Staff continued to transform the space into a more functional environment, where Library users could let their creativity flow with both high and low tech tools. Participants in Studio 300 activities enjoyed upcycling projects, holiday crafts, and more.



Community Initiatives

3,842

LIBRARY

CARDS

ISSUED



288,676

ITEMS BORROWED

42,199

PUBLIC COMPUTER

& Wi-Fi

USAGE



446

meals served
to children
June-December

The Library continued to partner with the Food Bank of North Central Arkansas offering the Summer Feeding program. Due to the program's success, the partnership was expanded in the fall to include an after-school meal for children.



“As a public educator I understand the value of creating an atmosphere conducive for learning. I have been to numerous venues over the years, and none compare to the diversity and culture that the Library creates. We are truly blessed to have in our own backyard such a place that works so diligently for the purpose of educational growth.”

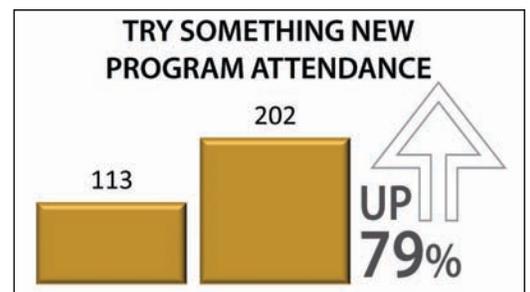
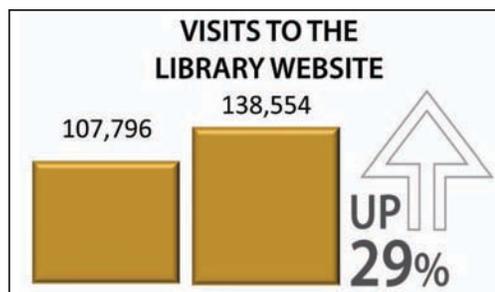
- Jeff Hughes, 6th Grade Science Teacher, Pinkston Middle School, Mountain Home

Connecting with Community

The Teen Library Council partnered with community groups in 2017 to bring about positive change. They completed two construction projects, building dog houses for the Humane Society and the Library's first little library station which will be installed in the community soon.

Staff also led Library teens in a Be An Angel – Help a Soldier project in partnership with Mountain Home Schools, collecting items and assembling care stockings for deployed military.

The Library also partnered with the Baxter County Master Gardeners to introduce a Pollinator Garden supported by the Friends of the Library. The Master Gardeners group planted a variety of plants in the fall and will maintain this educational space for all who visit the Library to learn from and enjoy.



Expanding Our Reach

Library staff teams focused on expanding our reach in 2017 by increasing the number of Library cardholders, growing the Library's email distribution list, and defining our customer segments. The teams took action by putting policy and procedural changes into motion that had a direct impact on Library card and email list numbers.

Making an Impact on Early Literacy

In its fourth year, the Library's 1000 Books Before Kindergarten program continued to make an impact on early literacy by connecting with increased numbers of parents and caregivers of pre-school aged children. To do this, Library staff introduced a massive outreach to area day cares and Head Start programs, conducting a regular Story Time for 15 preschool classes. Speaking engagements at parent meetings expanded our reach even more.

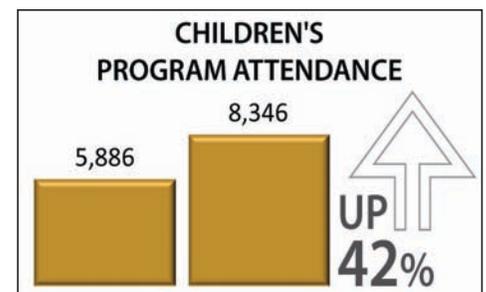
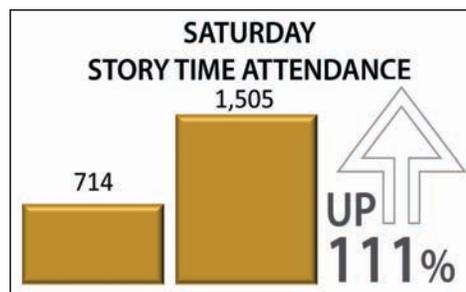
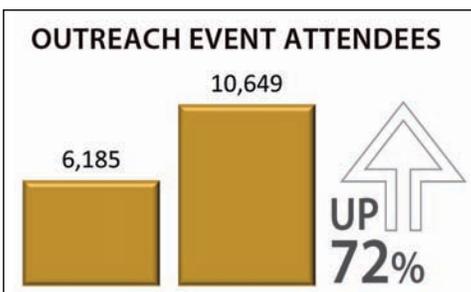


“The 1000 Books Before Kindergarten program has real potential to increase SAT and ACT test scores coming out of this community down the road.”

- Robin Myers, Chancellor of Arkansas State University Mountain Home

Tech Cards

The Tech Card program expanded in 2017, placing a Library Tech Card in the hands of every Baxter County student in 6th through 9th grades, including Cotter, Norfolk, and Mountain Home Schools. The cards allow students to access the wealth of resources available through the Library's website, including the newest resource, Brainfuse. Brainfuse provides live, online tutors in a variety of subjects for K-12 students. Youth services staff provided teacher and student training at the beginning of the school year. The Library was also on site at school open houses and parent/teacher nights, sharing Library resources with students and parents.



Library Support

Volunteers

In 2017, forty-three library volunteers earned Presidential Volunteer Service awards. Margie Kelly and Donna Banaszynski earned Gold level Presidential honors, contributing more than 500 hours. Howard Duvall, John Reckard, Margaret Park and Susan Nixon contributed 250 to 499 hours, earning Presidential Silver status. Thirty-seven volunteers contributed 100 to 249 hours, earning Presidential Bronze honors.

Audrey Burns was a Mountain Home Area Chamber of Commerce Outstanding Volunteer of the Year Award nominee.

160

LIBRARY VOLUNTEERS

HOURS OF SERVICE 12,177

Estimated value \$239,412.6 (Arkansas avg.) and \$293,968.5 (National avg.) based on the latest figure from 2016 Bureau of Labor Statistics data, indexed by Independent Sector in April 2017

Gassville Branch Closing

After a thorough study concluded that usage numbers did not support the resources required to operate the Gassville Branch Library, the Library Board voted to close the branch in April of 2017. The branch had experienced a steady decrease in visitors and circulation since the opening of the Donald W. Reynolds Library building in October 2010.

Revenue Sources



- 57% Tax Revenue
- 27% Library Foundation, Donations, & Sponsorships
- 6% State Aid
- 3% Friends of the Library
- 1% Coffee Shop
- 6% Miscellaneous

New in 2017...



2017 Program Sponsors

\$250+ Level

Teen Banned Book Week
Reading Women Book Club

1,000 Books Before Kindergarten
Jeannie Alley

Children's Stuffed Animal Sleepover
Nancy Knopp & Ken Schultz

Cell Phone & Tablet Q&A Sessions
Mike & Joyce Cameron

Crazy 8s Math Club
Barbara Graham

\$500+ Level

Maker Space
Shirt Shop

Money Smart Week
John & Kay Beecroft

Teen Scholarship Help
Lynn Miller

\$750+ Level
Children's Theatre
Barbara Graham

Artmobile
Julie Wright & Toni DeMers Olden

\$1000+ Level

Children's Summer Saturday Shows
Mendel & Stephanie Hughes

Children's Summer Programs
Jess & Elizabeth VanderStek

Make It @ the Library Programs
Mike & Katie King Risk

\$1,500+ Level
Story Times
Kyle & Lynn McAlister and Lynn & Carol Landrum in honor of their mothers

Try Something New Series
Tom & Deborah Knox

\$2,500+ Level

Library2Go eBook & Audiobook Collection
Jeffrey & Susan Hoeper

\$5,000+ Level
Brain Teasers2 Exhibit & Program Series
Friends of the Library and Library Foundation

Literary Series
Friends of the Library

Library Foundation

| 2017 Support Provided by Library Foundation | |
|---|---------------------------|
| \$ 103,735 | Programs & Collections |
| \$ 103,735 | Maintenance & IT |
| \$ 107,993 | General Library Support |
| \$ 3,514 | Volunteer Program Support |
| \$ 5,000 | Event Sponsorship |
| \$ 323,977 | TOTAL |

The Library Foundation provided support through earnings from three restricted funds, as well as donations, program sponsorships, and paver stone sales. Proceeds were also generated from fundraisers including the Texas Hold'em Tournament, Arkansas Gives Day, Pub Night, and the Wrap It Up campaign. After serving as Library Foundation Coordinator for more than 10 years, Catherine Sawyer retired in August. Adeana Estoll was selected as the new Coordinator.

Friends of the Library

| 2017 Support Provided by Friends of the Library | |
|---|---------------------|
| \$ 14,600 | Programs & Exhibits |
| \$ 12,295 | Staff Development |
| \$ 6,836 | Materials |
| \$ 4,100 | Scholarship Fund |
| \$ 37,831 | TOTAL |

The Friends of the Library made programs like the Literary Series and Brain Teasers2 Exhibit possible with hard-earned funds raised during four used book sales, a Sharing Our Treasures live auction, and two silent auctions. The Friends scholarship program awarded three scholarships to graduating high school seniors as well as one non-traditional student scholarship to an ASUMH student.



Library Staff

In 2017, the Library employed a total of 24 staff members, including a combination of part-time and full-time staff. Library Staff had an amazing list of accomplishments including the establishment of teams that began work on the Library's Strategic Plan goals. The Library Card and E-mail Distribution List teams exceeded their goals for the year, making great progress on expanding the Library's reach in the community.

Director Kim Crow Sheaner was elected to the Mountain Home Area Chamber of Commerce Board of Directors. She was also selected to serve as Secretary of Arkansas Library Development District 1. Marketing and Adult Programs Coordinator Jennifer Veloria-Dunn was honored as a Mountain Home Area Chamber of Commerce Educator of the Year Award nominee.

Looking Forward

In early 2018, the Library is hosting the Dinosaurs: Fossils Exposed exhibit from the Museum of Discovery along with an exciting assortment of family programs. In the fall, we will host our 2nd annual Literary Series.

Programs such as the Pollinator Garden and Ancestry.com classes will provide a wealth of learning opportunities. An expansion of outreach for the 1000 Books Before Kindergarten program to area pre-schools and Head Start programs will make a significant impact on early literacy skills in our community. And new Coding Clubs will equip children with basic computer coding skills.

The Library team will continue to focus on our Five-Year Strategic Plan goals. We will be rethinking our delivery of lifelong learning by redefining our customer segments and customize programming accordingly. The Library Foundation will be working on the development of a donor cultivation and planned giving strategy.

Two Community Task Forces established by the Library and comprised of community leaders will tackle some important issues facing our community. The Early Literacy Task Force will focus efforts on improving literacy skills for children from birth to Kindergarten. The Job Seeker Task Force will work on consolidating community services for job skills training, resume development, and more.

With our core purpose of inspiring imagination, igniting interests, and enabling learning at the heart of what we do every day, Library staff and volunteers are poised to make some memorable Library experiences happen in 2018!

Kim Crow Sheaner

Library Director



BaxterCountyLibrary.org

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Inspiring Imagination, Igniting Interests, and Enabling Learning

Five-year Plan Goals

1. Expand our reach
2. Rethink our delivery of lifelong learning
3. Make an impact on literacy
4. Enhance the Library experience
5. Align ourselves with community initiatives
6. Cultivate and improve our stewardship of resources
7. Grow staff and volunteers

