



LIBRARY

2016

Annual  
Report



# Your Library

It was another outstanding year for the Baxter County Library. We saw increases in electronic circulation including eBooks, eAudio books, and new in 2016, ePeriodicals. In addition, the rollout of our Tech Card program produced a significant jump in the number of new cards issued for the year. Volunteer service hours increased six-percent over the previous year.

Revenue from state aid to public libraries, though still down, was not as low as anticipated in 2016. The funding, which was cut in 2015, was temporarily restored part way through the year with appropriations from the state's rainy day funds.

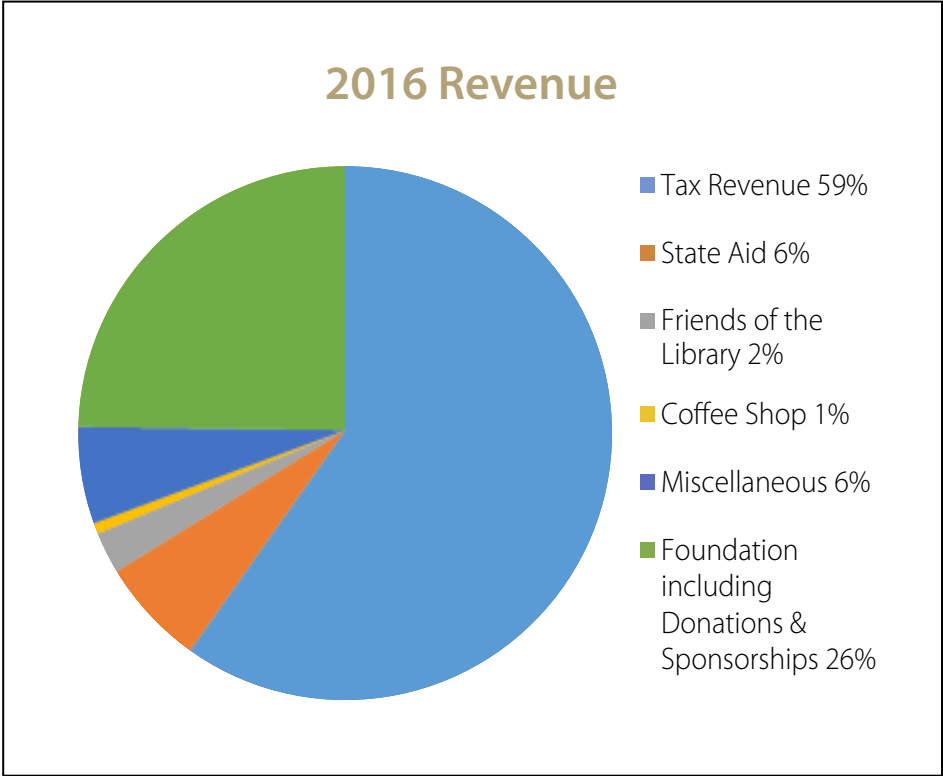
Sunday Library hours were suspended as a result of the cuts in July of 2015 in order to manage expenses. The Library reopened on Sundays in September 2016, after the state funding was restored.





The Library Foundation provided 26% of the Library's total revenue in 2016, which included donations and program sponsorships. Baxter County Tax Revenue represented 59%.

The Friends of the Library continued to contribute significantly to the operating budget. Income from the rental of the Library's café space was down, due to a transition in café vendors.



# 2016 Highlights

## Purpose in Action

Library staff and stakeholders worked this past year to define the Library's core purpose and values, as well as a five-year strategic plan. Our core purpose captures the heart of what we are committed to do every day at the Library – **inspire imagination, ignite interests, and enable learning**. Library programs in 2016 set our core purpose into action:

### Inspiring Imagination

- Tween Advisory Council was established.
- *Classic Saturdays* such as Harry Potter Day and Alice in Wonderland brought in visitors of all ages.
- Adult Coloring Club provided an outlet for creativity and relaxation.
- Studio 300 Makerspace expanded with even more DIY projects.

### Igniting Interests

- Scratch Lab taught tweens how to code a video game.
- Crazy 8s Math Club let children practice math skills through wild and wacky activities.
- ePeriodicals were added to the collection.
- *Try Something New* nights introduced geocaching, line dancing, rug making, and more!

### Enabling Learning

- Homework Hour provided students in grades 4-12 a quiet space to work with tutors.
- Tech Cards were distributed to 1,200 students, providing access to online Library resources.
- Community outreach to area schools was increased through classroom visits.
- *Arkansas Heritage* and *Eat Well, Play Well* programs offered activities for all ages.



## Tech Cards are a Hit

Partnering with Mountain Home Public Schools, the Library rolled out a trial run of our Tech Card program in the fall of 2016. Every student in 6th - 9th grades, 1,200 students, received a Tech Card, enabling them to access a variety of educational resources on the Library's website for help with homework and school projects.



## *Eat Well, Play Well* Exhibit

The Library welcomed the *Eat Well, Play Well* Exhibit in the Spring of 2016. Visitors, including 753 students, enjoyed interactive stations emphasizing healthy lifestyle choices. Nearly 300 people attended healthy cooking, nutrition, and exercise classes in conjunction with the exhibit. The Library applied for and received the Blue & You Foundation Mini-grant. The funds from the grant were applied towards the cost of the exhibit and associated programs.

## **An Inspired Partnership - Summer Meals**

With school out for the summer and food-insecure children without access to school meals and local backpack programs, the Library partnered with the Food Bank of North Central Arkansas to serve over 400 meals to children attending Library programs on Saturdays. This partnership continued when school started in the fall with snacks for students attending Library after school programs, such as Homework Hour.



Up 26% from 2015

*Program  
Participants*  
**38,245** Attendees

# Support

## Volunteers

Thanks to the hard work and dedication of volunteers in 2016, the Library set a new record for service hours. The Library's 150 plus volunteers contributed 13,000 service hours.

Volunteers also reached individual milestones. Gail Brown, Mary Lou Duseberg, and Bert Merklung received Presidential Lifetime Achievement awards for more than 4,000 hours of Library service. Merklung was also a nominee for the Mountain Home Area Chamber of Commerce Outstanding Volunteer of 2016.

Two Library volunteers earned Gold-level Presidential Volunteer Service awards in 2016. Mary Peterson was recognized in the Adult Category for contributing more than 500 hours, while Mary Clare Kelly won gold for more than 250 hours in the Young Adult Category.

Eight volunteers achieved Presidential Silver honors for 250 to 500 hours. They are Julie Wright, Margie Kelly, Howard Duvall, Eileen Jenkins, Margaret Park, John Reckard, Mary Anna Mitchell and Nealus Wheeler. Another 45 volunteers earned Presidential Bronze for up to 250 hours. And, 24 volunteers were honored by the Arkansas Division of Community Service and Nonprofit Support for contributing 50 to 99 hours.



## Library Sponsors

Thanks to the generous support of our sponsors, the following programs and services were made possible in 2016:

### \$250+ Level

#### **Children's Stuffed Animal Sleepover**

Nancy Knopp & Ken Schultz

#### **Tele-Tales**

Randy & Susan Norcross

#### **Teen Banned Book Week**

Reading Women Book Club

#### **Cell Phone Help Sessions**

Mike & Joyce Cameron

#### **Local Author Sale & Signing**

Mike & Katie Risk

#### **Young Arkansas Artists Exhibit**

Mike & Katie Risk

#### **Crazy 8s Math Club**

Barbara Graham

### \$500+ Level

#### **Teen Anime Club**

Andrew & Christina White

#### **Money Smart Week**

John & Kay Beecroft

#### **Children's Teddy Teddy Bear Event**

Betty Bogart for her sister and her sister's grandchildren

### \$750+ Level

#### **The Artmobile**

Julie Wright & Toni DeMers Olden

#### **Children's Theater**

Barbara Graham

### \$1000+ Level

#### **Teen Summer Reading Program**

Doris L. Reeves

#### **Children's Summer Saturday Shows**

Mendel & Stephanie Hughes

#### **Children's Collection**

Jess & Elizabeth VanderStek

### \$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

#### **Children's Summer Reading Program\***

#### **Children's Summer Art Classes\***

#### **Children's Summer Science Classes\***

#### **Children's Summer Fun Workshops\***

#### **Children's Summer Classes\***

\*Roger D. Willard in honor of his mother  
Roberta J. Willard

#### **Library2Go eBook & Audiobook Collection**

Susan & Jeffrey Hoepfer

### \$5,000+ Level

#### **Arkansas Heritage Program Series**

Friends of the Library

#### **Freemal Downloadable Music Collection**

Baxter County Library Foundation



## Friends of the Library

Many programs including the *Arkansas Heritage* series were made possible in 2016 because of funds raised by dedicated Friends of the Library members. Their popular, used books sales and annual auction bring in much needed support for the Library. Also, a tremendous community outreach project in its second year, the Friends of the Library Scholarship awarded an \$1,800 first place scholarship, \$750 second place scholarship, and \$450 third place scholarship to graduating seniors.

2016	Support Provided by Friends of the Library
\$ 11,141	Staff Development
\$ 9,131	Programs & Exhibits
\$ 2,728	Materials
\$ 3,000	Scholarship Fund
\$ 26,000	TOTAL

## Library Foundation

The Library Foundation provided 26% of the Library's operating budget in 2016 including earnings from three restricted funds, as well as donations, program sponsorships, paver stone sales, and fundraising proceeds.

The Foundation held three fundraisers in 2016:

*Ante Up for the Library*

Texas Hold'em Tournament.....\$10,019

Arkansas Gives Day.....\$20,362

*Pub Night at the Library*.....\$15,022

2016	Support Provided by Library Foundation
\$ 102,000	Programs and Materials
\$ 102,000	Maintenance
\$ 66,657	General Library Support
\$ 6,396	<i>Freegal</i> Downloadable Music Subscription Sponsorship
\$ 4,726	Volunteer Program Support
\$ 4,300	Exhibit Sponsorship
\$ 13,925	Cafe Rental Space - Repair and Maintenance
\$ 300,004	TOTAL

# Looking Forward

Along with defining the Library's core values and purpose, we developed a five-year strategic plan in 2016. Over the next five years, we will address action steps outlined for each of these goals and define measurable objectives. For instance, one action step towards expanding our reach is to increase the number of Library cardholders. Our 2017 goal is to increase the number of Library cards issued by at least 600 cards over last year.

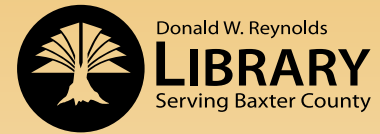
Another focus in 2017 will be to align ourselves with community initiatives. We will grow our existing partnerships such as the Summer Feeding program with the Food Bank of North Central Arkansas, the Paws for Reading program with Paws of Love, and the Tech Card program with area schools. In addition, we will be embarking on new partnerships such as computer classes for the workforce with the Arkansas State University Mountain Home Pipeline to Advanced Manufacturing project.

Also in 2017, we will be hosting a great line-up of author visits, writing workshops, and poetry events during our first ever *Literary Series* in the spring. The Studio 300 Makerspace will continue to transform into a DIY center. And in the fall, the Library will welcome the *Brain Teasers 2* exhibit, featuring hands-on puzzles designed to develop problem-solving skills for all ages. All of these programs are designed with our core purpose in mind - to inspire imagination, ignite interests, and enable learning, because you never stop learning.

Looking forward to an exciting 2017!

*Kim Crow Sheaner*

Library Director



## 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

