

# FY2010 Performance Report

## Bartow County Library System

Cartersville — Adairsville — Euharlee



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### Adult Programs

Colleen Knight, Adult Services Coordinator, reflects on a successful year of adult programs. "Last year's expanded roster of programs allowed us to truly offer something for everyone. New senior programs during the day like Bingo and Chi Fit were very popular. Overall we had a great year!"

### Youth Services Programs

Youth Services Coordinator, Thomas Shalin, recalls his favorite moments in children's programming last year. "2010 was a fantastic year of stories, rockets, art, pirates, animals and zombies! We had a Pirate Day complete with crafts, stories and a massive water balloon fight on the library lawn. We had our own Winter Olympics where kids skated on paper plates and played wintery games. The after hours Nerf Zombie War in the library stacks for our local teens was awesome! Another highlight was seeing so many of our preschool families come to the library on Family Night for stories and fun and most importantly, to see what the library is all about!"

## Library Programs Prove Popular in 2010

The Bartow County Library System conducted a dynamic adult program series throughout 2010. Approximately 4221 people attended one or more of the 192 programs offered, double the attendance in 2009. The most popular programs were author visits, craft and art workshops, fitness classes, game programs, and special topics. The Adult Summer and Winter Reading Programs averaged 262 participants.

Computer classes taught in the Educational Technology Lab and through the mobile Ed Tech Lab remain popular. Classes in Cartersville are at peak capacity. Technology Sandwiched In, a new lunchtime technology program, will provide adults with the opportunity to learn quick tips for navigating the current online technology trends in 2011.

Youth Service program attendance declined by 24%, as 85 less programs were conducted as a result of staff cuts in 2010. However, youth programs continue to average 31 attendees per program. The Vacation Reading Program remains an integral resource to encourage and support summer reading, a time when reading skills typically decline in school age children.

Overall, the library system conducted 663 programs, serving 18,708 attendees for an average of 28 participants per program. Subscribe to the library e-lets for weekly program reminders.

# How Do You Use Your Library?

Library use continues to rise during tough economic times. Bartow residents are taking advantage of the free services available through our library system.

2010 was a busy year for the Bartow County Library System. For the first time, 51% of Bartow County residents hold active library cards which they used to check out 597,489 items, 8% more than last year and 221% more than 10 years ago. Library traffic increased 133% over 10 years ago and computer use reached 81,611 sessions.

## Cartersville Public Library Highlights

- ◆ 502,984 people visited the Cartersville Library with 529,711 items circulating.
- ◆ Online renewals increased by 32%, up almost 300% from 4 years ago. Renewals continue to comprise just over 10% of total circulation; however, the overall percentage of circulation remains constant as circulation continues to increase.
- ◆ 64,678 computer sessions were recorded. Wireless use continued to rise.
- ◆ GALILEO database use increased by 9% as 21,814 searches were conducted with 42,824 articles retrieved during 2074 sessions. The top 5 databases were Ancestry Library, Heritage Quest, Health Sources, Novelist, and World History Collection.
- ◆ Almost 2000 downloadable audiobooks were accessed, 30% more than 2009.
- ◆ 44,550 reference transactions were conducted, 29% more than 2009.
- ◆ Almost 900 students attended 116 classes in the Ed Tech Lab.
- ◆ 148 adult programs attracted 3833 attendees; this is a 97% increase in program attendance over 2009.
- ◆ Youth Services conducted 339 programs with attendance totaling 12,790.
- ◆ 3104 contact hours were reported for attendance in classes for English for Speakers of Other Languages (ESOL)
- ◆ The library system holdings reached 137,521 items.

## Adairsville Public Library Highlights

- ◆ 46,439 people visited the Adairsville Library with 41,612 items circulating.
- ◆ 11,399 computer sessions were recorded .
- ◆ 2616 reference transactions were conducted.
- ◆ Adult program attendance increased by 28%. However, youth program attendance decreased by 38%.

## Emmie Nelson Public Library Highlights

- ◆ 25,227 people visited the library in Euharlee with 26,166 items circulating.
- ◆ 5,577 computer sessions were recorded.
- ◆ 5259 reference transactions were conducted, 66% more than 2009.
- ◆ Adult program attendance increased by 184%! Youth program attendance decreased by 10% overall; teen program attendance increased 13%.



## Emmie Nelson Public Library Murals

Both the large mural over the children's computer desk and the Youth Area mural on the opposite wall were painted by Bartow County artist and graphic designer, Walt Floyd during 2009-2010.

The large panoramic depiction of classic fairy tales begins with Puss n Boots leading the way thru the historic Euharlee covered bridge. The mural comes to a close with the massive giant escaping the scene over the waterfalls. Imagine what he might be carrying with him as he flees. See if you can identify all ten timeless tales!

The Youth Area mural on the opposite wall begins with a curious ladder-climbing mouse seeking a new adventure. The characters in this mural symbolize the playful and inquisitive spirit of growing up and the feeling of freedom that youth embodies.

Both murals began the same way-with an idea followed by pencil sketches and various arrangements of the elements. Once the design had been determined, color considerations were evaluated and an overall color sketch was made. Bold areas of color highlighted with dark lines were decided on to give the painting something of a 'coloring book' style and a fresh, vibrant look. The pencil sketch was enlarged and transferred to the wall and color areas were then painted in with acrylics. As a final step, the colors were framed with a dark and defining outline.



## FRIENDS OF THE LIBRARY

### Friends Donate \$6000

The Friends of the Library enjoyed another successful year of fund raising. The most successful events were the Bookin' It 5K, four quarterly used book sales, the Festival of Tiny Trees and Wreaths, and the membership drive.

In addition to the annual \$1500 contribution for the Vacation Reading Program and several donations for special library projects, the Friends were able to donate \$6000 to the library system for new materials and to supplement library programs.

Thank you to all of Friends of the Library!

## Funding Cuts Result in Reduction of Services

It was a difficult year financially for everyone. The Bartow County Library System felt the effects as local and state funding decreased library funding by 5.45% overall resulting in a reduction of service hours at the Cartersville Public Library.

Less new items are available for check out as the materials budget was cut by 25%. The standard purchase of multiple copies of new and popular titles has been reduced to less copies. The library system is currently unable to replace outdated nonfiction material in order to update with newer titles. Requests for additional downloadable audiobook titles and ebook titles is not possible at this time as the library attempts to meet traditional collection needs.

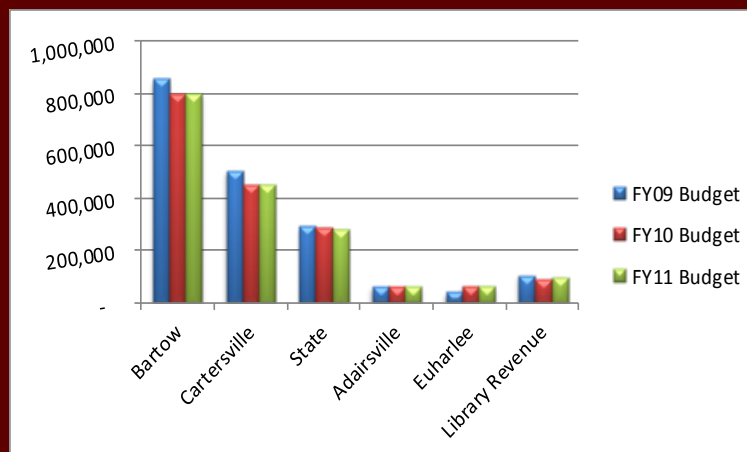
Staffing has been reduced by 3 FTE (full time equivalent) positions. The loss of our teen librarian resulted in less teen programs, limited outreach to teens, and inconsistent staffing in the Teen Center. The Cartersville Library closes at 6:00 p.m. instead of 8:00 p.m. on Mondays because of the loss of staff vital to provide sufficient coverage of two shifts.

Slow internet connectivity has forced some technology based programs to be cancelled and wireless patrons to sit drumming their fingers during page loads. Demands on bandwidth have exceeded the library's supply capacity. Increased bandwidth is the recognized means of resolving this issue;

however, funds are not available to upgrade and maintain the faster bandwidth.

Your support and understanding during this difficult financial time is greatly appreciated. Services will be restored as funding is available.

Library Funding FY2009—FY2011



## How Can You Help the Library?

Research has shown that everyone loves libraries, but no one thinks about them very much. That's where you come in. You don't have to be a public relations expert to promote your library. You just have to talk about your library.

Encourage city, county, and local representatives to invest in libraries as a vital community resource, one that will save substantial tax dollars in helping people of all ages to be more literate and productive. Support library referenda in elections. Write to your state and federal legislators and demand that library service be viewed (and funded) as a necessary public service.

Consider a tax-deductible gift to your library to support quality library services. Other ways you can contribute to your library are: Adopt-a-Book, or Shelf, join the Friends of the Library, volunteer, or nominate your library as your community, school, corporate organization's project for the year.

## Ribbon Cutting for the new Emmie Nelson Public Library in Euharlee



### Strategic Plan Goal Summary

#### Goal 1: Technology

Implement technology strategies that increase efficiency, service, and responsiveness to the community.

#### Goal 2: Library Resources

Provide a dynamic, current collection of resources in popular formats designed to meet the needs of the community both now and in the future.

#### Goal 3: Customer Service

Create a customer-focused environment in all aspects of library service delivery.

#### Goal 4: Marketing

Create and promote a public image of the library as a vital, dynamic, customer-friendly and essential source of information, life-long learning, cultural enrichment and civic involvement.

#### Goal 5: Public Access

Provide the necessary infrastructure and public access to meet the library needs of a growing population.

#### Goal 6: Administration

Provide a welcoming, safe library environment that reflects the community's changing needs.

#### Goal 7: Partnerships

Strengthen existing partnerships and develop new collaborations with schools, agencies, businesses, community organizations, and individuals to maximize service to the community.

#### Library Mission Statement

To provide all citizens of the county with resources and services to help meet their informational, educational, cultural, and recreational needs. To serve as the primary self-directed learning resource for the county and offer extensive literary collections, current and reliable reference collections, and exciting children's collections that encourage citizens to develop an interest in reading and lifelong learning.

#### The Survey Says ...

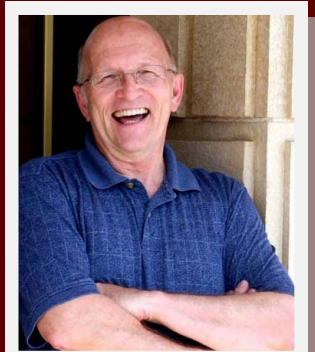
93% of Community Survey respondents use the library regularly for pleasure reading. 27% use the library for access to magazines/newspapers, public computers, storytimes and children's programs, and assistance by a librarian. 24% of respondents regularly attend adult programs.

Respondents rated staff assistance, popular new titles, and informational and nonfiction materials as the most important services to their household. Pleasure reading, staff assistance, and the vacation reading program are the most important Youth services in their household.

Areas of library service needing improvement are the hours of operation, more popular reading materials, more DVDs, audiobooks, and research material.

Complete results of the survey are available online at [bartowlibraryonline.org/survey](http://bartowlibraryonline.org/survey).

#### Don Kordecki



*In honor of Don Kordecki,  
past Board Chairman,  
Bingo caller, and life long  
library supporter.*