NEILL PUBLIC LIBRARY
2010 ANNUAL REPORT

Submitted by: Joanna Bailey, Temporary Library Services Manager

2010 was a year to remember at Neill Public Library. Though we had our share of challenges, we also had many, many opportunities.

At the beginning of the year, in response to difficult economic times, budget cuts and low staffing levels the Neill Library board of trustees made the decision to reduce operating hours and suspend select, non-essential services from January through June. By July, staffing levels from some previously vacated positions had recovered enough to support restoration of a seven-day-a-week operation. Neill Library experienced a 6% increase in new borrowers and a 67% increase to in-house circulations (material enjoyed at the library but not checked out). This is in contrast to a 15% decrease in library visits and a 9% decrease in checked-out items. Judging by these statistics, it would seem that while more patrons signed up for library cards, the temporary reduction in operating hours resulted in fewer visits and fewer external checkouts. Judging by the dramatic increase to in-house circulation though, it would seem that many patrons enjoyed their materials in the comfort of the library environment rather than checking them out to take home.

In August, Neill Public Library unveiled its new downloadable collection of eBooks and audiobooks! Earlier in the year, we joined 20 other Washington public libraries to form the Washington Digital Library Consortium. The goal of the consortium: to bring a fabulous collection of downloadable titles to library patrons at a cost-effective rate. By the end of 2010, Neill Public Library had the 4th largest number of registered patrons accessing this collection and the 7th highest circulation activity out of all participating libraries.

The library's temporary leadership continued without change since the director resigned in late 2009. Recognizing the importance of retaining professional staff and facilitating long-range planning efforts and responsible growth, the Library Board engaged the services of a professional library consultant. The Friends of Neill Public Library echoed these same goals and generously donated the funding to hire Ruth Metz. Ms. Metz was tasked to clarify the roles and responsibilities of the library board, Friends of Neill Public Library, the City, and the management team and staff; and to subsequently identify blind spots within each group and the collective organization. The proactive groundwork laid by Ms. Metz will provide greater professional support to incoming library leaders.

Throughout the year, we appreciate feedback from our patrons as it guides us in our planning efforts. When we heard more programming was desired, staff responded by increasing programming 50% between adult and youth service departments. Attendance also increased 36% over last year. While some of this programming was made possible by grants from the Bill and Melinda Gates Foundation, the Paul G. Allen Family Foundation and the Friends of Neill Public Library, all of these events were made memorable thanks to the hard work from our devoted staff, volunteers and enthusiastic library patrons. Great job, everyone!

Investment in your library offered good returns in 2010. Each taxpayer invested $38.58 to support library operations. In return, Pullman's 29,799 residents visited the library 12 times, borrowed 13 items and attended 20 programs year. The average investment on each item borrowed was 25 cents. Compare this to the same item's retail price and one can clearly see why public libraries offer good returns on your investment.

And on that good note, we close the books on 2010. It is clear that Neill Public Library continues to be well utilized by its community and remains a tremendous asset in the City of Pullman's fleet of public services. Operations are made possible thanks to the continued financial support of the City. The community greatly values the library and is invested in its success, as evidenced by the 805 volunteer hours logged and $41,758 donation dollars received in 2010.

Thank you, Pullman, for your support.

Overview by Department:
At the time of this report the Washington State Library had not finished compiling statistics from other Washington public libraries; therefore no comparison can be made within the state.

1. ADMINISTRATION
   - Financial data
     - Base Budget = $1,149,717, per capita expense of $38.58
     - Received $27,000 from the Friends of Neill Public Library and $14,758 from private donors, organizations and library endowment funds.
       - Library programming, collection maintenance and enhancement, replacement of public computing stations, newborn literacy packets at Pullman Regional Hospital, staff professional development, bike pad renovation and furnishings in the Heritage Addition
     - Received $18,500 in grants
       - $6,500 - Opportunity Online hardware grant, Bill and Melinda Gates Foundation - for public computing needs - systems
       - $10,000 - Paul G. Allen Family Foundation, enhance and promote readers' advisory services – adult services
       - $2,000 - Pullman Community Grant Program with Inland Northwest Community Foundation to revitalize the library's English as a Second Language Collection
         - 56 new titles added
         - 106% increase in circulation from last year
     - Received laptop training lab valued at $15,000
       - Laptop Training Lab, Office of the Secretary of State and Washington State Library on behalf of the Bill and Melinda Gates Foundation
         - 10 laptop labs, data projector, wireless router, rolling computer cases

   - Personnel
     - Resignations
       - 12 timeslip employees - 4 circulation, 4 shelving, 3 reference, 1 tech services
       - 1 permanent resignation – adult services
     - Hired
       - 9 timeslip employees - 3 circulation, 3 shelving, 1 reference, 1 tech services, 1 administration
       - 1 permanent adult services librarian
     - Vacant positions remaining at end of year
       - 2 reference, 1 circulation, 1 shelving
       - 1 library director

2. CIRCULATION & SHELVING
   - **In-house circulation = 34,829 (67% increase)**
   - **Registered borrowers = 27,599 (6% increase)**
   - Visits = 346,146 (15% decrease)
   - Circulation = 385,611 (9% decrease)
   - Average Investment Per Reader cost (total collection expenditures ÷ total circulation)= .25 cents (down from .26 cents last year)
   - Number of times a single item checks out per year (collection turnover) = 4.98 times (down from 5.23 last year)
   - Collection size = 77,433 (3% decrease)
   - Requests picked up = 21,437 (2% decrease)
   - Collected 1,450 pounds of food during our "Food for Fines" July community food drive, proceeds benefitted the Pullman Food Bank

3. ADULT SERVICES
   - **291 programs (41% increase)**
   - **2,666 in attendance (26% increase)**

- Poetry Event - 38 in attendance
- 7 Computer Classes using Lap Top Lab – 61 total attendance
  - Computer Basics
  - Online Job Search Basics
  - Internet Basics for Seniors
  - Intermediate Internet Searching for Seniors
  - E-mail for Seniors
  - Advanced Internet Searching for Seniors
  - Facebook for Seniors
- Marty Mullen author visit – 12 in attendance
- Nicole Taflinger author visit – 26 in attendance
- Cowboy Singer Hank Cramer – 43 in attendance
- Bette Husted poetry reading – 8 in attendance
- Everybody Reads program--Molly Gloss, "Heart of Horses" - 32 in attendance
- 11 English Conversation Club classes (volunteer Louise Barber) - 14 in attendance
- 195 English as a Second Language (ESL) Conversation Classes & Test of English as a Foreign Language (TOEFL) Classes (volunteer Rex Dunlap) – 1,554 in attendance
- 11 Grand Avenue Book Club (staff Rezina, Rachel facilitators) programs – 110 in attendance
- 49 Good Yarns (staff Randi Adams facilitator) – 689 in attendance (2% increase)
  - 12 programs for Good Yarns Too (staff Randi Adams facilitator) - 79 in attendance (8% increase)
  - 92 infant caps were sent to "Caps for Good", a Save the Children program

4. YOUTH SERVICES

- **372 YS Programs (9% increase)**
- **17,398 in attendance (10% increase)**
  - 269 in-house programs - 9,891 in attendance
    - Books and Babies (ages 0-24 months) weekly
    - Mother Goose Time (ages 0-24 months) weekly
    - Time for Two's (ages 2-3 years) weekly
    - Preschool Story time (ages 3-4 years) weekly
  - 35 outreach programs - 3,410 in attendance
    - Head Start
    - School visits
    - Community literacy presentations
  - 68 Summer Reading Programs, 4,097 in attendance
    - The library is grateful to Mayor Johnson and the Pullman Fire, Police, Parks and Recreation, and Public Works departments for their support. Whether performing as guest readers, storybook characters in costume or providing pool coupons for children and families, these employees provide critical support to this flagship library program.
    - This program is funded in large part thanks to a $7,700 donation from Friends of Neill Public Library and support from local merchants.

5. TECHNICAL SERVICES

- **Processed 10,465 new items (8% decrease)**
- Collections work for easier patron browsing:
  - Changed call numbers on YA Graphic Novels using series instead of Dewey
  - Cataloging changes to Juvenile biographies and Parent Center books on CD
  - Integrated all ESL into one collection

- Updated library catalog to reflect new downloadable audiobooks and eBooks content
- Added new records for:
  - new Archie comics collection
  - Parent Center books on CD

6. SYSTEMS (IT) SERVICES

- **Opportunity Online Hardware Grant - Bill and Melinda Gates**
  - Replaced 8 public internet computers
  - Added 2 new workstations in the Young Adult area
  - Partial funding support for public printing hardware and software
- Software upgrades – performed Horizon upgrade on 3/23/10 to keep software current with latest fixes and software enhancements
- WSL Broadband stimulus committee – attended 2 informational workshops while serving on this committee.

2010 Library Goals

1. **Restore the materials budget to 10% of the *total library* budget in 2011 and by one percent each year so that by the year 2016 the materials budget is restored to 15% of the library's total budget.** Patrons and donors remain concerned about the low materials budget at the library. Best practices indicate a materials budget be set minimally at 15% of a library's total budget. The library is fortunate to be the recipient of community donations. However, using donated funds to augment the materials budget is not a viable, long-term solution.

2. **Employ a 20 hour permanent employee to assist in the Circulation department.** Circulation has steadily increased over the last ten years. Heavy reliance on timeslip employees continues to result in high turnover rates and costly training time. Last year, the Circulation-Shelving Supervisor spent 620 hours, almost one third of the year, conducting trainings. The acquisition of a permanent employee will bring needed stability to this department and ensure a more efficient use of resources.

3. **Employ a 20 hour permanent employee to assist the Young Adult (12-17 years) Department of the Youth Services Division.** In the past five years, the library's Youth Services programming has more than quadrupled yet staffing levels in this department have remained static. The acquisition of a dedicated Young Adult/Teen librarian will allow the library to better address the growing needs of this community's teen population.

4. **Address spatial needs in public and staff areas of library**
   Support exploration of ways to alleviate congestion in both public and staff areas of library. In 1997 the library building housed 51,842 materials and accommodated 237,116 circulations. In 2009 the library housed 79,416 materials and accommodated 419,089 circulations. We have reached the spatial limits to safely and adequately support public use.