

DRIVEN BY OUR MISSION — INSPIRED BY YOU



2010-2011 REPORT TO THE COMMUNITY

SPRINGFIELD-GREENE COUNTY LIBRARY DISTRICT
SPRINGFIELD-GREENE COUNTY LIBRARY FOUNDATION



Your Library. Your Passion. Your Legacy.

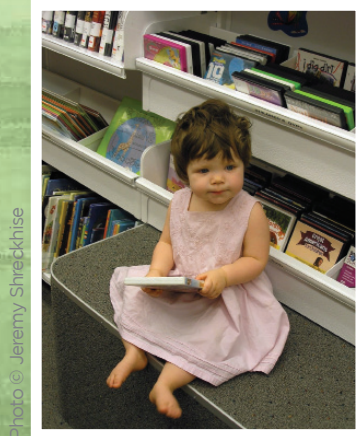
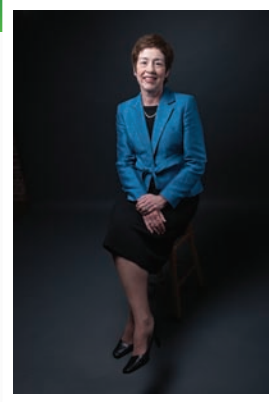


Photo © Jeremy Shreckhise





DRIVEN BY OUR MISSION — INSPIRED BY YOU

PEOPLE WALKED ALL OVER US in 2010-2011, and we loved all 1.9 million visits!

The Library was a favorite destination for toddlers, teens and adults, whether they entered through our doors or hopped on our website, thelibrary.org.

They counted on the Library to provide accurate information, learning opportunities and fun programs, and the Library delivered. They challenged us to help them adopt new ways to enjoy books and movies, and we provided e-reader and iPad training sessions. They asked for tools to land jobs, and we offered free computer training classes for all skill levels.

Inspired by our customers and driven by our mission to improve and enrich all lives in our communities, here's a sample of what the Library offered last year:

- We enhanced children's services with the launch of Racing to Read, a comprehensive program to help parents prepare toddlers to become eager readers;
- As a new FamilySearch Affiliate Library, we provided customers free access to the microfilm collection of the largest genealogical library in the world.
- With financial institutions as our partners, we offered 30 personal finance programs for toddlers, teens and adults during Money Smart Week in April 2011.
- With upgrades to branch buildings, we provided more inviting spaces for customers at our libraries in Ash Grove and Strafford.

- With our community partners, we offered nearly 50 author talks, live performances, music, lectures and book discussions to start the community conversation about the impact of the Civil War in the Ozarks as the nation observed the war's Sesquicentennial.
- We inspired 12,898 children and 2,327 teens to exercise their reading skills through activities and incentives from local businesses during the 2011 Summer Reading Program. In the process, they read a combined 174,605 hours.
- We replaced the old bookmobile with the new Mobile Library, ensuring continuation of our 26 weekly deliveries of books, music, movies and other entertainment to some 18,000 customers who can't get to a library branch.

And we were just getting started!

Our Report to the Community is a snapshot of the many things we — and you — accomplished through the services of the Springfield-Greene County Library District. We invite you to visit again soon and see what's in store for 2011-2012.

Regina Greer Cooper

EXECUTIVE DIRECTOR
REGINA GREER COOPER



1.9 million

VISITS TO THE DISTRICT'S 10 BRANCHES AND MOBILE LIBRARY



3.8 million

ITEMS CHECKED OUT



6,065

FREE PROGRAMS



18.3 million

WEB PAGE VIEWS ON THELIBRARY.ORG



25,219

VIEWS OF PAGES FROM MOBILE DEVICES (since November 4, 2010, launch)

SHAPING YOUNG READERS, BUILDING SUCCESSFUL KIDS

CHILDREN HAVE A BETTER CHANCE OF success in school and in life when they read well. But sometimes parents of preschoolers need help knowing how to get started, and the Library was there with a variety of programs to help parents build successful kids.

Our very own early literacy project, Racing to Read, combines all the tools the Library has to make sure children are ready to learn to read when they enter school. Racing to Read focuses on five parent-and-child activities at home that build those important skills and are fun for little ones: telling stories, reading books, exploring words by talking and reading, singing and rhyming, and playing with letters and words.



Racing to Read

was made possible with support from the Annie Busch Early Literacy Fund of the Library Foundation, the Springfield Rotary Club, Rotary Club District and the Missouri Parent Information Resource Center, Southwest.

Racing to Read principles are part of every Library activity — regular storytimes for babies, toddlers and preschoolers; workshops for parents and caregivers; new, early learning stations with puppets, toys and activities that encourage curiosity and exploration; board and picture books and early reader books. And they’re all led by knowledgeable and creative children’s librarians.

Parents at the WIC Clinic enjoy the same encouragement during their visits with our librarian there. Mom Angela Hankins had this success story to share about her preschool-age son: “I’ve noticed how much his vocabulary has grown since we started reading together. I love this program. He says ‘Book! Book!’ every time we come here.”



“My mom & dad started reading to me before I was even born. Now that I am almost 17 months old, it’s easy to hold books, to turn pages & to read pictures. I am beginning to point to words & numbers in my books to learn what they mean. (I have always loved pointing to street signs & store signs to learn what they say as well!) Thank you (for) including infants & toddlers in your summer reading program.”

—Alistair & Mommy



- Some 31,760 children and parents attended 1,054 children’s programs at libraries, including the ever-popular Annual Mothers’ Day Fancy Nancy Tea and Bike Right, a safety program by St. John’s pediatric neurosurgeon Dr. Sami Khoshyomn.
- A total of 12,898 children read 109,348 hours during the Library’s Summer Reading Program, “One World, Many Stories.”
- Funding from the Friends of the Library enabled the Library District to feature guest performers and partner on special events with the Springfield Conservation Nature Center, Springfield-Greene County Botanical Center, Springfield-Greene County Park Board, Railroad Historical Museum and others. Some 5,220 kids, teens and adults attended the summer programs, including “Music & Fun with Babaloo,” an award-winning, wild and wacky musical comedy act for all ages, pictured at left.

LOW-TECH AND HIGH-TECH, THE LIBRARY DELIVERS



IN THE SAME YEAR the Library updated one of its oldest traveling services — the bookmobile — it launched a mobile website for people who like their library in the palm of their hand.

Through a gift from the Friends of the Library, the new Mobile Library rolled into area neighborhoods on June 13, 2011, with popular books, music CDs and movie DVDs. Additional sponsorship funds came from TelComm Credit Union, St. John's Health System, Signs Now and the Library Foundation.

The Mobile Library replaced an ailing, 20-year-old bookmobile, and continues making 26 weekly stops at Springfield neighborhoods and housing developments, Walnut Grove and Turners Station.

Anyone can visit the Mobile Library, but it provides a special help for about 18,000 regular users who can't go to a library branch.

Sandra Shipley, a 34-year-old Springfield resident, is visually impaired. But that doesn't stop her from

enjoying a good story. The Mobile Library delivers books on tape, large-print books and movies to her neighborhood.

"For the bookmobile to come here is a blessing," Shipley says.

For customers who crave high-tech services, the Library launched a mobile website in November 2010 to deliver quick library information from *thelibrary.org*.

The popularity of e-readers and iPads hit an all-time high during the 2010 holiday season, and Library staff taught customers how to download free e-books and other entertainment from the Library website.



RETOOLING FOR LIFE AT THE EDGE

THE SLUGGISH ECONOMY inspired people to update their resumés and retool their job skills, and they found help to

do that at free training sessions at the Edge Community Technology Center in the Midtown Carnegie Branch Library.

In a sign of the times, unemployed adults outnumbered retirees in computer skills and professional development sessions.

The Edge to the Rescue mobile lab took a weekly series of basic computer classes to adults at six branches.

Other adults used library public computers to create resumés, hunt for jobs and complete job applications.

Rogersville resident Bobbie Louderbaugh has attended 37 different sessions at the Edge in recent years.

"I think all of us are busy in our lives and don't want to spend time to play around to learn on the computer. The classes will take you right to it and tell you exactly where you go on the computer to do this, to do that.

"You can learn anything you want. And it's amazing that it's free."



430 EDGE SESSIONS

3,263 ATTENDANCE

354 EDGE TO THE RESCUE SESSIONS

655 EDGE TO THE RESCUE ATTENDANCE

662,212 PUBLIC COMPUTER-USER SESSIONS DISTRICT WIDE

ENRICHING THE CULTURAL FABRIC OF THE COMMUNITY

LIBRARY PROGRAMS OFFERED something for everyone, from a Civil War fashion show to a stargazing night; belly dancing to baby yoga; lessons on how to knit, and how to be a stand-up comedian; classic silent films, classic pop concerts; Conversation Circles for English learners and conversations with authors. There was something going on every day somewhere across the 10 library branches. In 2010-2011, the Library offered 6,065 programs, attracting more than 128,000 attendees.

- During Money Smart Week April 2-9, 2011, the Library partnered with 15 consumer and financial institutions to present 30 personal finance programs. Adults learned coupon strategies, brushed up on creating a budget and protecting their credit, children learned how to feed the piggy bank, and teens learned how to budget for cars and college. Money Smart Week was a partnership of the Library, the Federal Reserve Bank of Chicago and the American Library Association.



BRINGING HISTORY HOME

HISTORIANS AND RESEARCHERS make connections to our past through the Library. School teachers, students and people who read history for the joy of it find rich collections through the Local History and Genealogy Department, housed at the Library Center.

Community & Conflict: The Impact of the Civil War in the Ozarks, ozarkscivilwar.org, is an online, digital collection of soldier journals, letters home, courtroom disputes and accounts of wartime atrocities in the Ozarks. The project is funded through a grant from the Missouri State Library.

Other local history digital collections at thelibrary.org/lochist cover a range of topics: The Turnbo Manuscripts — 800 Tales of Life in the Early Days of the Ozarks; Black Families in the Ozarks; and Moser's Directory of Towns, Villages and Hamlets Past and Present in Missouri.

Local History articles by library staff distill historical documents and deliver unique stories from the past every week at thelibrary.org/lochist.

Family researcher Sharon Smith discovered a rare photo on the newest online site, civilwarvirtualmuseum.org. The

- As the nation prepared to observe the 150th anniversary of the start of the American Civil War, the Library opened the community discussion with the April 2011 Big Read, "Voices of Conflict: The American Civil War." The Library reviewed and recommended 11 Civil War book titles so each age group could participate in a community reflection of the war. Nearly 50 programs throughout the month featured author talks, scene-setting historical lectures, period fashion shows, living history performances, book discussions, demonstrations and music. An estimated 2,000 people attended the 38 Civil War-themed programs.
- Libraries provided a casual, free venue for visitors to sample the arts, from magicians to storytellers; comedians to slam poets; mixed media and photography exhibits with talks by the artists; and live concerts funded by the Friends of the Library featured bluegrass and gospel, folk, rock and traditional holiday favorites.



image of Union Sgt. George Wehle, Company D, 7th Kansas Cavalry, appears in the Virtual Museum courtesy Wilson's Creek National Battlefield, WICR 31853.



"How awesome to come across this. The photo of George Wehle is my great Great-Great Grandfather's Brother. ...The picture gave me goose-bumps and tears. How cool is this !!!!!"
 — Sharon Smith

YOUR PROPERTY TAXES SUPPORT YOUR LIBRARIES

Revenues

| | |
|---------------------------------------|---------------------|
| Current Taxes | \$9,813,378 |
| Delinquent Taxes | 396,586 |
| Financial Institution Tax | 24,001 |
| Railroad and Utility Tax | 195,467 |
| Surtax | 612,461 |
| State Aid | 120,196 |
| Rental Income | 71,024 |
| Investment Income | 343,856 |
| Interest and Penalties on Taxes | 109,427 |
| Out-of-County Fees | 108,903 |
| Fines and Fees | 281,073 |
| Copy Machines | 90,362 |
| Contributions/Grants | 685,554 |
| Consortium Payments | 48,070 |
| Gift Shops Income | 65,000 |
| Miscellaneous Income | 15,251 |
| Total Revenues | \$12,980,609 |

Operating Expenditures

| | |
|---|--------------------|
| Personnel | \$7,108,491 |
| Library Collections | 1,510,947 |
| Office Supplies | 90,522 |
| Minor Equipment | 170,515 |
| Operations and Maintenance | 594,794 |
| Total Operating Expenditures | \$9,475,269 |

Charges and Services

| | |
|--|--------------------|
| Professional Services | \$396,346 |
| Telephone | 111,266 |
| Utilities | 283,325 |
| Tax Collection Fees | 176,473 |
| Postage | 46,940 |
| Travel | 60,812 |
| Printing | 56,117 |
| Insurance | 68,329 |
| Rent | 315,689 |
| Training | 8,863 |
| Miscellaneous | 13,795 |
| Bad Debt Expense — Uncollected Taxes | 16,133 |
| Amortization of Bond Fees | 8,727 |
| Total Charges and Services | \$1,562,815 |

Other Expenses

| | |
|-----------------------------------|--------------------|
| Capital Expenditures | \$313,318 |
| Debt Service Principal | 602,838 |
| Debt Service Interest | 187,955 |
| Total Other Expenses | \$1,104,111 |

| | |
|---|---------------------|
| Total Expenditures | \$12,142,195 |
| Excess of Revenues Over Expenditures | \$838,414 |
| Net Change in Fund Balances | \$838,414 |
| Fund balance, beginning of year | \$6,126,981 |
| Fund balance, end of year | \$6,965,395 |

GREENE COUNTY PROPERTY TAX PAYERS provide 87.2 percent of the Library District's annual budget. About 11.86 percent of the budget comes from a combination of federal grants, gifts, fines and fees, and donations from the Friends of the Library and Library Foundation. State appropriations contribute a small amount, about .94 percent of the budget.

The Library is a proud employer of 250 area men and women, and contributed \$7,108,491 in wages and benefits in fiscal year 2010-2011.

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This list recognizes individuals, businesses and foundations for their generous support of the Library or the Library Foundation from July 1, 2010-June 30, 2011.

\$337,000

Friends of the Springfield-Greene County Library District

\$1,000 to \$2,499

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Up to \$99

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Jim Grigg
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• Dennis & Ruby Zimmerschied
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• Wanda Speake
Barbara Voelkl
• Jolene & Joe Thomson
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• Jeremy Wallin
Loyd "Hobb" Williams
• Adam & Kristen Owens

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LIBRARY CENTER

