

AUBURN
PUBLIC
LIBRARY



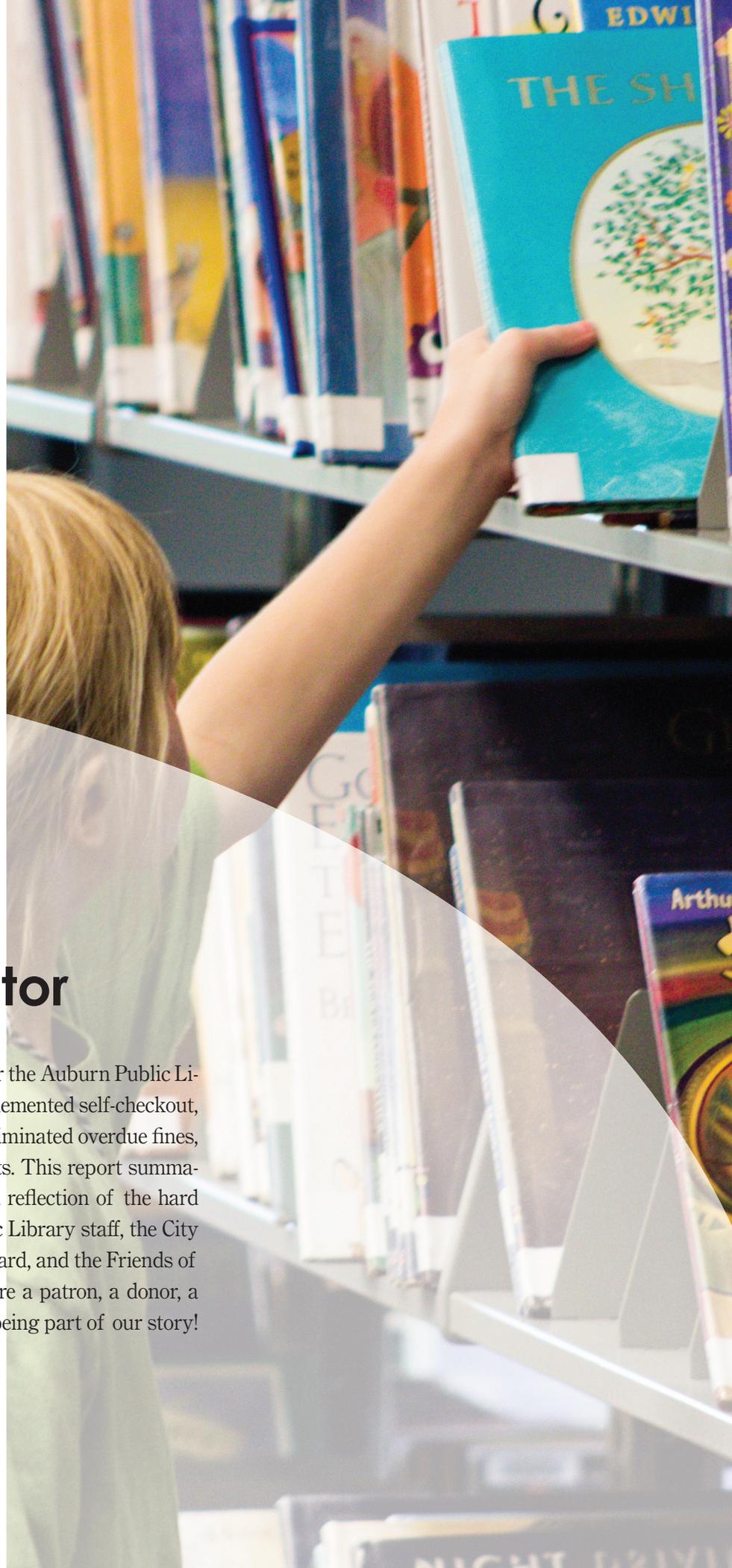
2017 ANNUAL REPORT



From the Director

The past year has been a successful one for the Auburn Public Library. Over the course of FY 2017, we implemented self-checkout, set records for program attendance, and eliminated overdue fines, to name just a few of our accomplishments. This report summarizes our activities for FY 2017, and it's a reflection of the hard work and dedication of the Auburn Public Library staff, the City of Auburn, the Auburn Public Library Board, and the Friends of the Auburn Public Library. Whether you're a patron, a donor, a volunteer, or a civic leader, thank you for being part of our story!

Chris Warren
Director, Auburn Public Library





CONTENTS

LIBRARY AS COLLECTION	2
LIBRARY AS COMMUNITY CONNECTOR	4
LIBRARY AS LITERACY & LEARNING LEADER	6
LIBRARY AS PLACE	8
LIBRARY AS TECHNOLOGY RESOURCE	9
FRIENDS OF THE AUBURN PUBLIC LIBRARY	10
FUNDING	11
LOOKING AHEAD	12



LIBRARY AS COLLECTION

Patron-friendly policies meet increasing demand

“One of the great strengths of the APL comes from their belief that ‘people always come first.’ The APL exists to serve people and help them to learn, explore, and connect with others.”

Kristen D.

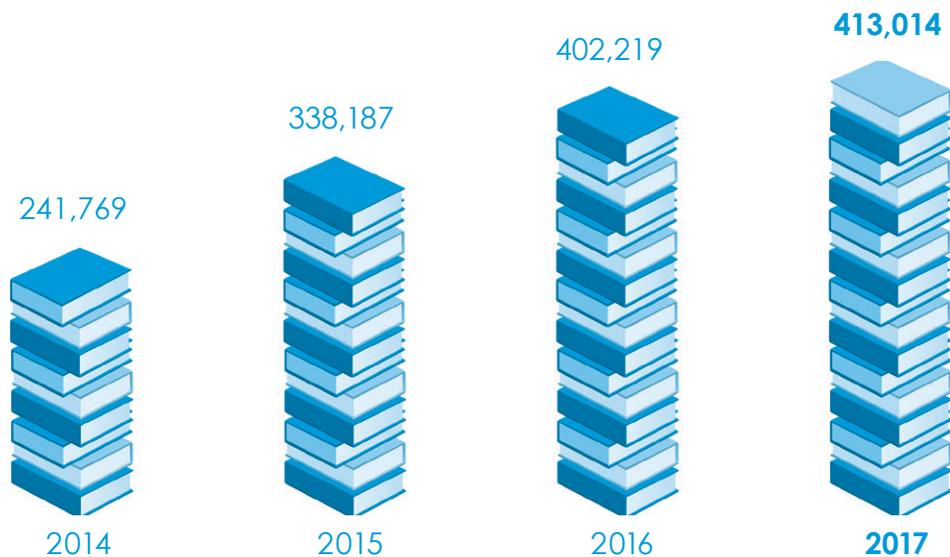
Overall circulation of library materials increased by 3%, which represents a steady and sustainable increase in usage and demand. Our cardholders borrowed 413,014 books, audiobooks, DVDs, eBooks, and digital magazines, up from 402,219 items in FY 2016.

Our most significant increases have been in the areas of print materials for children and audiovisual materials for children (up 6% and 9%, respectively). We attribute these increases to our ongoing outreach to parents and caregivers who want to help their children develop early literacy skills. We also observed a 3% increase in circulation of print materials for adults.

Most notably, circulation of library materials has increased by 71% over the past four years. A number of factors have contributed to this dramatic increase, including proactive collection

Circulation

by fiscal year



development, patron-friendly policies and procedures, and more effective marketing strategies.

In May 2017, the Auburn Public Library implemented self-checkout and RFID (radio frequency identification) technology, in order to expedite our workflows for circulation and materials management. The project was funded in part by a \$50,000 LSTA (Library Services and Technology Act) grant, made available through the Alabama Public Library Service. Staff from Public Services, Materials Management, and Digital Services were crucial during the conversion process, and their hard work and dedication made this project possible. During the first few months of its implementation, an average of 55% of all items borrowed were via self-checkout, indicating a high early adoption rate among our patrons.

In conjunction with the implementation of self-checkout, we also launched CloudLibrary, a new service for downloading ebooks and eAudiobooks. The new service offers an online interface that is easy to use, more cost-effective pricing models, and more ways to integrate our ebook collection with our online catalog.

Separately, the Auburn Public Library Board voted to eliminate overdue fines, effective October 1, 2017. Many long-overdue items have been returned, and several patrons have resumed using the library. The new policy still holds patrons accountable by denying borrowing privileges to any patron with an overdue item and by charging a replacement cost for items that are overdue for longer than thirty days.

Circulation of library materials increased by 3% in one year, and increased by 71% over the past four years.

LIBRARY AS

COMMUNITY CONNECTOR



Services & partnerships encourage dialog, growth

“I always see the library putting on special events and trying to do outreach to all age ranges. It is neat to see a library that values children and is teaching them to learn.”

Drew G.

In an average month, 3,113 individuals accessed library services, from borrowing library materials to using our public computers to downloading ebooks from home. This average monthly activity is an increase of 5% from the previous fiscal year. Additionally, a total of 3,135 people signed up for library cards, a 3% increase over the previous fiscal year.

In October 2016, the Auburn Public Library hosted the finale for One Book One Village, our community reading program featuring National Book Award winner Jacqueline Woodson and her memoir-in-verse *Brown Girl Dreaming*.

Following the success of One Book One Village, we were contacted by Auburn University to see if we would be open to merging

Our community reading program, formerly named One Book One Village, encouraged readership and creativity last year. We featured National Book Award winner Jacqueline Woodson and her memoir-in-verse *Brown Girl Dreaming*. The Auburn Public Library hosted this program in partnership with the Auburn City Schools (ACS), the Jule Collins Smith Museum of Fine Art (JCSM), and the Friends of the Auburn Public Library. One Book One Village included a number of community-building events, including the following:



- Jacqueline Woodson was the featured speaker at a professional development luncheon for ACS teachers and media specialists, an event that was attended by 62 individuals.
- Jacqueline Woodson was also the featured speaker at a finale event for the entire community, with more than 200 people in attendance.
- *Brown Girl Dreaming* was assigned reading for all 600+ ACS ninth-graders. The Auburn Public Library also hosted a poetry contest for area ninth-graders, with *Brown Girl Dreaming* serving as inspiration. The winner of the poetry contest was invited to read her poem at the finale program and to introduce Jacqueline Woodson.
- Jacqueline Woodson curated a selection of works from the permanent collection of the JCSM. Museum staff reported seeing many patrons peruse the exhibit with *Brown Girl Dreaming* in hand.
- Several local book groups selected *Brown Girl Dreaming* for their monthly discussions, even if these groups were not directly affiliated with the library.
- The Osher Lifelong Learning Institute at Auburn Institute used *Brown Girl Dreaming* for “Writing our Lives,” a course on memoir writing.

In 2017, the Auburn Public Library began partnering with Auburn University on One Book One Auburn, a common book program for both the university and the broader Auburn community.

our community reading program with their common book program. Our merged reading program is now called One Book One Auburn, and the annual program will include events on-campus and in the broader community. This past year, One Book One Auburn featured author Dave Eggers and his book *The Circle* in November 2017.

The Friends of the Auburn Public Library had an exceptional year, raising almost \$20,000.00 through their annual letter campaign and their semiannual book sales. All of the funds raised by the Friends go to support library programs and services, including our Summer Learning Challenge, the Ghoulish Gala, and our various classes, workshops, and other activities.

**More than 3,000
unique individuals
per month used
library services in
fiscal year 2017.**

LIBRARY AS

LITERACY & LEARNING LEADER



Diverse program offerings attract robust participation

"The staff at APL are, without exception, wonderful. They are welcoming, helpful, and knowledgeable... fantastic to work with."

Daisy G.

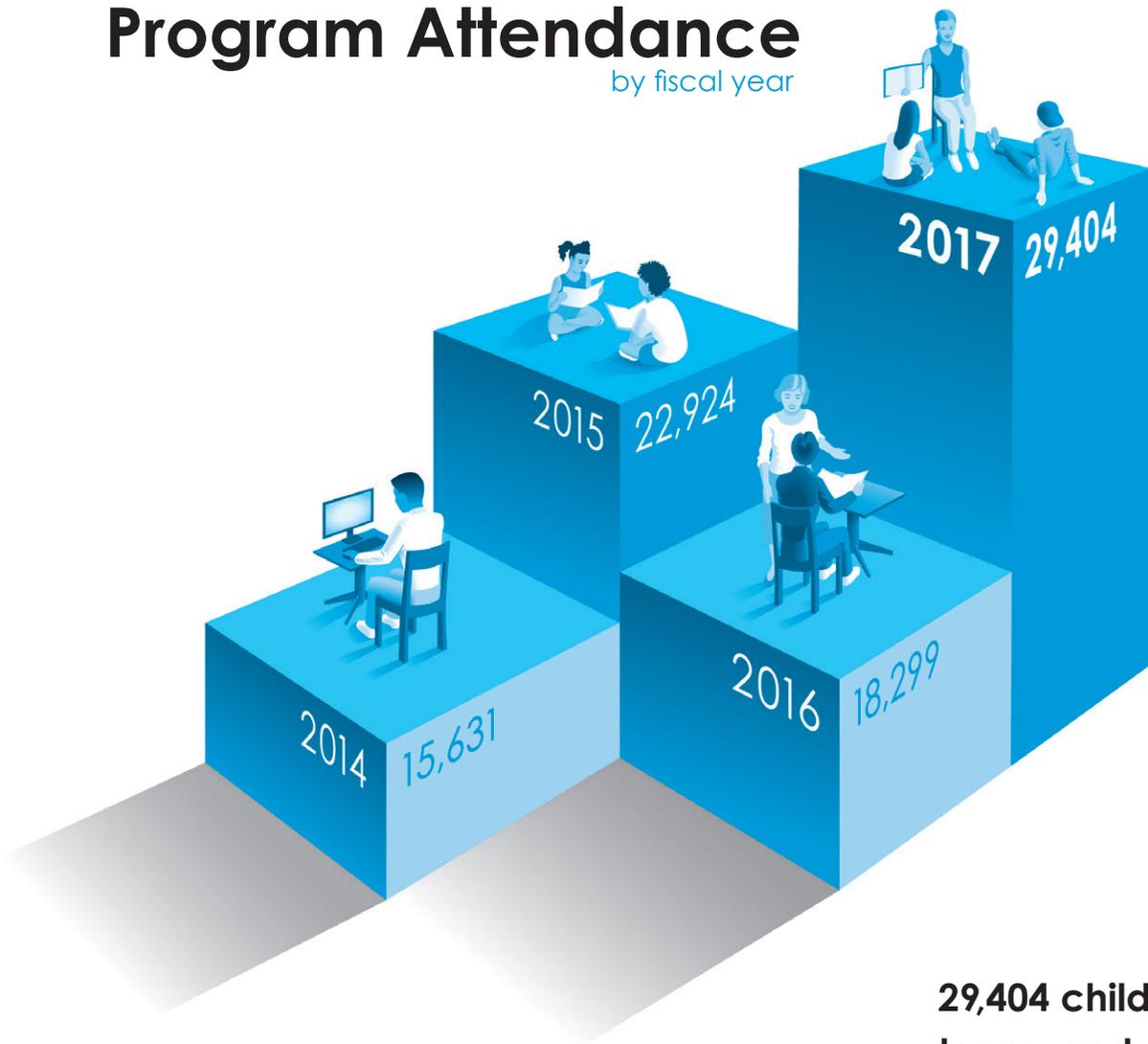
A total of 29,404 children, teens, and adults attended our 899 programs, including our story times, classes, workshops, and lectures. This represents a 61% increase over the previous fiscal year. We attribute this dramatic increase to several factors, including our focus on library programming, community engagement, and improved marketing.

This year, we launched our first ever Summer Learning Challenge, which expanded our summer reading program to include children, teens, and adults. Other changes included self-assigned learning goals and a focus on time spent reading rather than number of books read.

In response to increased demand, we have continued to expand our early literacy programs for infants, toddlers, and preschoolers.

Program Attendance

by fiscal year



29,404 children, teens, and adults attended our 899 programs— a 61% increase over the previous fiscal year.

Our Engagement and Outreach staff now offers a total of ten story time programs each week. This includes our STEM (Science, Technology, Engineering, and Mathematics) Story Time on Saturdays, which was started with a \$1,000 grant from the Auburn Rotary Club in 2016. This program now sees approximately 50 children and parents each Saturday morning.

We have also continued to expand our outreach to local schools, and we are now in the second year of the Third Grade Reading Dragons (so named by the students). Through this program, a librarian visits each of our local third-grade classrooms once a month to deliver book talks. The program saw great success during its pilot year, and we hope to build on this success in the year ahead.

LIBRARY AS PLACE

“When people go to the library or attend one of their events, I always see smiles and happy faces. It is a place that is buzzing with excitement, activity, and a variety of people all there to engage with knowledge.”

Libby A.

During FY 2017, a total of 193,247 people visited the Auburn Public Library. This equates to approximately 15,667 visitors each month. These visitors would have used the library for a variety of reasons, from borrowing books, to attending a story time, to studying with classmates or meeting with friends.

193,247

people visited
the Auburn Public
Library in FY 2017.



LIBRARY AS

TECHNOLOGY RESOURCE

Library patrons logged into our public computers 77,553 times and used our public computers for a total of 57,135 hours. Patrons used our computers to look for jobs, to pursue an education, and to keep in touch with family and friends, among other personal and professional pursuits.

We provide access and assistance in accessing web-based services to members of our community who would not otherwise have the means, or for whom guidance and coaching open further access to services than they would find on their own.

“When we first moved to Auburn in 2008, it took a few weeks to get the internet connected in our apartment. I was grateful that I could visit the library to use the public computers to update online accounts, make appointments, and find doctors.”

Kristen D.

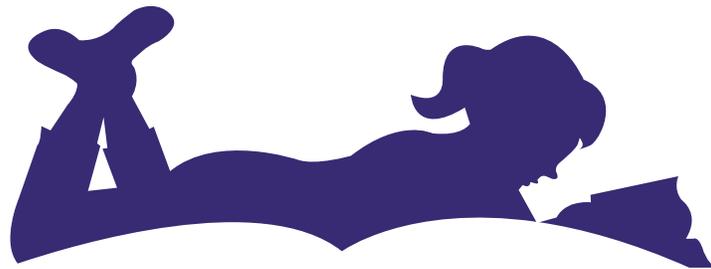


THE FRIENDS OF

THE AUBURN PUBLIC LIBRARY

The Friends of the Auburn Public Library help support the mission of the Auburn Public Library through volunteering, fundraising, and advocacy, and the Friends work throughout the year to expand the positive impact of our local library. The Friends raise the vast majority of their funds through an annual letter campaign and through used book sales, typically held in the spring and fall. Donations, both monetary and in-kind, to the Friends of Auburn Public Library are tax-deductible (to the extent allowed by law), and all donations go to support library programs, outreach, and operations.

**The Friends of the
Auburn Public Library**
P.O. Box 1854
Auburn, AL 36831



THE *Friends* OF
THE AUBURN PUBLIC LIBRARY

Officers:

Spenser Keel, President

Cory Unruh, Vice-President

Kristen De La Fuente, Treasurer

Chris Warren, Secretary (non-voting)

If you would like to volunteer with or donate to the Friends, please email libraryfriendsapl@gmail.com.

FUNDING



95%
City of
Auburn
\$1,858,411

1%
State of
Alabama
\$27,373

3%
Federal
\$50,000

1%
Private
\$15,819



The Auburn Public Library is funded almost exclusively through a local appropriation from the City of Auburn. The library also receives supplemental funding through the Library Services and Technology Act, through the Alabama Public Library Service, through the Friends of the Auburn Public Library, and through various generous donors.

Sources:

- The City of Auburn
- The Library Services and Technology Act
- The Alabama Public Library Service
- Friends of the Auburn Public Library
- Generous donors



LOOKING

AHEAD

“I continue to be amazed at the Auburn Public Library’s ability to manifest ambitious goals year after year, not only in the resources provided, but also in the abundance and diversity of their programs and outreach. The numbers of individuals being reached by their continued efforts are particularly encouraging.”

Becca L.

FY 2018 has just begun, and we look forward to several initiatives already in process:

- We will continue to improve our organizational culture through professional development for supervisors and managers, by improving internal and external communication, and by providing consistently excellent customer service.
- We will implement Project Outcome, an initiative of the Public Library Association, in order to more effectively measure the positive impact of library programs and activities.
- We hope to implement many of the immediate recommendations of the City of Auburn Parks, Recreation, and Culture Master Plan. We also hope to lay the groundwork for many of the plan’s longer-term recommendations for capital projects.
- We will strive to educate, inform, and inspire our community through our diverse, dynamic collection and through high-quality, engaging programs and activities for all ages.



AUBURN
PUBLIC
LIBRARY



