In 2010, the Daniel Boone Regional Library began taking action on many of the strategies outlined in our 2009-2017 Strategic Plan. Three key concepts guided our planning process: 1) expanding and enhancing library services for patrons, 2) creating awareness of the library’s value to the community and 3) enhancing the library’s organizational effectiveness.

GETTING SERVICES TO MORE PATRONS

Bookmobile, Jr.

When Bookmobile, Jr. replaced the library’s 24-year-old vehicle, we were able to expand our commitment to improving early childhood literacy. In addition to making regular stops in Columbia to reach children unable to come to the library building, Bookmobile, Jr. began visiting 25 licensed child care centers in communities without a library building. In the first four months of the child care pilot project, 3,283 items were checked out. Like the bigger bookmobile, Bookmobile, Jr. arrives stocked with hundreds of books, audiobooks, CDs and DVDs, but with a focus on items for children, teachers and parents.

Library-To-Go Lockers

This system of lockers, installed at Ed’s Quik Stop on Route B, makes it easier for more patrons in northern Boone County to check out library materials, and, so far, usage has surpassed our expectations. During the first four months of operation, 1,496 items were checked out there and 92 new library cards were issued to Hallsville-area residents. The convenient location makes it easy to swing by and pick up requested items, check out DVDs and return materials to the outside drop box.

NEW REGIONAL SERVICES

Adult Summer Reading

To further encourage reading and lifelong learning, DBRL debuted an adult Summer Reading program. The theme “Water Your Mind” tied into the youth themes and attracted more than 500 readers. Of those, more than 200 submitted book reviews. Companion programming included gardening workshops, documentaries like “Free Swim” and “Plagues and Pleasures on the Salton Sea” and author visits.

Books to Movies Collection

This new collection of feature films based on children’s and teen’s books flew off the shelves when it launched at the end of the year. The 1,197 copies circulated a total of 3,729 times during December. A donation from the Columbia Public Library Friends helped establish the starting collection. Check out these DVDs at each library, at Library-To-Go in Hallsville and on the bookmobiles.

Interlibrary Loans

With the introduction of an updated interlibrary loan request system, requesting books from distant libraries became more convenient. You can now place and track your requests online at www.dbrl.org/ill.

**KEY STATISTICS 2010**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>2,212,421</td>
<td>(up 4.8%)</td>
</tr>
<tr>
<td>Cardholders</td>
<td>106,493</td>
<td></td>
</tr>
<tr>
<td>Collection</td>
<td>549,502 items</td>
<td></td>
</tr>
<tr>
<td>Library Visits</td>
<td>940,038</td>
<td></td>
</tr>
<tr>
<td>Bookmobile</td>
<td>7,320 (up 3%)</td>
<td></td>
</tr>
<tr>
<td>Outreach Services</td>
<td>2,456 (up 2%)</td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>735,625 (no change)</td>
<td></td>
</tr>
<tr>
<td>Callaway</td>
<td>142,300 (up 1%)</td>
<td></td>
</tr>
<tr>
<td>SoBoCo</td>
<td>52,337*</td>
<td></td>
</tr>
<tr>
<td>DBRL.org Visits</td>
<td>839,742 (up 10%)</td>
<td></td>
</tr>
<tr>
<td>Reference &amp; Information Contacts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>227,285 (up 5.3%)</td>
<td></td>
</tr>
<tr>
<td>Callaway</td>
<td>44,000 (down 6.5%)</td>
<td></td>
</tr>
<tr>
<td>SoBoCo</td>
<td>24,896 (up 8%)</td>
<td></td>
</tr>
<tr>
<td>Total Programs</td>
<td>1,748</td>
<td></td>
</tr>
<tr>
<td>Total Program Attendance</td>
<td>44,773</td>
<td></td>
</tr>
<tr>
<td>Meeting Room Usage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>1,129 meetings</td>
<td></td>
</tr>
<tr>
<td>Callaway</td>
<td>185 meetings</td>
<td></td>
</tr>
</tbody>
</table>

*Accurate comparison data not available.
**NEW REGIONAL SERVICES (continued)**

**More Deliveries**  
Since we now deliver items every day between the various pick-up points in our two-county area, you get your requested library items more quickly.

**Online Library Card Applications**  
In 2010 the library card application went digital, giving people in the regional service area the option to apply for a card online and receive it in the mail. Between October and the end of December, DBRL received 232 online applications.

**Time Management Software**  
Computer use at DBRL is generally limited to one hour a day, but if use is not heavy, your time may be automatically extended thanks to new software installed in June. It monitors how many computers are available and displays a message five minutes before your session closes if you’re eligible for another hour on the computer.

**Wi-Fi Upgrade**  
The number of people using DBRL’s wireless Internet grew 23% in 2010. We improved coverage within the libraries by upgrading our hardware at all locations.

**DIGITAL LIBRARY**

**New Catalog**  
Browsing for books, music and movies online became easier with the new BiblioCommons catalog software added to our digital branch. The enhanced catalog also gives you the ability to read and write reviews, share library items with others through social networking sites and more. The underlying Sirsi catalog software also got an upgrade that improved overall catalog functionality.

**No Tax Levy Increase**  
Due to the economy, the DBRL Board of Trustees voted to maintain the 2009 tax level for another year instead of increasing it as allowed by the Hancock Amendment and verified by the State Auditor’s office. The board will review the rate again in 2012.

**Delivering on “Yes”**  
To find out how we could improve our services, DBRL staff kept a “No Log” recording each time they had to say “no” to a request and why. At the end of the four-week logging period, staff reviewed and tabulated what they learned. Several new services resulted, including the new “Books to Movies” collection, installing a baby-changing table at the Ashland library and adding computers at the Fulton library, and staff saved up to $355,231 by cutting costs.

**PHILO SO PHY STATEMENTS**

**Vision:** DBRL’s vision is to encourage reading and lifelong learning. Everyone in our diverse communities will have open access to library services that expand minds, empower individuals and enrich lives.

**Mission:** DBRL connects our communities to the world of information and ideas.

**Values:** Service Excellence, Free and Equal Access to Library Services, Integrity and Trust

**LIBRARY GOVERNANCE**

The Daniel Boone Regional Library is governed by the DBRL Board of Trustees, which consists of 19 volunteers. As outlined in state statute, city library districts have nine members appointed by the mayor; trustees can serve up to three, three-year terms. County library district boards have five members appointed by their respective commissioners and serve four-year terms with no limit. A contract binds our three member library districts into a regional library system.

The DBRL board makes all library policy and budget decisions. DBRL’s fiscal year runs January-December. We are funded primarily through property tax income. State aid, interest income, grants, bequests and donations, and copier/printer income make up the rest of the system’s revenue. Melissa Carr has served as the regional director for 14 years and worked for DBRL for 38 years. The director oversees the day-to-day library operations and the staff.

**DBRL Board of Trustees as of December 31, 2010**

**Officers**  
President Jessica Robinson, Vice President/Secretary Michael Luebbert, Warrant Officer David Webber

**Boone County Library District Board of Trustees**  
President Susan Daly, Bridget Canaday, Lyle Johnson, Patricia Powell, Jessica Robinson

**Callaway County Library District Board of Trustees**  
President Mary Fennel, Mary Ann Beahon, Tonya Hays-Martin, Terry K. Higgins, Michael Luebbert

**Columbia Library District Board of Trustees**  
President David Webber, Julie Baka, Susan Breyfogle, Rosie Gerding, Philip Harrison, Jim Jones, David McDonald, Tom Richards, MaryEllen Sievert
DBRLTeen
To entice preteens and teens to be stronger library users, DBRL redesigned our teen blog. Students can contribute book reviews, get book recommendations and find resources for homework help and ACT/SAT prep. Quarterly contests like “Photos With Beat” help drive traffic to the blog and give teens a reason to interact with the library. On average, DBRLTeen receives 4,000 visits each month.

Mobile Site
As a service to the ever-growing population of mobile phone users, DBRL launched a mobile site (m.dbrl.org) offering a phone-friendly format for basic library information like locations, hours and upcoming programs.

New Online Reference Tools
You’ll now find more information and assistance through www.dbrl.org than ever before. In 2010 DBRL added several new reference tools including one called Byki that helps you learn new languages. You’ll also find databases with information on auto repair, business planning, genealogy, health and medicine, legal matters, science, social issues and travel, to name a few. Use of the online databases and training tools increased by 22% in 2010.

READING PROGRAMS
One Read
The 2010 One Read title, “Await Your Reply” by Dan Chaon, sparked animated debates as readers explored the identity issues the characters faced and the dark underbelly of technology depicted. The title was checked out 2,484 times, and nearly 1,400 people attended 41 One Read programs during September. Visits to the One Read website increased 44% over the previous year.

Summer Reading
Every summer, families flock to the libraries and bookmobile to sign up for Summer Reading. Region-wide, participation among children ages 12 and under increased 2.5% from the previous year with 4,097 children signing up for the Summer Reading program. In the teen category, participation grew by 26% from 279 in 2009 to 377 in 2010. This year’s theme, “Make a Splash,” lent itself to programs ranging from weather to mythological sea creatures.

Books by Snail
Over the summer, kids across our two counties eagerly opened the blue “Books by Snail” bags found in their mail boxes. With the help of a Library Services and Technology Act grant of $11,676 through the Missouri State Library, DBRL offered the Books by Snail summer program for the third consecutive year. With this service, 176 students in kindergarten through sixth grade in Auxvasse, Hallsville, Harrisburg, Holts Summit, Kingdom City, Mokane, New Bloomfield, Sturgeon and Williamsburg checked out books and received Summer Reading materials by mail for free.

The grant also provided funding for performers in Hallsville, Sturgeon and New Bloomfield, and allowed Sturgeon Elementary to open its media center two hours a week over a four-week period. Sixty-six people visited and 38 books were checked out.

CALLAWAY COUNTY PUBLIC LIBRARY
To satisfy the growing interest in technology, the Callaway County Public Library decided to add more public-access computers and offered its first Facebook class. At the end of 2010, library staff began rearranging the second floor to create space for the additional computers.

2010 REVENUE & EXPENDITURES
These revenue and expenditure charts represent operating funds only and do not include the Debt Service Fund that was used to construct the new Columbia Public Library.

OPERATING REVENUE
- Property Taxes: 93.8%
- Investment Income: 2.3%
- Contributions: 1.6%
- State Aid: 1.3%
- Other Income: 1.0%
- Total: $9,119,135

OPERATING EXPENDITURES
- Salaries & Benefits: 59.4%
- Library Materials: 15.2%
- Building Operations & Maintenance: 11.6%
- Capital Outlay: 7.3%
- General Operating: 6.5%
- Total: $8,379,972
COLUMBIA PUBLIC LIBRARY

Smoke-Free Facility
In the fall of 2010, the DBRL Board of Trustees voted to make the Columbia Public Library property smoke-free as of January 1, 2011.

Center Aisle Cinema
As part of DBRL’s mission to encourage lifelong learning, in March the Columbia library launched a monthly documentary film series and a coordinating blog. At films.dbrl.org, you’ll find out about new documentaries added to the library’s collection, documentaries showing in Columbia and upcoming appearances by filmmakers. Discussions, often led by guest speakers, follow each film.

New Self-Service Check-Out
For speedier check-out, a new self-service machine was installed on the second floor near the computers and adult fiction. A Library Services and Technology Act grant award of $8,366 helped fund it.

Parking
An average of 2,000 people visit the Columbia library daily. To provide additional parking for patrons, DBRL completed an employee lot at the corner of Walnut and Garth in September, opening up 44 more patron spaces in the north parking lot at the corner of Broadway and Garth.

Fax Services
A new fax service through the Reference Desk copier in Columbia was ready to introduce in January, 2011. It allows anyone to send faxes without staff assistance.

Rearrangement
To make room for more music CDs and DVDs on the first floor, the one-hour Internet computers were shifted to the second floor, where the reference area was rearranged to make room for them and for a new computer reservation station. Adult fiction and nonfiction also saw some rearrangement as graphic novels were moved to their own area among the genre fiction shelves.

Bicycle-Friendly Business
The Columbia Public Library received an honorable mention designation as a bicycle-friendly business by the national League of American Bicyclists.

SOUTHERN BOONE COUNTY PUBLIC LIBRARY

The Southern Boone County Public Library in Ashland extended Friday open hours until 6 p.m. in response to patron demand, and many people of all ages have taken advantage of the extra time.

To celebrate its 10th year at the current location, the library cosponsored a movie evening in June with the Southern Boone Chamber of Commerce and the Ashland Parks and Recreation Department at the annual Summer Fest.

In 2010, the Ashland library began checking out laptop computers for in-library self-guided tutorial use. Each laptop comes loaded with Microsoft tutorials on how to use a mouse, computer basics, files and folders, exploring the Web, email basics, Word, Excel and PowerPoint.

FRIENDS AND FOUNDATION
Thanks to much dedication and hard work, the Friends groups at each library and the Daniel Boone Regional Library Foundation collectively raised more than $87,000. Funds were used to start the Books to Movies collection, purchase tables, shelving and library materials.

LIBRARIES & BOOKMOBILE STOPS
Established in 1959, DBRL serves three library districts: Boone County, Callaway County and the City of Columbia. The Columbia Public Library is the largest library and serves as the regional headquarters. DBRL also operates the Callaway County Public Library in Fulton, and the Southern Boone County Public Library in Ashland.

Housed in Columbia, the Outreach Department operates two bookmobiles and serves numerous community organizations, retirement homes, etc. In 2010, the bookmobile served eight towns: Auxvasse, Columbia, Hallsville, Harrisburg, Holts Summit, Mokane, Sturgeon and Williamsburg. The smaller Bookmobile, Jr. makes stops around Columbia in the Bear Creek neighborhood, at Blind Boone Community Center and at Lunch in the Park during the summer, as well as visiting licensed child care centers.

Callaway County Public Library
710 Court St., Fulton, MO 65251
(573) 642-7261, TTY (573) 642-0662

Columbia Public Library
100 W. Broadway, Columbia, MO 65203
(573) 443-3161, TTY (573) 443-6027, 1-800-324-4806

Southern Boone County Public Library
117 E. Broadway, Ashland, MO 65010 • (573) 657-7378

Bookmobile & Outreach Department
P.O. Box 1267, Columbia, MO 65205 • 1-800-324-4806