We’ve been working to achieve the goals outlined in our 2009-2017 Strategic Plan, and we will continue implementing new strategies to meet them in 2012.

Three key concepts guide our planning process:

1) Expanding and enhancing library services for patrons
2) Creating awareness of the library’s value to the community
3) Enhancing the library’s organizational effectiveness

Getting More for Your Library Card
We’ve expanded our offerings and improved accessibility, so more people in Boone and Callaway County can use the library’s services. Here are some of the library services that were new or enhanced in 2011.

Free Library Apps
So that you can more easily access the library’s online catalog from a smartphone, free apps for both Android and Apple devices are available. With the DBRL app, you can browse the collection, place holds and renew items from anywhere you are.

More eBooks
In January 2011, we added more than 700 popular fiction and nonfiction eBook titles for all ages to our collection. You can check out up to seven eBooks at a time and keep them for seven, 14 or 21 days. To provide additional support for this service, we began offering classes on how to check out library eBooks with different e-reader devices. In the fall, Kindle versions of eBooks became available to libraries. By the end of 2011, we had close to 5,000 downloadable eBook titles. While demand for our eBooks grows, publishers have been limiting or denying libraries access to their titles. This applies to some downloadable audiobooks, too.

Bookmobile, Jr. Reaches More Children
Our one-year child care center pilot project with Bookmobile, Jr. was a success. We made monthly visits to 25 licensed child care facilities in Boone and Callaway County areas not served by a library building. During the pilot year of the program, our traveling library staff held 340 story times, reaching nearly 400 children and child care providers. An average of 1,000 items were checked out each month. Before this project started, 45% of the child care centers seldom went to the library and 45% never went at all.

Library-To-Go Lockers Prove Successful
The average monthly circulation grew from 371 in 2010 to 519 in 2011, a 40% increase, at the Library-To-Go lockers in Hallsville. More than a quarter of the 254 unique users of Library-To-Go were people with Centralia and Sturgeon zip codes, which means that we’re serving a greater portion of northern Boone County. To keep up with demand, we instituted daily pick-ups and deliveries in 2011. Robert Ketchum has taken over ownership and management of the convenience store (Ketchum’s General Store) which hosts the service, and the lockers were moved to the south wall. The drive-up book drop remains in its original location.
Our Digital Branch

Use of our website continues to climb (a 9.4% increase in visits since 2010) as more and more patrons discover its convenience and as demand for eBooks increases. Check-outs of eBooks and downloadable audiobooks jumped 152.4% in 2011. And the number of holds placed online increased 9.7% in 2011, with an average of 25,528 holds placed online each month.

In 2011, we added Universal Class, a resource that offers more than 500 online continuing education courses with 24/7 access for a multitude of career paths, taught by real instructors. Overall use of the library’s online databases and interactive learning tools increased by 12.4% in 2011, and we expect that growth to continue.

We made other enhancements to our web offerings that make www.dbrl.org an even better resource. We added subject guides on timely topics like the Civil War and Abraham Lincoln, excellent research go-tos for students and educators during the Civil War sesquicentennial. To help you learn to use the online catalog and eBooks, we created video tutorials you can watch online.

Also, to ask a question, instead of coming in to the library or calling, you can communicate via our live reference chat feature at www.dbrl.org/ref.

As more people interact via social media, DBRL launched pages on several social networks where you can get pertinent information and exchange ideas. In 2011, we established a Facebook page and a Google+ presence. We also introduced a blog for adults and now have one for parents of young children up and running. Our teen blog, meanwhile, attracted nearly 20% more visitors (45,796 people) in 2011 than in 2010.

Patron Feedback

Community Survey Shows High Satisfaction

In January and February 2011, we conducted a community survey in Boone and Callaway Counties, asking people what they thought about the library and our services. Among the 27 areas that were assessed in both 2007 and 2011, 25 areas improved.

- 90% of residents surveyed were satisfied with the overall quality of public library services, which is 16% above the national average of 74%.
- 97% of those surveyed agreed with the statement that “libraries are important to our community,” which is an increase from 94% in 2007.
- 80% of respondents were satisfied with the value of library services received for their tax dollars.
- 81% of those surveyed have used library services during the past year. Of those, 92% have borrowed books, 46% have used computers, 37% have checked out DVDs and 36% have used reference materials.

Comment Forms

We updated our patron comment form to make it easier for people to pass along their comments and ideas. Many patrons take advantage of our online contact form or call us directly.

Delivering on “Yes”

For the second year in a row, staff recorded both positive and negative patron comments over a three-week period. After reviewing those findings, we added a second copier with fax capabilities, made it possible to use a debit card for library transactions and installed more recycling bins at the Columbia Public Library.

Most significant improvements since the 2007 survey:

+15% Percentage of residents who think the library board listens to the community
+13% Percentage of residents who trust the library board
+11% Satisfaction with library website
+10% Satisfaction with value received from taxes paid to support the library
+7% Satisfaction with online services provided by the library
+7% Satisfaction with quality of library programs for adults
+7% Satisfaction with quality of library programs for teens
+6% Satisfaction with availability of bookmobile services

Complete survey results: www.dbrl.org/survey.

Staff Kudos

Reference and Information Services Manager Marilyn McLeod retired after 25 years at DBRL. She received the Missouri Library Association Meritorious Achievement Award last fall. Patricia Miller accepted the position of Adult Services Manager and Patrick Finney joined the staff as Circulation Manager.

Children’s and Youth Services Manager Sarah Howard was appointed to the Caldecott Award Committee for 2013 and taught a Library Services for Children class at the Missouri State Library’s Summer Institute. IT Manager Mike Mullett presented a video conferencing workshop at the same event.

Greg Reeves, the Callaway County Public Library manager, has been teaching library science classes at MU. And, Callaway staff member Carolyn Branch won the Midwest Writer’s Workshop Nonfiction Award for her memoir “Snakes in the Kitchen.”
Reading Enrichment

Reading Bonds Communities for Ten Years
For One Read’s tenth anniversary, the community voted to read the nonfiction book “The Immortal Life of Henrietta Lacks” by Rebecca Skloot. Overall, more books were checked out and program attendance was up, compared to 2010. More than 300 people attended Sonny Lacks’ live interview with David Lile at Columbia College and another 140 attended the video feed of the event in Fulton. Barnes and Noble donated a Nook that was given away at the finale.

Summer Reading
This annual program gives students an engaging way to maintain language arts skills while school is out. Regionwide, 3,831 children age 12 and younger signed up, and teen registration remained steady at 372. The popularity of Summer Reading for Groups increased due to Bookmobile, Jr’s child care center visits. The 2011 travel theme lent itself to programs featuring music and stories from around the globe. The adult component of Summer Reading, called “Novel Destinations,” had 440 adults participate in its second year at DBRL.

Books by Snail Expands
Now in its fourth year, the Books by Snail program was extended to include students in grades 7-8, as well as K-6 thanks to a $11,867 grant from the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division of the Office of the Secretary of State. Almost 200 children checked out 420 parcels of books through the mail. Without this service, many of these children living in Auxvasse, Hallsville, Harrisburg, Holts Summit, Kingdom City, Mokane, New Bloomfield, Sturgeon and Williamsburg may not have been able to use a library over summer break. The grant also helped fund performer appearances at New Bloomfield Elementary School, at the Blind Boone Community Center and at The Intersection in Columbia.

Columbia Public Library

The Perk Desk
In October 2011, the Columbia Public Library reopened the coffee kiosk in the lobby under library management. The Perk Desk sells brewed coffee, snacks and other beverages. You can also purchase library tote bags and travel mugs there. To make purchases more convenient, we now accept debit and credit cards. Sales have been growing steadily.

Off-Site Book Drops
To make it easier for you to return library materials, we teamed up with three banks to strategically place four book drops around Columbia near prime destination points and neighborhoods with high cardholder density. In the last seven weeks of 2011, more than 10,000 items were returned to these new book drops. We were able to add a fifth book drop in February 2012.

Repairs
After 10 years, the clay brick wall inside and outside the building received maintenance and repairs. Most work was done above the roofline and in the Gene Martin Secret Garden.

Fax Services
A new self-service fax feature was added to the Reference Desk copier in January 2011.

Music Collection
Staff decided to adopt a bookstore-style arrangement for the music CDs. Now, you can browse music by genre instead of call number and the CDs are in alphabetical order.

Smoke-Free Property
As of January 1, 2011, smoking was no longer permitted anywhere on the Columbia Public Library property. Smoking is allowed on the city sidewalks bordering the library grounds and in cars in the library parking lots, but smoking devices must be extinguished before exiting your vehicle.

These revenue and expenditure charts represent operating funds only and do not include the Debt Service Fund that was used to pay off bonds used to construct the new Columbia Public Library.

### 2011 Operating Revenue

- **94.5% Property Taxes**
- **1.9% Contributions**
- **1.5% Other**
- **1.1% Investment Income**
- **1.0% State Aid**

**Total Revenue:** $9,081,585

**Final versions of the library’s financial statements will be available in May.**

### 2011 Operating Expenditures

- **59.2% Salaries & Benefits**
- **3.9% Capital Outlay**
- **7.5% General Operating**
- **12.4% Building Operations & Maintenance**
- **17% Library Materials**

**Total Expenditures:** $8,674,270
Southern Boone County Public Library

The DBRL Board of Trustees appointed an Ad Hoc Southern Boone County Facility Review Committee to evaluate the current library location and explore other lease options in Ashland.

We received three responses to a request for leasing proposals. After the committee visited each proposed site, conducted interviews and evaluated costs, McKinney Properties was selected to build a new building for the library to lease next to the Southern Boone Middle School. It is scheduled to open in fall 2012.

Callaway County Public Library

The collection was rearranged to make room for more videos, music, audiobooks and eight more public-access computers (funded by resources from the Julia R. Keckeley Fund administered by the DBRL Foundation). Patrons now have access to 20 Internet and three catalog computers. The old computer room was converted into a quiet reading and reference area.

DBRL undertook preventative measures to preserve the historical integrity of the Callaway library building and protect the materials inside by replacing broken clay tiles on the original 1912 portion of the building and replacing the flat roof on the 1985 addition. The chiller for the air conditioning system was also replaced.

Other Regional News

• Now offer wireless printing at all facilities.
• Updated and reorganized the program guide (“At Your Library”).
• Purchased a box truck for book drop pick-ups and replaced a delivery van.
• Due to changes with our Internet provider, MOREnet, the library no longer offers web hosting services to nonprofit organizations.
• Tested and began phasing in PeopleWhere, a new scheduling software.

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 $98,478. In addition, books worth $34,759 were donated to the library through the Friends groups. Friends and Foundation funds were used to purchase library materials and computer furniture and to build a donation storage area at the Callaway County Public Library.

DBRL Board of Trustees as of December 31, 2011

Officers President Michael Luebbert, Vice President/Secretary David Webber, Warrant Officer Lyle Johnson

Boone County Library District Board of Trustees President Susan Daly, Bridget Canaday, Dorothy Carner, Lyle Johnson, Patricia Powell

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

Columbia Library District Board of Trustees President Rosie Gerding, Julie Baka, Susan Breyfogle, Lisa Groshong, Philip Harrison, Jim Jones, Tom Richards, MaryEllen Sievert, David Webber

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 15 years and worked for DBRL for 39 years. The director oversees the day-to-day library operations and the staff.

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 in areas without a library building.