2013 Key Statistics

113,237 out of 203,190 people in the region are DBRL cardholders
14,290 new cards issued
46,601 people attended 1,672 programs

Over 830,000 Library Visits
102,236 uses of library Wi-Fi
186,545 uses of library computers

762,505 Website Visits
243,798 holds placed online
43,719 uses of library databases

2,282,744 Total Check-outs
Columbia: 1,746,447
Callaway: 180,968
Digital Branch: 172,527
Southern Boone: 89,297
Outreach: 84,532
Library-To-Go: 8,973

549,136 Items in Collection
Books: 423,108
Music CDs: 35,446
DVDs: 31,117
Audiobooks: 23,768
eBooks: 29,173
Downloadable Audiobooks: 5,747
Kits: 777

NEW EARLY LEARNING ACTIVITY AREA
Private Donation Adds Dimension to Learning
Library staff dreamed for years of creating an activity area where preschoolers can play and practice the skills they need for later school success. Thanks to a generous donation to the DBRL Foundation, we were able to add this new component to the Columbia Public Library this year. The early learning activity area officially opened November 1, 2013. Four free-standing installations with 20 hands-on activities foster learning through play as kids practice fine motor skills, letter recognition and creative play. Preschoolers and their families love the new area.

“Every child learns differently and needs to experience concepts in several ways during the formative preschool years,” explains Sarah Howard, DBRL’s children’s and youth services manager. “This new area complements our other school-readiness programs and lets kids Read, Play, Shine.”

Now, our dream is to have children’s installations at the libraries in Fulton and Ashland.

DIGITAL BRANCH
Downloadable Magazines
We strive to make library services easy to use, up-to-date and available to everyone in the area. In the fall of 2013, we debuted a digital magazine service (Zinio) that allows you to download and read 100+ digital magazine titles through the Web or with an app. All you need is a library card to download as many publications as you want and keep them on your computer and mobile devices indefinitely. Get signed up at www.dbrl.org/magazines.

More eBooks
Two more major book publishers, McMillan and Penguin, finally decided to sell eBooks to libraries toward the end of 2013. With many popular titles now available and our increased spending in this area, eBook check-outs jumped 57% in December.

Digitized Yearbooks
Thanks to a free digitization service offered to libraries through the Oklahoma State Correctional System, we’ve been able to start an online archive of local yearbooks. In 2013, we posted high school yearbooks from Douglass, Hickman and Rock Bridge, and we’ve added Southern Boone R-1 this year. We still have some gaps to fill in; and we’re currently contacting other schools in Boone and Callaway Counties to continue adding to the collection. You can look through the yearbooks at www.dbrl.org/yearbooks.

Digital Branch Revamp
At the end of the year, staff started working on a major overhaul of the digital branch. Anticipated completion is in 2015.
REGIONAL NEWS

Library-To-Go Added in Holts Summit
Beginning November 27, 2013 people living in southern Callaway County began picking up library materials at our new Library-To-Go location inside Holts Summit’s new city hall. Library-To-Go is a locker system to which we deliver requested books, music, DVDs, etc. every weekday. Patrons then use their library cards to access their items. A drive-up book drop at City Hall makes returning books easy, too.

Our first Library-To-Go lockers were installed in Hallsville in 2010 and have proven very popular. Total check-outs made through Library-To-Go grew 26.8% in 2013 as compared to 2012.

Keeping up With Digital Devices
Given the popularity of e-readers and tablets, it’s important for library staff to be familiar with the latest devices and able to help patrons use them. Thanks to funds from a Library Services and Technology Act (LSTA) grant, DBRL purchased 20 tablets and e-readers for staff and patron educational training at all locations. We taught eight sessions of “Intro to E-readers and Tablets” in 2013, along with other mobile technology classes like “Mobile Tech Talk” and “Checking Out Library eBooks.” A set of devices is available to test drive at the Columbia Public Library anytime during open hours.

New Learning Kits for Preschoolers
In 2013, we introduced a series of 11 different Learning Props Game Kits for ages 3-6. Each comes with a simple book, a fabric game mat, a die and game pieces that cover a variety of school-readiness skills such as counting, color recognition and language development. At the same time, we added two new themes, Fine Motor Skills and Science Play, to our existing roster of Play as Learning kits for ages birth to 2.

Bookmobile Changes
In August, the DBRL bookmobile rolled down the roads of Boone and Callaway Counties, newly free of rust spots and faded paint, and looking bright and shiny in a new vinyl wrap. The library’s design team was challenged to come up with inviting graphics that worked well with the library’s icon and Bookmobile, Jr. graphics while also conveying what you’ll find inside when you climb aboard.

After reviewing usage figures at each bookmobile stop, we decided to change our services in Mokane and Williamsburg. The bookmobile is no longer visiting these communities. Instead, a mail service has been arranged to deliver library materials to patrons in those areas.

Facebook Fridays
As a way to engage patrons through social media, library staff planned a trial series of book recommendation Fridays conducted in real time through DBRL’s Facebook page. Our first one was December 6. On that day we invited readers to name two or three books or authors they liked, and library staff responded with personalized reading suggestions. We interacted directly with 14 patrons and 669 people saw the post. The series will continue in 2014.

Grant Award
Both the Callaway County Public Library and the Columbia Public Library installed new microfilm readers, thanks to a LSTA grant of $14,467, that covered 75% of the purchase price. These machines allow research on the historical archives of all back issues of the Columbia Daily Tribune and the Fulton Sun, and other microfilm in our collection, by genealogists and anyone else with a historical question to answer.

Big Books for Check-Out
The library’s collection of oversized children’s books, which used to be a resource only available to teachers and child care providers, is now available for anyone to check out. The collection includes childhood fiction, nonfiction and Spanish titles. You can check out up to three books at a time.

STAFF AND VOLUNTEER HONORS

Librarian Brandy Sanchez received the MU College of Education’s Outstanding Young Professional Award.

We celebrated several milestone anniversaries in 2013:
Frances Bush, senior assistant in Outreach, 45 years
William Bentley, assistant in Buildings and Grounds, 40 years
Elinor Barrett, associate director, 35 years

Library trustee Rosie Gerdine received the Missouri Library Association’s Virginia G. Young Outstanding Service Award at the fall conference.

One of the library’s volunteer presenters, Val Germann, received the HERO Award for Outstanding Volunteer in Education/Literacy. The library nominated him for his 31 years of presenting the “Party With the Stars” program.

Brandy Sanchez
Frances Bush & Elinor Barrett
William Bentley
Rosie Gerdin
Val Germann
ANNUAL READING PROGRAMS

Summer Reading
This summer mainstay remains popular with kids and their parents. The 2013 theme, “Dig Into Reading,” attracted 4,170 children aged 0-12, compared to 4,034 in 2012. The 1,533 children who completed the challenge received either a book or a tote bag, plus a chance to win boxed sets of books, depending on which age bracket they were in. Teen participation remained steady, with about 350 signed up, while group registrations (child care centers and clubs) rose from 61 in 2012 to 75 in 2013 with 58% completing the program.

Due to increased participation in 2012, we received a 9% increase in a grant from LSTA, which helps us get books and Summer Reading out into rural areas.

One Read
For the first time in the 12-year history of our community-wide reading program, the community selected a book by a local author. “The Ruins of Us” by Keija Parssinen proved to be a novel rich with discussion topics. We welcomed 1,471 people to the 33 programs we held throughout our region.

COLUMBIA
Lifelong Learning
In the spirit of promoting lifelong learning, the Columbia Public Library partnered with several different groups in 2013. The library joined with Columbia Public Schools to promote a new reading readiness program, the “myON reader” eBook service for 4-year-olds.

We hosted the “America’s Music” film and discussion series that explored the history of music in our country. This program was sponsored by the MU School of Music with community participation by the Osher Institute, as part of a project by the Tribeca Film Institute (with collaboration by the American Library Association and funding from the National Endowment for the Humanities).

Along with other individuals and groups in the Columbia area, we helped bring author Matthew Goodman to town for a three-day visit in October centered around his book “Eighty days: Nellie Bly and Elizabeth Bisland’s History-Making Race Around the World.” Two of the author’s events were held at the library.

Starting last fall, and continuing through March 2014, the Columbia library served as a Health Insurance Marketplace Enrollment location.

“A State Divided: The Civil War in Missouri,” a traveling exhibit curated by the Missouri History Museum and the Missouri Humanities Council, came to the Columbia Public Library August 10–October 6, 2013. The library was one of 15 locations statewide selected to host this exhibit. It was enhanced by local information and artifacts contributed by the Boone County Museum and Galleries. About 2,600 people visited the exhibit and Columbia Public Library staff heard many favorable comments.

Parking Lot Improvements
The library’s two public parking lots were resurfaced and restriped in 2013. During the process, we converted the first three spaces in the north lot into two ADA-compliant accessible parking spaces for our disabled patrons who prefer parking in that lot because of the flat entry into the building.

Juvenile Justice Center Reading Program
With funds from another LSTA grant, we purchased a set of e-readers with pre-loaded eBooks and no Internet capability to use in our services to youth at the Boone County Juvenile Justice Center.

Friends’ Donation
The Friends of the Columbia Public Library donated $80,000 to the Columbia Public Library, raised from sales of donated books, records and other media.

2013 Operating Revenue: $9,506,389

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

2013 Operating Expenditures: $8,792,386

Final versions of the library’s financial statements are available upon request.
ASHLAND

After the first full year being in the new Southern Boone County Public Library building, we’ve seen a 6% increase in circulation and 151 community meetings held in the new meeting room.

The new building got finishing touches in 2013, including a mural of historic photos that wraps around the interior walls. These 80 historic images, many supplied by the Southern Boone County Historical Society, represent over 100 years of life in the southern Boone County area. Library manager Karen Neely reports that residents view it as a communal photo album and that it’s become a destination for people attending reunions. With so many visitors sharing their stories, we decided to formalize the collection of these remembrances during the new facility’s one-year anniversary celebration on November 17. Many people contributed their memories sparked by the photos.

At the same event, we celebrated the completion of the Friends of the Library’s “Raise the Top Shelf” fundraising campaign that helped pay for bookshelves, a seating area and a book sale cart. An engraved wooden art piece installed in the library vestibule honors donors who contributed to the campaign.

CALLAWAY COUNTY

This year, our staff worked on many of the items in our 2012 marketing plan to make the Fulton community more aware of the library. Our monthly newspaper column, “Literary Links,” began running in the Fulton Sun. We updated the library’s exterior signage with the DBRL logo and new typeface. Staff increased and strengthened relationships with community groups, including Friends to Friends, which administers Dolly Parton’s Imagination Library in northern Callaway County and encourages participation in Summer Reading.

Increased participation in the Books by Snail summer program in Callaway County was due in part to our partners advocating for the library. In 2013, we delivered 30% more books to students in northern Callaway and 40% more to New Bloomfield students.

Inside the library, we installed new nonfiction shelving, funded by the Friends of the library. Outside, we resealed and restriped the parking lot.

We also revised our smoking policy. Previously, the library adhered to Fulton’s ordinance prohibiting smoking inside and limiting outdoor smoking to beyond 15 feet of the entrance. Beginning February 1, 2013, however, the library extended the smoking ban to the whole property, including grassy areas and the parking lot. People may smoke on the city sidewalks and in cars in the library lot, but must extinguish smoking devices before exiting vehicles.