

ALTOONA PUBLIC LIBRARY Annual Report 2015



MISSION

The mission of the Altoona Public Library is to promote literacy, build community, and enrich lives.

VISION

The Altoona Public Library envisions an involved, literate and informed community. The library will engage the community in opportunities to learn, grow, relax and connect.

LIBRARY BOARD

Elizabeth Snyder, President
Sharon Hanks, Vice President
Kem Dahlheimer, Secretary
Dale Stuber, City Council Representative
Dr. Connie Biedron, Altoona School District Representative
Sheila Presler
Brenda Schlafer

Dear Altoona Public Library Community,

Thank you for a great year in 2015! From story time to antique appraisals and from Minecraft to technology help, we hope there was something you found educational, empowering or exciting at the library this past year. Throughout the year, we worked hard on the goals outlined in our strategic plan, which you helped us create in 2014. Looking into the future, we hope to continue to move forward toward those initiatives and provide you with opportunities to learn, grow, relax and connect at your library. We feel the library is a place for the community to not only take advantage of our wonderful collections, but also for you to create and tell your own stories. We welcome your feedback and ideas at any time.

With so many new businesses, new families, and new ideas to improve quality of life, it's a very exciting time to be in Altoona. We're excited to be a part of it!

Sincerely,
Christina Jones, Library Director

STRATEGIC PLAN, 2014 - 2018

In early 2014, the library went through a strategic planning process facilitated by the Indianhead Federated Library System. We sought feedback from the community and through the process identified six areas of focus:

Awareness

- Goal 1: Build awareness of the wide range of materials and services available from the library.
- The library will maintain a website that is current, user friendly, and promotes the library's services.
 - Continue to publicize library events/services.
 - Continue to seek and develop partnerships to improve materials and services and promote them to specific populations.
 - Develop and maintain a consistent visual message.

Facility & Access

- Goal 1: Provide an accessible, inviting and efficient library space that addresses the changing needs of the community.
- Work with the City to determine what exterior enhancements might be possible.
 - Work with the IFLS Director to evaluate current and future library space needs.
- Goal 2: Study the feasibility of the development of a library service center in the River Prairie Development.
- Work with the City to determine possible alternative for programming or service space within the River Prairie Development.

Funding

- Goal 1: Build a sustainable funding model for library service.
- Determine current and future capital and operational budget needs.
 - Communicate with the City Council the current and projected capital/operational budget needs of the library.
 - Develop a fundraising/sponsorship plan to identify special projects and possible funding sources including grant sources.
 - Initiate communication with local businesses, organizations, and service groups to increase their awareness of library needs and to enlist their monetary support of the library.

Programming

- Goal 1: Enhance library programming to meet the needs of the community.
- Increase the number and variety of educational, leisure and cultural programs for adults.
 - Increase adult program attendance. Continue to seek and develop partnerships to improve materials and services and promote them to specific populations.
 - Increase young adult participation in library activities by fostering a positive relationship with teens.
 - Encourage children and their families and/or caregivers to visit the library.

Materials

- Goal 1: Provide an inviting up-to-date collection that meets of the needs of the community.
- Determine the right size collection for the community.
 - Improve labeling/signage of collection areas to improve access.
 - Evaluate alternatives for organization of collections.
 - Provide a current and vibrant media collection.
 - Increase the number and variety of displays highlighting the collection.
 - Provide increased access to computers and other up-to-date technologies for patron use and education.

Volunteers & Friends of the Library

- Goal 1: Encourage revitalization of the Friends of the Library.
- Help support and increase the size and diversity of the Friends membership.
 - Develop a series of library programs/activities sponsored by the Friends of the Library.

PROMOTING LITERACY, BUILDING

COMMUNITY, ENRICHING LIVES

Circulation

129,758
checkouts

Library patrons brought home 129,758 items, including books, movies, audiobooks, music CDs, puppets, magazines and more.

Computer Uses

More than a quarter of US households don't have a computer with an internet connection. Our public computers provide important access to job applications, email, social interaction, homework and more. Our wireless internet was used 13,638 times.

8,098
sessions

Library Visits

73,201
visits

Over 70,000 people passed through our doors in 2015 -- the equivalent of the entire population of Altoona visiting the library 10 times.

"I feel that a library is a central part of a community and has changed in its role to adapt to the way that people use the library. It is great that there is children's time- so that children can get in the habit of using the library. It is wonderful that we are able to get anything we are interested in, (not just books) from any library in our system or the state.

-Jan, library user

Ebook Checkouts

Over 5,000 ebooks and over 2,000 eaudiobooks were checked out in 2015, using Overdrive and Freeding. Our digital content is available 24/7 from anywhere with Wifi.

7,919
checkouts

Library Card Holders

4,982
registered
users

Almost 5,000 people have active Altoona Public Library cards. 3,838 of those are Altoona residents -- 54.4% of the population.

"When we moved to Altoona from western Minnesota, the library was one of the first places I visited. The staff was very friendly and welcoming. I was amazed at the variety of programs offered to the Altoona community."

-Dorothy, library user

Programs

The library provided 235 programs for the public, attended by over 4,600 people. Programs provide education, entertainment and enrichment for citizens of all ages. 634 children and teens participated in our summer reading program.

235
programs
4,699



Members of the Altoona Middle School LEGO Robotics Club visited our LEGO club for 4-12 year olds to share their knowledge.



A few superhero librarians marched in the Cinder City Days parade.



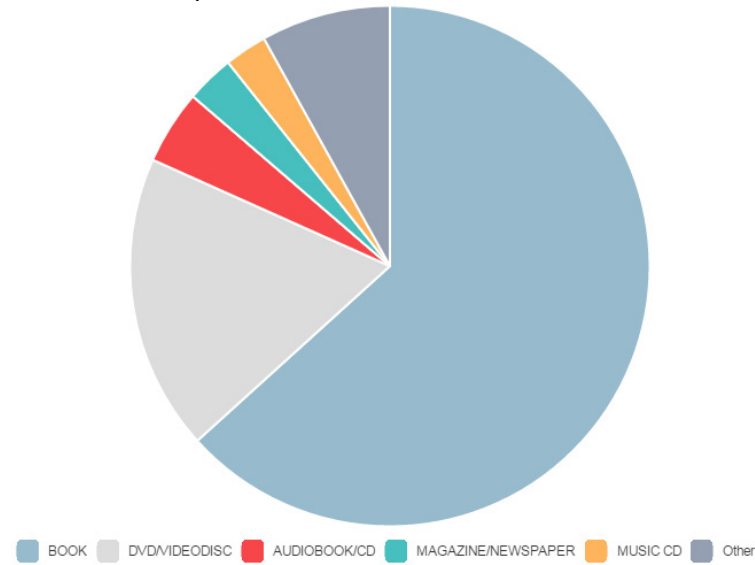
A community member brings her therapy dog for a special story time.



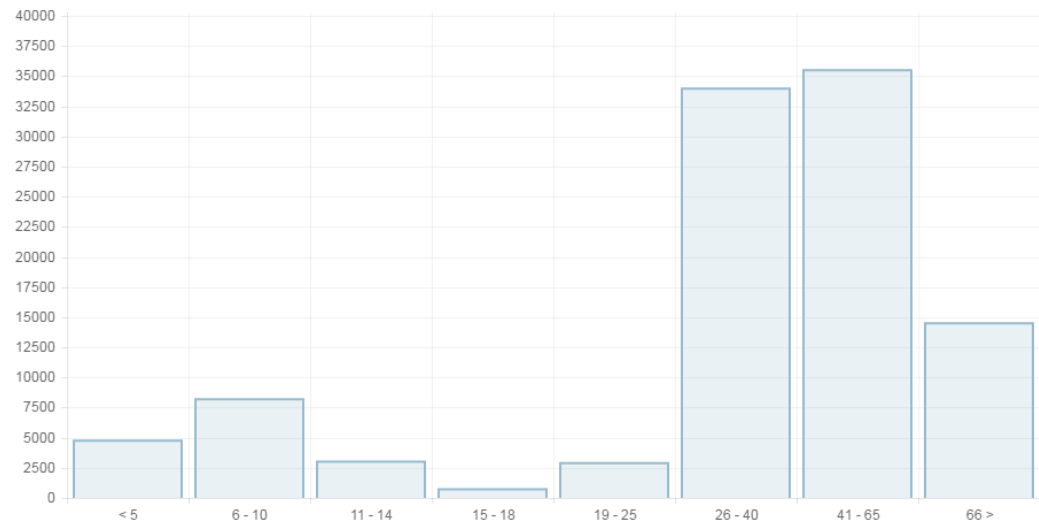
TOP: One of our Teen Advisory Board (TAB) members delivers books from the TAB book drive to the Altoona Compassion Coalition. BOTTOM: Two readers share a book and a quiet moment during our Summer Reading Program picnic.

A CLOSER LOOK at circulation

Circulation by Format



Circulation by Age



Circulation by Day of the Week



Most Popular Books

- The Girl on the Train by Paula Hawkins
- All the Light We Cannot See by Anthony Doerr
- Gray Mountain by John Grisham
- The Nightingale by Kristin Hannah
- Gone Girl: A Novel by Gillian Flynn
- NYPD Red 3 by James Patterson
- Hope to Die by James Patterson
- A Spool of Blue Thread by Anne Tyler
- Deadline by John Sandford
- The Escape by David Baldacci

Most Popular Kids' Books

- Princess Adventure Stories by Jessica Julius
- A New Reindeer Friend by Victoria Kann
- Pink Around the Rink by Victoria Kann
- If You Give a Pig a Pancake by Laura Joffe Numeroff
- Ramona Quimby, Age 8 by Beverly Cleary
- Pit Crew Pups by Kristen L Depken
- Pinkalicious and the Pink Drink by Victoria Kann
- Frozen: An Essential Guide by Barbara Bazaldua
- If You Give A Moose a Muffin by Laura Joffe Numeroff
- Harry Potter and the Sorcerer's Stone by JK Rowling

Most Popular DVDs

- Frozen
- Big Hero 6
- The LEGO Movie
- The Book Thief
- The Hunger Games: Mockingjay Part 1
- LEGO Batman
- Boyhood
- The Mazerunner
- Unbroken
- Divergent

KIDS

There was never a dull moment in our children's area in 2015! This year, we added an extra story time to accommodate more families, bringing us to four story times a week for toddlers and preschoolers during our spring and fall sessions, plus a monthly PJ Story Night. Our LEGO Club is busy as ever, and our summer reading program family events packed the house on Wednesday nights during the summer. We had a record number of kids signed up for summer reading, many of whom attended programs held at the library four days a week. In our children's area, we are constantly updating the space to provide educational play opportunities that reinforce the the five early literacy practices of reading, writing, talking, singing and playing.

SUMMER READING PROGRAM

During our summer reading program, kids are encouraged to keep track of their reading throughout the six-week program. Reading over the summer helps kids keep up with vital skills for school.

565
children age
0-11

1,000 BOOKS BEFORE KINDERGARTEN

This program encourages parents to read 1,000 books to their children before they enter school. Reading aloud helps children acquire early language skills, develop positive relationships with books, and build a strong foundation for success in school. At the end of 2015, we had 48 1,000 Books Before Kindergarten graduates.

71
new
participants

"The Altoona library is one of my favorite places to take my children. The librarians are helpful, friendly, and take a genuine interest in my family. We thoroughly enjoy the children's room and my boys look forward to storytime every week. We're so blessed to have such a wonderful resource in our community."
-Jessica, library user



Each sticker on our two superhero cutouts represents an hour read by a child in our Summer Reading Program.



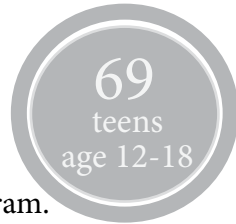
Kids and their families (78 people) enjoy a concert from Colleen and Uncle Squaty during our Summer Reading Program.

TEENS

2015 was our first full year of our Teen Advisory Board (TAB), a group of teens that meets monthly during the school year to help plan programs, volunteer, and work on projects for the library. TAB has helped us plan programs that teens are interested and engaged in, made book recommendations, and helped keep our teen area looking sharp. With the help of our youth services librarian and our library system technology support person, one of the TAB members started a Minecraft Club for teens at the library that meets twice a month. During our summer reading program, teens had the opportunity to participate in a book club as well as workshops throughout the summer that included crafts, boot camp, juggling and talking with local law enforcement.

SUMMER READING PROGRAM

During our summer reading program, teens are encouraged to keep track of their reading throughout the five-week program. Reading over the summer helps kids keep up with vital skills for school.



TEEN ADVISORY BOARD

Our Teen Advisory Board (TAB) held seven meetings in 2015. They held a fundraiser for teen events, created awesome graphic novel decopage letters for our teen area, and helped plan and run a successful Teen DIY event, among other things!

"I have been in TAB (Teen Advisory Board) for two years now and it has been one of the best experiences I have been a part of. I've helped organize teen library activities such as the Summer Reading Program and the upcoming event Fandom Fest... To me one of the best things at the library is all the fun programs and events that are occurring throughout the year."

-Jordyn, TAB member

ADULTS

2015 saw a large increase in the number of educational and recreational programs we provided for adults, and an increase in the number of people who attended them. Book clubs, author visits, folk music jam sessions, an antique appraisal event, gardening workshops, and our knit and crochet clubs are just a sampling of what we offered to community members this year.

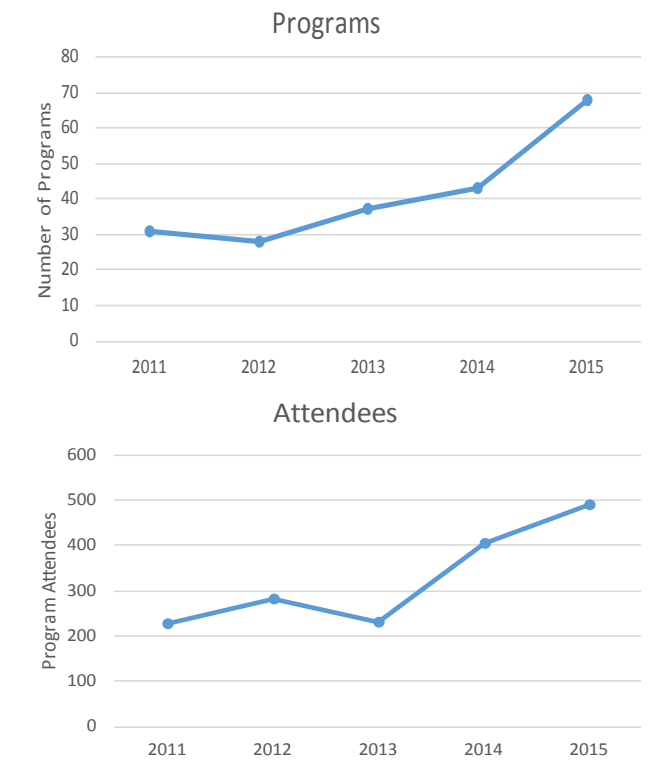
We also provided vital technology help through weekly one-on-one tech help appointments and computer classes, as well as the day to day help we provide to people using our computers to apply for jobs, take online tests, use email, do genealogy research, and connect in other ways with their communities.

At the end of the year, we had twelve active home delivery patrons, a service we provide to Altoona residents who are unable to get to the library. As the number of nursing homes and assisted living facilities grows, we hope to increase the number of residents taking advantage of this service.

2015 was the third year we offered an adult summer reading program, letting grown ups in on the fun of summer reading. Participants reviewed and rated the books they read over the summer for the chance to win weekly prizes. Reviews and ratings were displayed to share book

"Books have always been a stress reliever for me. The library has helped ease the transition to having an empty nest. With our children in college every penny counts, so being able to read books for free is very helpful. The book club is great to discuss books with others."

-Dawn, library user



Teens went to "boot camp" with a volunteer from Eau Claire's US Army Station for our hero-themed Summer Reading Program.



Teens making things at a December DIY Fair planned by the Teen Advisory Board.



A sweater in progress at our popular Knit & Crochet Club, which meets twice a month.



Thriller writer Brian Freeman spoke to a crowd of 60 avid listeners as part of the Chippewa Valley Book Festival.

COMMUNITY PARTNERSHIPS



Antique appraiser Mark Moran did a program for the library and gave free appraisals.



During our summer reading program, Fantasy Corral Petting Zoo visited the library.



Jim Lenz gave an entertaining science show for families during summer reading.



Story time attendees learn about fire safety from the Altoona Fire Department.



Making crafts out of weeded books at one of our summer Adult Craft Nights.

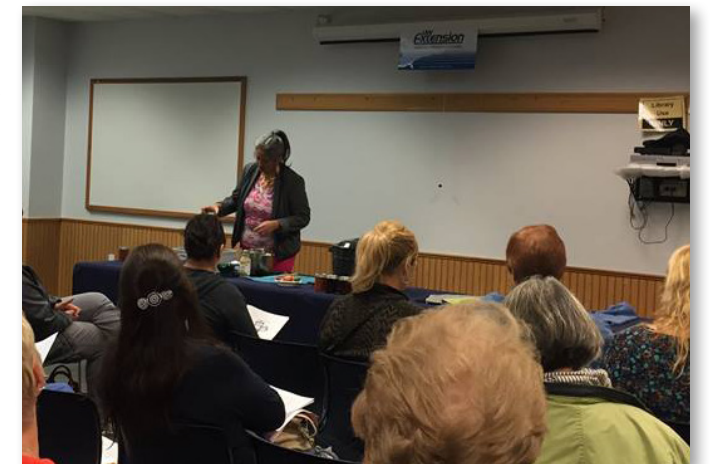


Local musicians led Session Tunes, a monthly folk jam session for all ages.

- The **Family Resource Center of Eau Claire County** started monthly Play and Learn sessions at the library for families.
- Students from **Altoona Middle School LEGO Robotics Club** came to our LEGO Club to show off their skills and share their knowledge.
- **UW-Extension** provided us with gardening and canning programs for adults.
- We partnered with **Chippewa Valley Book Festival** to host author Brian Freeman at our library.
- The **UW-Eau Claire VITA** program partnered with us and the **City of Altoona** to provide free tax assistance in the Community Room.
- Members of the **Altoona Fire Department** volunteered to help us with story time during Fire Safety Week.
- **Altoona Police Department, Altoona Fire Department** and **Altoona Public Works** gave their time to help us with a local heroes program during Summer Reading Program.
- The **Altoona Compassion Coalition** worked with us to provide an after school snack for kids, and our Teen Advisory Board did a book drive to distribute through the Altoona Compassion Coalition. We also partnered with them for Food for Fines, a program which allows patrons to get \$1 off their fines when they bring in a nonperishable food item.
- The **Altoona Head Start** program visited the library for a special program for children and their parents to learn more about what's available at the library.
- The **Eau Claire County Dementia Coalition** held a Dementia Friendly Community meeting at the library, and came back to give our staff Dementia Friendly Training.
- Our summer reading program sponsors were: **Benedict Refrigeration Service, Children's Museum of Eau Claire, Chippewa Valley Museum, Culver's Corp, Dairy Queen-Birch St, Friends of the Library, Kwik Trip-Spooner Ave, McDonald's Corp, Paulus Family, Scheels, Wagner's Lanes**



Members of the Altoona Fire Department volunteered to help us with story time during Fire Safety Week.



Catherine Emmanuelle of UW-Extension gave a class on canning for beginners at the library.



At our December staff meeting, we had Dementia Friendly training from the Eau Claire County Dementia Coalition. We are proud to be Dementia Friendly!

FRIENDS OF THE LIBRARY

The Friends of the Altoona Public Library are a non-profit group that promotes and supports the library. The Friends believe an excellent library is essential to the community. The Friends raise and receive funds for library programs and services. For example, the Friends sponsor our summer reading program picnic, an event that brings families together for a big party and lunch at the end of our summer reading program. They also sponsor several of our performers during summer reading program, our library coffee cart, and other library programs as needed. Every dollar raised by the friends is used to support the library. Friends can participate simply by paying their dues or by also donating their time, particularly to help with our popular Friends of the Library Books Sales.



The Friends of the Library sponsor our Coffee Cart.

To join, visit the library for an application form.

Membership dues are as follows:

Students & Seniors: \$5.00

Friend: \$10.00

Family: \$20.00

Contributing: \$50.00

Lifetime: \$100.00

Business Memberships:

Bronze: \$50.00

Silver: \$100.00

Gold: \$250.00

Membership to the Friends bring together concerned citizens who appreciate the value of the library.



GET IN TOUCH

Visit: 1303 Lynn Ave.
Altoona, WI 54720

Call: 715-839-5029

Email: altoonapl@altoonapubliclibrary.org

Website: altoonapubliclibrary.org



Altoona Public Library



@AltoonaPL



altoonapubliclibrary.tumblr.com

