



# 2012 Annual Report



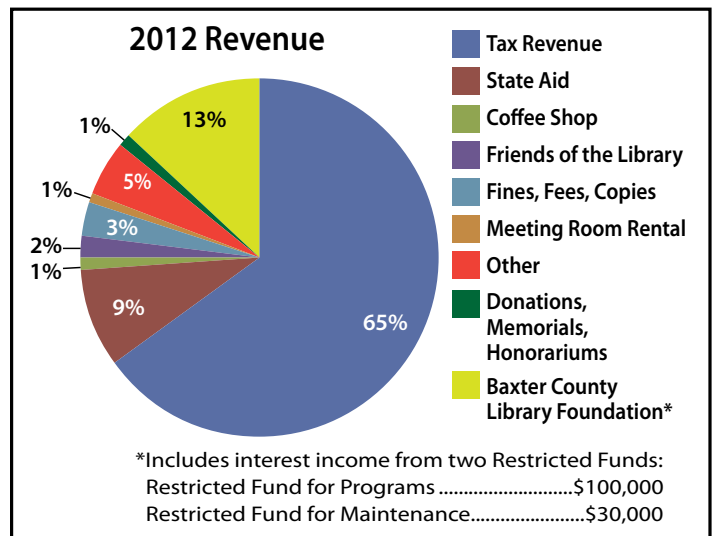
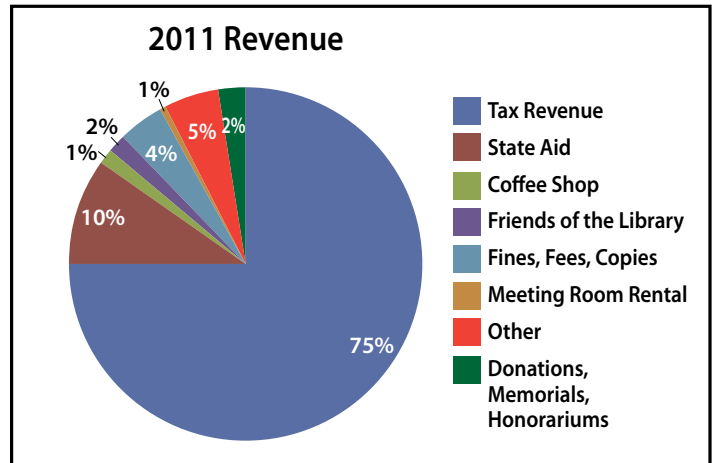
# Your Library

The Baxter County Library continued to experience remarkable growth in 2012. Overall Library program attendance for 2012 quadrupled since 2009 due in large part to the number of visitors who came to see the Library's first grant-funded national traveling exhibit *Lincoln: The Constitution and the Civil War*. Adult Program attendance more than doubled in the last year with the introduction of a selection of technology classes and an increased number of programs and exhibits. Also notable was a 65% increase in Teen program attendance.

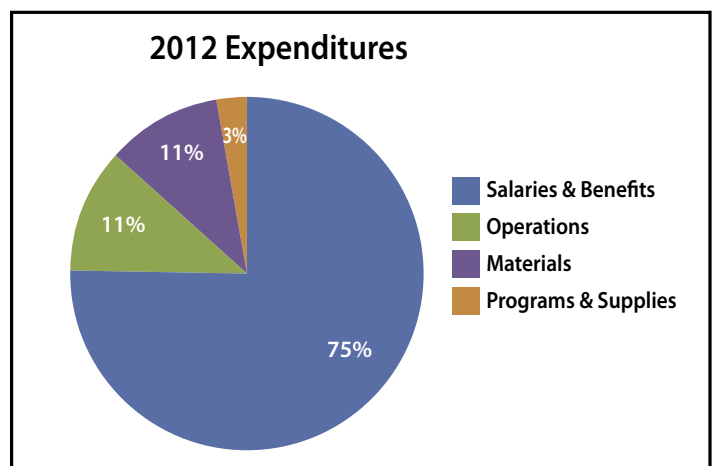
Other numbers were up as well. Circulation numbers increased moderately in 2012. Ebooks, which were introduced to Baxter County Library patrons in 2011, accounted for 4.5% of total circulation in 2012. With eBooks and other valuable resources added to the Library's website in 2012, visits to the Library's website were up nearly 20% from 2011. The Library began tracking the use of the Library's Wi-Fi service in March 2012.

In a 2006 sustainability study, The Center for Business and Economic Research at the University of Arkansas projected baseline library revenues and expenses through 2016 with a 10% variation above and below baseline. With tax revenue collections essentially flat or declining in 2012 and a slight, anticipated increase in operating costs, the good news is that we are within the projected amounts, although we are at the lower projection for revenues and the higher one for expenses.

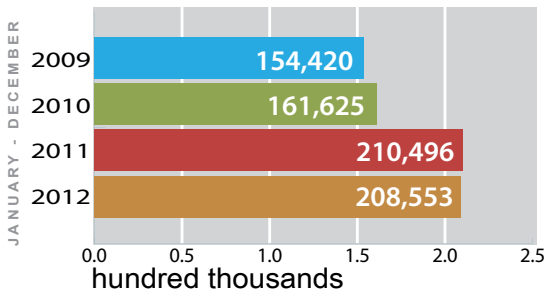
The Restricted Fund for Programs was established in 2011, and a Restricted Fund for Maintenance was established with a \$2 million matching grant from the Donald W. Reynolds Foundation. Earnings from both of these restricted funds became available for use in 2012 to help defray program and maintenance costs.



**47,857** People Attended Library Programs

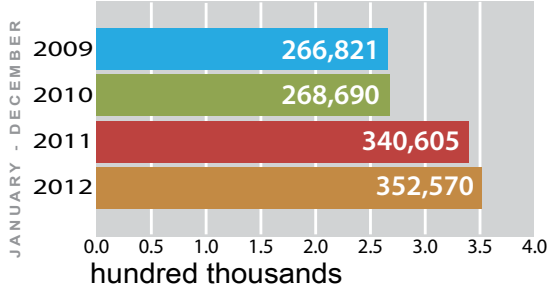


## Library Visits



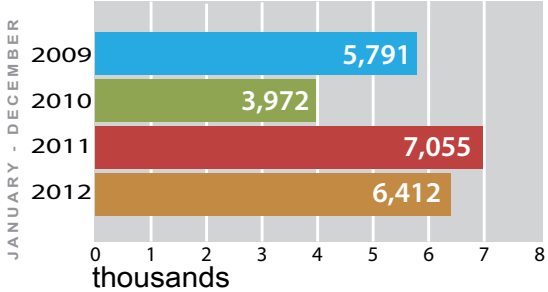
## Circulation

2012 includes eBook circulation

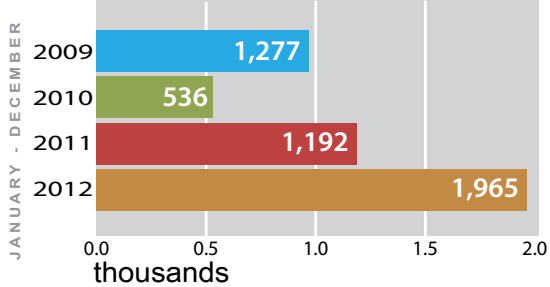


## Children's Program Attendance

Children and accompanying adults

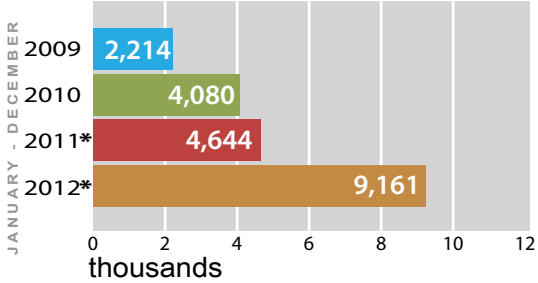


## Teen Program Attendance



## Adult Program Attendance

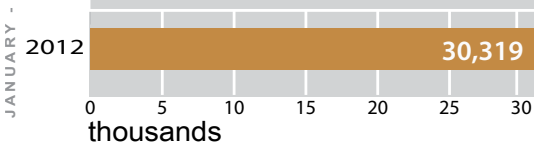
\*Exhibit attendance calculated using standardized % of door count



## Special Event Attendance

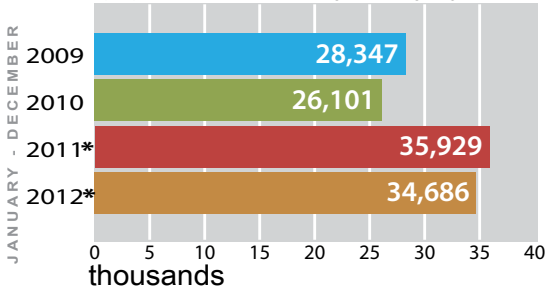
Exhibit attendance calculated using standardized % of door count

New tracking category, includes numbers for the Arkansas Civil War Sesquicentennial event *Fire in the Hole: Quilt Signals & Cannon Blasts* and the *Lincoln: The Constitution and the Civil War* exhibit

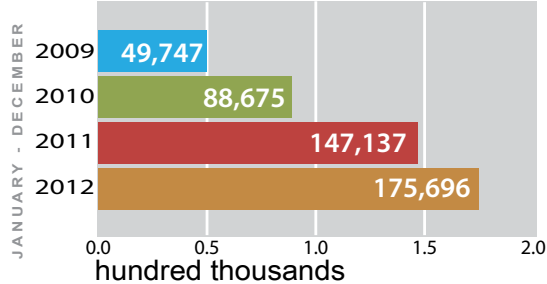


## Public Computer Usage

\*Includes laptops checked out. Wi-Fi usage tracking began Mar. '12

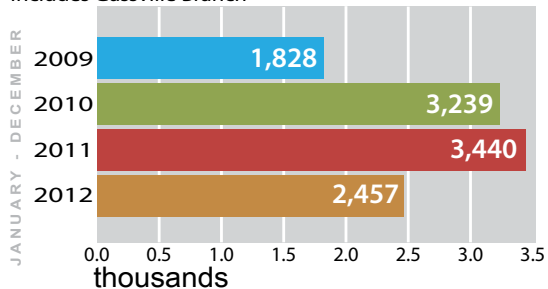


## Website Visits

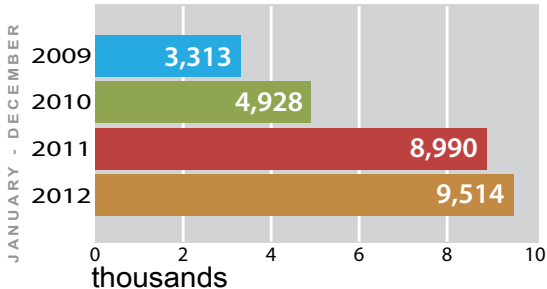


## New Library Cards Issued

Includes Gassville Branch



## Meeting Room Use



# 2012 Highlights



## Arkansas Civil War Sesquicentennial Grant Awarded

In commemoration of the 150th anniversary of the Civil War in Arkansas, the Library was awarded a grant to create a multi-generational event.

***Fire in the Hole: Quilt Signals and Cannon Blasts*** featured an entertaining and educational journey through Civil War history with a variety of exhibits and demonstrations including a Dutch oven cook-off, Civil War reenactors, ***The Quilted History*** exhibit, and the traveling exhibit ***Civil War Arkansas: 1861–1865***.

## TumbleBooks

**TumbleBooks** were introduced on the Library website in 2012. The collection offers three levels of instant access eBooks, audio books, and videos for kids of all reading levels, from animated and narrated picture books to eBooks for junior high and high school students.

## Blackbird Café

The Blackbird Café opened in the Library February 16, 2012, and the response has been tremendous. Library visitors flocked to the Café for delicious coffee, sandwiches, and salads. Café-goers also enjoyed music nights and open mic nights. Income from the Café rental space is a source of revenue for the Library.

## National Traveling Exhibit ***Lincoln: The Constitution and the Civil War*** Welcomed

The Library was one of only 50 locations to receive the ***Lincoln: The Constitution and the Civil War*** exhibit on its first tour through the United States. Guided tours of the exhibit offered a unique look at Lincoln and his history-making decisions during the Civil War. Library visitors also enjoyed speaking appearances by Civil War experts, film screenings, and a book discussion and Skype visit with Robin Oliveira, author of ***My Name is Mary Sutter***.

## Community Orrery

Stations for the Sun, Mercury, Venus, and Earth were installed on Library grounds in 2012 as part of a 3-D scale model of our solar system. The project was the brainchild of Pinkston Middle School Science teacher Lynn Kelsh, who received a grant from the Mountain Home Education Foundation to fund the project. The Orrery was designed to help dispel misconceptions of the relative sizes and distances of the heavenly bodies in our solar system.

## Technology Classes

New in 2012, technology classes taught by specially trained Library staff and volunteers addressed the needs of the 50 and older set with beginning computer classes designed for people with little or no computer experience. Library users also attended classes on how to download eBooks to their favorite eReader from the Library's website. Approximately 350 people attended technology classes at the Library in 2012.

## Discover Tech Exhibit Announced

The Library was selected as one of only eight libraries in the nation to host the *Discover Tech* exhibit coming in the fall 2013. The interactive exhibit will introduce visitors to engineers and how they use creative problem solving to affect our everyday lives. In 2012, Library staff was selected to conduct a pilot test of an engineering workshop for children and families called *Playful Building* that complements the *Discover Tech* exhibit.



# People

Baxter County Library has two complementary support organizations - The Friends of the Baxter County Library (FOL) and the Baxter County Library Foundation (BCLF).

## Library Foundation

The Baxter County Library Foundation manages the Restricted Fund for Programs and the Restricted Fund for Maintenance. Interest from these funds became available in 2012 and was used for the first time to supplement the Library's operating budget.

2012	Library Foundation Revenue
\$ 107,046	Unrestricted Donations
\$ 153,635	Earnings on Restricted Funds
\$ 10,945	Earnings on Unrestricted Funds
\$ 10,072	Fundraisers
\$ 2,100	Paver Stones
\$ 1,875	Memorials/Honorariums

### Library Foundation Board of Trustees

Jackie Edmonds, President	Carol Landrum
Julie Wright, Vice President	Shonda Litty
Elizabeth VanderStek, Treasurer	Roger Pitchford
Deborah Knox, Secretary	Katie King Risk
Bobbi Brown	Francis (Sonny) Sharp
Deborah Chatman	Barbara Skeffington
Warren Haley	Nealus Wheeler
Steve Johnson	Pat Ballard, ex officio
Gwen Khayat	
Catherine Sawyer, Foundation Coordinator	

## Friends of the Library

The Friends of the Baxter County Library reached a milestone in May 2012 when they presented the final installment on their commitment to the Library's Capital Campaign, bringing their total contribution to the Library's Restricted Fund for Programs to \$100,000. The Friends of the Library's Used Book Sales and their annual *Share Your Treasures* auction raise money to support Library programs and services. In 2012, the Friends sponsored many of the Children's Summer Programs including science and art classes. They also sponsored the *Mother Daughter Tea*, the *Armobile*, the *Young Arkansas Artists* exhibit, the Arkansas Arts Center's *Children's Theatre* performance, and teen programs including an author Skype discussion and *The Hunger Games* program.

2012	Support Provided by Friends of the Library
\$ 9,177	Programs/Exhibits
\$ 12,852	Materials/Misc.
\$ 5,416	Staff Development
\$ 27,445	TOTAL

### Friends of the Library Executive Officers

JoBelle Zimmerman, President	Mary Lou Duseberg,
Janet Wheeler, Vice President	Ways and Means Chair
Audrey Burns, Secretary	Mary Nida Smith, Hospitality Chair
Eileen Jenkins, Treasurer	Judy Purvis, Membership Chair
Maureen Rozelle, Book Sale Co-Chair	Nealus Wheeler, Foundation Liaison
Nancy Knopp, Book Sale Co-Chair	Jackie Becker, Mailings Chair
Margie Kelly, Online Sales	



## Library Board

The Library Board is the governing body for the Baxter County Library. Members are appointed by the County Judge in accordance with state law and serve without remuneration.

John Ahrens, Board Chair  
 Francis (Sonny) Sharp, Vice Chair  
 Sally Gilbert  
 Heather Loftis  
 Irvin DeAtley

## Library Advisory Board

Library Advisory Board members act as liaisons between the Library and the community.

Katie King Risk, Board Chair  
 Paul Bayless  
 Cara Coleman  
 Sonny Garrett  
 Kelly Hagaman  
 Anita Hayden  
 Mary Kirby  
 Lynn McAlister  
 Joe Miles  
 Robin Myers  
 Ben Ponder  
 Don Sharp  
 Christina White  
 Mike Willard  
 Jo Wilson

## Library Staff

In 2012, the Library had a full-time-equivalent staff of 17.

### Library Management Staff

Gwen Khayat, Librarian  
 Danita Stine, Administrative Assistant  
 Kim Crow Sheaner, Outreach Coordinator  
 Brenda Knight, Circulation Manager  
 Susan Nixon, Cataloging Supervisor  
 Vincent S. Anderson, Reference Librarian  
 Deborah Edmonds, Children's Librarian  
 Miranda Walters, Teen Librarian  
 Kathleen Altazan, Adult Programs Coordinator  
 Bill Cramton, IT Coordinator  
 Julie Stewart, Volunteer Coordinator

## Volunteers

The Library depended on a dedicated team of volunteers. In 2012, some 130 volunteers contributed 9,412 hours to the Library. We showed our appreciation with special events honoring our volunteers. Library volunteers were special guests at a picnic-themed dinner in April and were also treated to an ice cream social and front row seats on the Library lawn for the *Red White and Blue Festival* fireworks in June.

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# 50% Volunteer Hours Increase

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## Library Donors

Library donors continued to pay their campaign pledges. In addition, new donors have joined their ranks. All donors contributing \$5,000 or more to the Library are recognized on the Donor Wall in the Library entryway.

## The Donald W. Reynolds Library

# Looking Forward

Thanks to our Friends of the Library, Library Foundation, sponsorships, and grants, Library users can anticipate some really wonderful programming in 2013:

- Downloadable music from our website (Freegal)
- **Discover Tech** exhibit and related programming
- Pre-loaded eReaders for check out

The Library expects increased use due to enhanced programming, but property tax revenues which cover the largest part of our operating expenses are expected to decrease 3 to 5%, making it necessary to look for alternative revenue sources and partners to maintain services and programs. Although the Library millage has remained at 1 mill since the early 1950s, growth in the tax base and rising property values over the years have enabled us to grow with the community. Without new growth in the tax base, revenues will remain at the lower level for the next five years, impacting our ability to offer quality Library service.

Earnings from the Library Foundation's Restricted Fund for Maintenance will allow us to keep technology current and functional, but will not provide for additional equipment or services.

A fun new fundraiser, **Library Mini-Golf**, will take place in August. A mini-golf course will be set up inside the Library for participants of all ages. There will be sponsorship opportunities at various levels, and an admission fee.

**Discover Tech**, an interactive exhibit for all ages, will arrive in the Fall. Sponsorship opportunities are available for this and future major exhibits as well as sponsorships at various levels for a variety of Library programs.

The coming year is bringing new challenges. We look forward to working through them with continued strong community support.



Donald W. Reynolds  
**LIBRARY**  
Serving Baxter County

300 Library Hill, Mountain Home, AR 72653  
870-580-0987

The Baxter County Library is a bridge to expanded horizons,  
opened minds, and enriched lives.

The Baxter County Library provides lifelong resources that  
educate, inspire, and entertain in a welcoming environment.

