

2018

# Annual Report

*Inspiring Imagination*

*Igniting Interests*

*Enabling Learning*



**LIBRARY**

Serving Baxter County

# Enhancing the Library Experience

## Dinosaurs: Fossils Exposed

This larger-than-life exhibit arrived at the Library in early 2018 with an opening day crowd of over 1,000 people. The exhibit continued to be a draw throughout its three-month run, with Library staff conducting a record number of student tours.

Dinosaurs: Fossils Exposed brought these giant creatures to life, featuring five full dinosaur skeletal molds including a Triceratops and Velociraptor. There were additional molds of skulls, arms, legs, eggs, footprints and a 6-foot-1 Apatosaurus femur. Children and adults also enjoyed a dig box where they could use paleontology tools to unearth "dinosaur bones."



The exhibit was co-sponsored by the Baxter County Library Foundation and Friends of the Library through membership in the Discovery Network, a unique statewide STEM partnership with the Museum of Discovery.



## Literary Series

The Friends of the Baxter County Library sponsored the Library's 2<sup>nd</sup> annual Literary Series. The series brought award-winning authors to our area to conduct writing workshops and lead book discussions. In addition, two thought-provoking exhibits, Diversity is a Strength and The Pfeiffer Family, encouraged us to stretch our literary minds. The Library also partnered with the Twin Lakes Playhouse, producing a sold-out Murder Mystery Dinner Theater performance of an original play, The Deadly Diamond.

195,377  
VISITS



6,669  
MEETING  
ATTENDEES

## ISSUES & VIEWPOINTS

28%

Increase in  
Attendance

Issues & Viewpoints is the Library's monthly book club which offers a facilitated and open forum discussion on selected non-fiction books.

# Delivering Lifelong Learning

## Learn by Doing

The Library programming team made hands-on learning a priority in 2018, from Teen Tech Tuesdays and Make-It workshops in the Studio 300 Maker Space, to computer classes and the addition of a new Story Time.

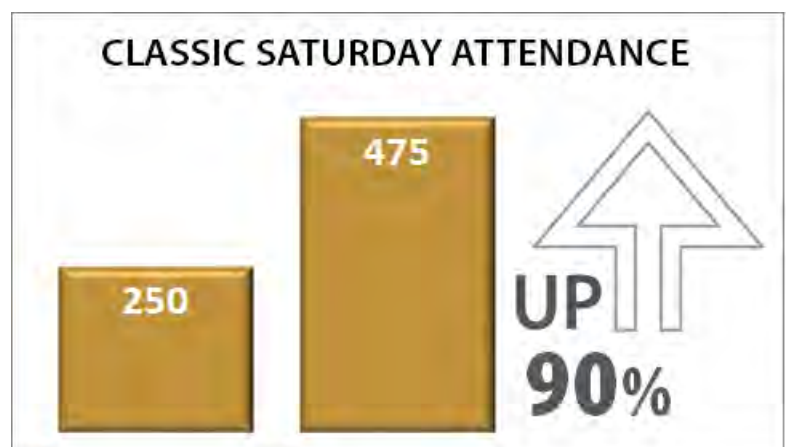
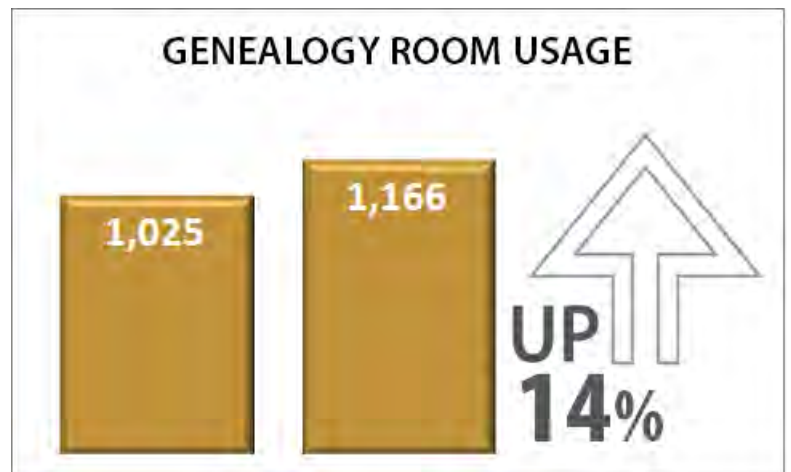
Babies and Books Story Time was introduced to provide children ages birth through 3 years old with a

fun foundation in literacy, equipping parents and caregivers with strategies for teaching their children vital early literacy skills.



## Library Resources Brought to Life

For those hoping to uncover their family tree, the Library added genealogy research classes in 2018. Focusing on a different research topic each month, attendees learned how to use the Library's website resource — Ancestry.com Library Edition. The class developed a steady following throughout the year and resulted in increases in usage of the Library's Local History and Genealogy Room and in independent usage of Ancestry.com Library Edition.



### Did You Know?

Movie checkouts increased by 17% last year, after Library staff noticed an uptick in demand and increased the checkout limit from 3 to 5 videos per Library card.

# Community Initiatives

5,038



LIBRARY CARDS  
ISSUED

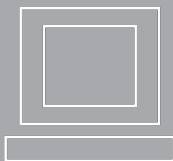


293,848

ITEMS  
BORROWED

41,035

PUBLIC COMPUTER  
& WI-FI  
USAGE



1,229

meals served  
to children

In 2018, the Library expanded its partnership with the Food Bank of North Central Arkansas by offering an after-school feeding program for the entire year. Children ages 6-18 had an option to receive a meal (most days) from 3:30-4:30 pm during the school year. During the summer, the feeding program was offered on Saturdays.



## Early Literacy Project

Established in January 2018, the Baxter County Early Literacy Project is a collaboration between the Baxter County Library, Mountain Home, Cotter, and Norfolk School District, Arkansas State University Mountain Home, and other early literacy advocates. The mission of the project is to equip all Baxter County children with the early literacy skills they need to be prepared to enter Kindergarten.

The team began by working on ways to get books into children's hands. To accomplish this, they started the Little Free Libraries project by building five little library boxes to be stocked with children's books.

By the end of the year, two little libraries were already installed in strategic locations in the county for children to access, and plans for placing the other boxes were well underway.

Additionally, an effort to bring Dolly Parton's Imagination Library to Baxter County got its footing in 2018. The Imagination Library program mails one book per month to any child who registers at no charge until the child turns five years old. Thanks to generous donations, the program will kick off in 2019. The Baxter County Library Foundation committed to be the required 501(c)(3) program affiliate.

"Being part of the Baxter County Early Literacy Project has been an eye-opening experience. With the R.I.S.E. (Reading Initiative for Student Excellence) implemented by the Arkansas State Department of Education, getting books into the hands of all children will make a powerful, positive impact on this reading initiative."

Janet Wood

Mountain Home Kindergarten  
Principal

# Expanding Our Reach

## 1000 Books Before Kindergarten Expansion

The Baxter County Library received Grade Level Reading grants from the Twin Lakes Community Foundation and the Arkansas Community Foundation totaling \$1,000 to expand its existing 1000 Books Before Kindergarten program to income-based daycares in Cotter and Norfolk.

Partnering with the area daycares allows the Library to reach children who may not normally visit the Library. Library staff visited ten area daycares monthly, offering the 1000 Books Before Kindergarten program along with a Story Time.

Since 2013, the 1000 Books Before Kindergarten program has had nearly 100 children complete the program and currently has 300 children enrolled. The grant allowed the Library to introduce the 1000 Books Before Kindergarten program in additional income-based daycares, reaching upwards of 200 additional children.

## Tech Cards

In the fall of 2018, the Tech Card program grew to include all Baxter County students in 4<sup>th</sup> - 10<sup>th</sup> grades. Tech Cards allow students to access all online resources provided by the Library. To ensure a smooth Tech Card rollout, Library staff increased outreach, visiting schools to provide training for teachers and students and attending school open houses to show parents how Tech Cards could help their students.



## Did You Know?

The Library was thrilled to announce a new service for homebound patrons. The pilot program began in April 2018 serving Good Samaritan Society assisted living residents and went live in August. Library volunteers select books, movies, magazines, audios, and puzzles for residents who cannot travel to the Library.

The service will soon roll out to other area assisted living facilities.

### TUMBLEBOOKS USAGE\*



### PATRONS USING E-BOOKS



### E-BOOK DOWNLOADS



\*TumbleBooks is a curated database of children's e-books, available on the Library's website.

# Library Support

## Volunteers

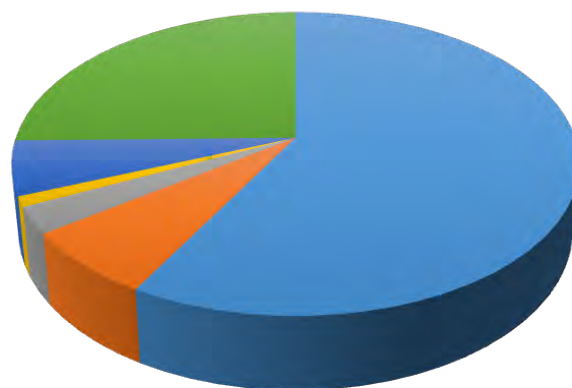
Forty volunteers earned Presidential Volunteer Service awards. Margie Kelly earned Gold Level Presidential honors contributing more than 500 hours of service. Donna Banaszynski, Jim Clevenger, Susan Nixon, John Reckard, Charlotte Smith, Janet Wheeler, and Neal Wheeler contributed between 250 and 499 hours of service. Thirty-three volunteers contributed 100 to 249 hours each, earning Presidential Bronze honors.

Janet and Neal Wheeler were nominated for the Mountain Home Area Chamber of Commerce Outstanding Volunteer of the Year award in recognition of their outstanding leadership with the Friends of the Library and their tireless efforts to help raise funds for the Baxter County Library.

**193** LIBRARY VOLUNTEERS  
**13,029** SERVICE HOURS

Value: \$260,710.3 (Ark. rate) and \$321,555.7 (National avg.) to the Library. (Based on the latest figure from 2017 Bureau of Labor Statistics data, indexed by Independent Sector in 2017.)

## 2018 Revenue



- 58% ■ Baxter County Property Tax
- 7% ■ State Aid
- 3% ■ Friends of the Library
- 1% ■ Coffee Shop Rental
- 6% ■ Miscellaneous
- 25% ■ Library Foundation, Donations, Sponsorships

## 2018 Program Sponsors

### \$250+ Level

Cell Phone and Tablet  
Q & A Sessions  
*Mike and Joyce Cameron*

### Children's Programs:

Family Fort Night and  
Family Spy Night  
*Anonymous*

Life-Sized Candyland and  
Stuffed Animal Sleepover  
*Kenneth Schultz & Nancy Knopp*

Kid Coder's Club  
*Barbara Graham*

Studio 300 Makerspace  
*Mike & Katie Risk*

Teen Banned Book Week  
*Reading Women Book Club*

### \$500+ Level

Money Smart Week  
*John & Kay Beecroft*

### Scholarship Prep

*Lynn Miller*

Studio 300 Makerspace  
*Shirt Shop*

Teen Library Council  
*Anonymous*

The Wall Street Journal  
Subscription  
*David Matty*

Young Arkansas Artist Exhibit  
*Tom and Jennifer Foster*

### \$750+ Level

Children's Theatre  
*Barbara Graham*

### \$1,000+ Level

Children's Summer Programs  
*Suzanne Sutherland*

Children's Summer Saturday Shows  
*Mendel & Stephanie Hughes*

Little Free Libraries  
*Jeannie Alley*

Teen Friday After Hours  
*Suzanne Sutherland*

Tween Summer Programs  
*Tom & Christy Embach in memory of Iris Alford*

### \$1,500+ Level

Ancestry.com Subscription  
*Jim and Jackie Neff*

Children's Story Times  
*Kyle and Lynn McAlister & Lynn and Carol Landrum in honor of their mothers*

Tech Cards  
*Suzanne Sutherland*

Try Something New Series  
*Tom & Deborah Knox*

Tumble Books eBooks Collection  
for Children, Tweens & Teens  
*Tom & Jennifer Foster*

### \$2,500+ Level

Children's Summer Reading Program  
*Jim & Jackie Neff*

Children's Summer Science Classes  
*Jim & Jackie Neff*

Library2Go Collection  
*Jeffrey & Susan Hoeper*

### \$5,000+ Level

Dinosaurs: Fossils Exposed Exhibit  
& Program Series

*Friends of the Baxter County Library & Baxter County Library Foundation*

Literary Series

*Friends of Baxter County Library*

## Library Foundation

In September, Tom and Deborah Knox were the inaugural recipients of the Heart of the Library Award, recognizing noteworthy and extraordinary leadership in support of the Library. Deborah was one of the founders of the Baxter County Library Foundation in 1999. She gave countless hours of her time and energy to lead the Library Foundation Trustees through the Donald W. Reynolds Foundation grant application process. She served as Capital Campaign Chair, leading the community in an effort to raise \$2 million for the new Library. Deborah also served on the Baxter County Library Foundation Trustees Executive Board for 10 years, and on the Baxter County Library Board from 2001 to 2011. Today, she remains active with the Library, serving on the Arkansas State Library Board.



The Library's Knox Community Meeting Rooms are named after Tom and Deborah because of their significant monetary contribution during the capital campaign.

The Library Foundation unveiled an updated donor wall at the awards event, showcasing donors that have given \$5,000 or more to support the Library Foundation. This was the first time the donor wall had been updated since the Library building opened in 2010.

2018 Support Provided by Library Foundation	
\$ 107,000	Programs & Collections
\$ 107,000	Maintenance & IT
\$ 86,706	General Library Support
\$ 2,806	Volunteer Program Support
\$ 5,000	Event Sponsorship
<b>\$ 308,512</b>	<b>TOTAL</b>

2018 Support Provided by Friends of the Library	
\$ 17,850	Programs & Exhibits
\$ 11,900	Staff Development
\$ 4,350	Materials
\$ 4,100	Scholarship Fund
<b>\$ 38,200</b>	<b>TOTAL</b>

## Friends of the Library

The Friends of the Library continued their remarkable legacy of support for the Library in 2018, surpassing \$500,000 in total funds donated to the Library since their inception in 1980. The Friends awarded \$2,600 in college scholarships to area high school students and \$1,500 to a deserving, non-traditional ASUMH student. In addition, the Friends of the Library provided support for the installation of the Master Gardener's educational Pollinator Garden project at the Library.

# Looking Forward

Over this next year, the Library team looks forward to living our core purpose to its fullest — inspiring imagination, igniting interests, and enabling learning.

We begin this next year at the Library by welcoming another exciting exhibit from the Museum of Discovery — Exploring the Frontier. Travel back in time to pioneer days in Arkansas, pack your supplies, and head out in your covered wagon. Exhibits like this enable learning with hands-on, interactive activities. They become part of the Library experience for a while, making educational opportunities more accessible and convenient for busy families.



The Library team also looks forward to igniting your interests in 2019 as we introduce you to some fun, new resources on the Library website. You can learn to play a musical instrument with self-paced video courses on ArtistWorks. Find your inner super hero with the introduction of an online comic book collection from RB Digital. Or see your child get excited about math with Tumble Math, featuring stories, games, and quizzes designed to help children learn to count, add, subtract, and more.

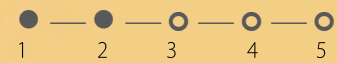
The Early Literacy Project will be working on a community-wide early literacy awareness campaign. Library Youth Services staff will be channeling their energy on the 1000 Books Before Kindergarten program and building on relationships with Baxter County schools through the Tech Card program. The Homebound Outreach program will grow to reach more seniors with Library materials. These programs all address great needs in our community and inspire imagination in the most pivotal of ways.

It is going to be an amazing year!

*Kim Crow Sheaner*

Library Director

## Five-Year Plan Goals



1. Expand our reach
2. Rethink our delivery of lifelong learning
3. Make an impact on literacy
4. Enhance the Library experience
5. Align ourselves with community initiatives
6. Cultivate and improve our stewardship of resources
7. Grow staff and volunteers



**LIBRARY**

Serving Baxter County

[BaxterCountyLibrary.org](http://BaxterCountyLibrary.org)

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