

Southeast  
Steuben  
County

# Library

# 2012

# Annual Report



## Board of Trustees

with term expiration dates

Sarah Collins, President - 12/31/13

Mary Ann Thomas - Vice President - 12/31/14

Harry A. Merritt, Treasurer - 12/31/14

Mary H. Bacalles, Secretary - 12/31/15

Deborah Joseph, Immediate Past President - 12/31/13

Pronob Bardhan - 12/31/14

Douglas V. Porter - 12/31/13

Hazel Russell - 12/31/14

Charlene Secondo - 12/31/15

Pauline Emery, Library Director

### Our Mission:

The Southeast Steuben County Library provides free and open access to collections, electronic resources and innovative services which anticipate, support and respond to the ever-changing informational, cultural and leisure needs of all people within our community.

### Our Vision:

*Informing, Inspiring,  
Enriching, Amazing –*  
Creating an environment that fosters lifelong learning and community connections



Whether you see change as threat or as promise, there is no question that the pace of technological, cultural and environmental change is accelerating. To address change successfully as individuals and as a society, we need to make informed choices. That's one of the primary reasons the Southeast Steuben County Library is dedicated to our mission to provide "free and open access to collections, electronic resources and innovative services which anticipate, support and respond to the ever-changing informational, cultural and leisure needs of all people within our community."

Community members rely on the library for job-search resources, internet access, educational enrichment, early literacy programs, fee-free entertainment, classes & workshops, public meeting rooms, writers groups, outreach services for homebound individuals, story times for children, infant lap-sits, youth groups, our Summer Reading Program, and so much more. This year we welcomed more than 220,000 visitors and circulated more items than ever before. Program participation was at an all-time high, with more than 31,000 attendees. Downloads of eBooks, videos and music via Overdrive continue to grow at a rate of 45 to 50 percent per year. Thanks to a new in-house program, patrons may now borrow Nook eReaders loaded with three titles in fiction or nonfiction.

Our BE:Lab Workforce Development and Digital Literacy program has assisted more than 6,800 community members with one-on-one sessions in resume building and MS Office skills, walk-in assistance, and instruction in multi-media skills. In our vicinity, the library has become the go-to place to learn how to use the latest tablets and hand-held devices.

Thanks in part to New York State Construction Aid for Libraries, we have replaced our ceiling and renovated the Laura Beer Community Room. Presentations and family films look and sound better than ever with our new A/V equipment. In 2013 we will expand and renovate the Conference Room. It will be widened for better wheelchair access and equipped with a Hearing Loop, the preferred assistive listening technology. With that installation, the library will be fully "looped."

These are some of the ways we help people participate fully in the midst of change. For all that, our library has an operating budget smaller than most comparable libraries in New York (see page 5). We keep our costs to local taxpayers down with the help of hardworking volunteers, through carefully monitored spending practices and policies, and with energy efficiency measures. For the communities that support us, we think they couldn't get a better deal.

Even so, the six municipalities that fund us struggle with the state mandated tax cap, uncertain revenue streams, state and federal spending mandates, and the need to repair or replace declining infrastructure. These problems are played out statewide, so it is no surprise that libraries dependent on municipal support eventually fall victim to budget cuts.

To prevent that from happening here, we feel it is important to give voters the opportunity to choose how their library is funded. The Library Board of Trustees has worked on this issue in 2012. We are presently assessing support through focus groups and discussions with officials and community leaders, and we expect to have more to report on this in the coming months.

Meanwhile, our staff is preparing for a busy summer season, including our popular Summer Reading Programs. We hope that you take advantage of our many resources and programs. Please visit us. We would love to see you!

*- Library Director Pauline Emery*

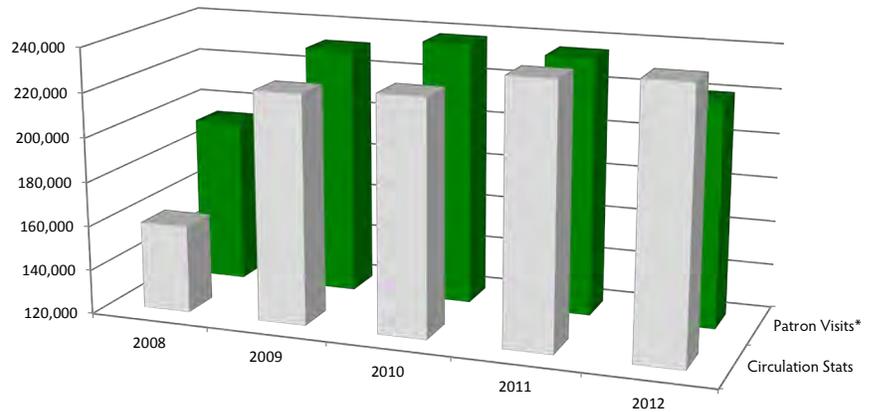
## Usage tracks: Statistics show continued growth

Library use was strong in 2012, with new benchmarks set in circulation, program attendance and library website page views. We welcomed 220,638 visitors in 2012 despite being closed for 12 days due to construction. Even with fewer days open, 246,268 items were circulated.

Public computer sessions at our bank of 27 Internet-enabled PCs totaled 38,716, and pages on the library website (ssclibrary.org) were viewed 136,522 times during the year. Wi-Fi use was not tracked.

Program participation was up this year over last in each age category (Adults, Young Adults, Children). Overall, 31,695 community members attended fun and informative library programs in 2012, an all-time high.

### Circulation and Patron Visits

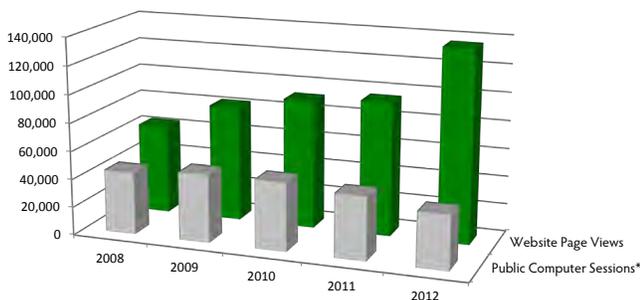


\*Library was closed for construction 12 days in 2012

### Five Years At-A-Glance

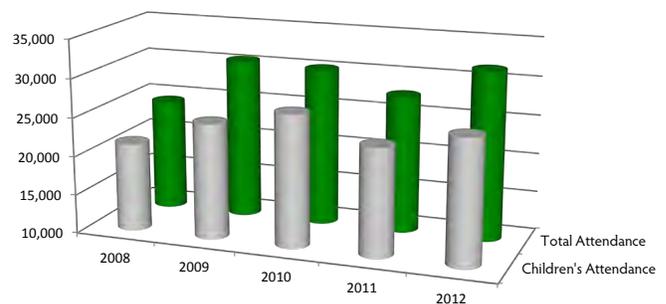
	2008	2009	2010	2011	2012
Patron Visits	194,120	231,903	238,288	235,773	220,638
Children attendance	21,352	24,861	27,007	23,875	26,076
YA attendance	1,788	3,826	1,762	1,186	2,008
Adult attendance	1,251	1,936	1,475	2,566	3,611
Circulation stats	159,441	223,262	226,054	237,470	246,268
Internet sessions	44,704	48,584	49,030	45,099	38,716

### Computer Sessions and Website Use



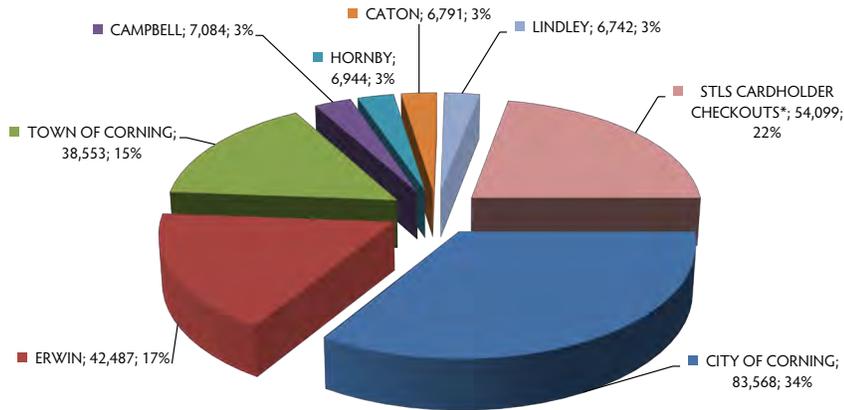
\*WiFi Use Not Tracked

### Program Participation



## Circulation and Computer Sessions by Resident Municipality

2012 Circulation by Municipality



Total Circulation - 246,268

Southeast Steuben County Library borrowers come from all over our service area and beyond. Most non-resident borrowers reside or work within the Southern Tier Library System (STLS). Other non-residents pay an annual fee for library card privileges. The checkouts we make to STLS cardholders are reciprocated because our patrons have access to over 1.3 million items systemwide.

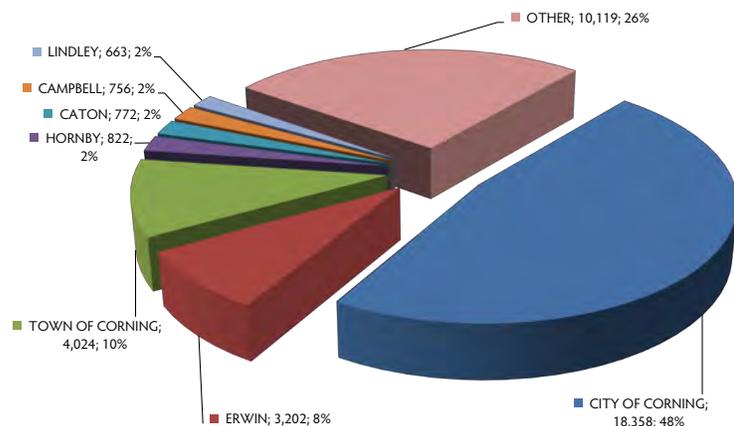


Fee-free public broadband access is essential to job seekers and low-income library users.

Visitors to the area rely on library broadband and WiFi to keep in touch with friends, family and business associates.

While PC sessions at the library peaked in 2010, WiFi use is on the rise commensurate with the rising popularity of laptops and hand-held devices. At present, we do not track WiFi use due to technical limitations.

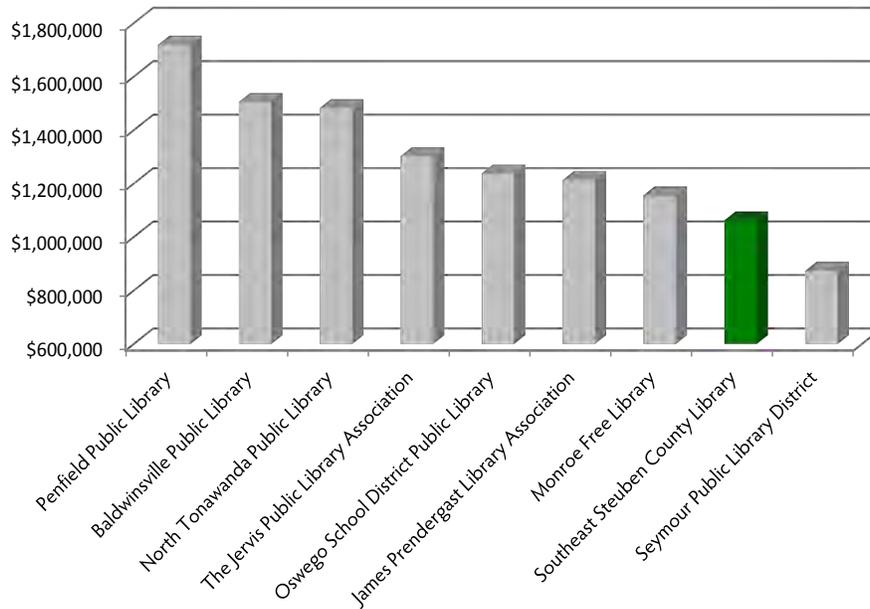
2012 Computer Sessions by Municipality



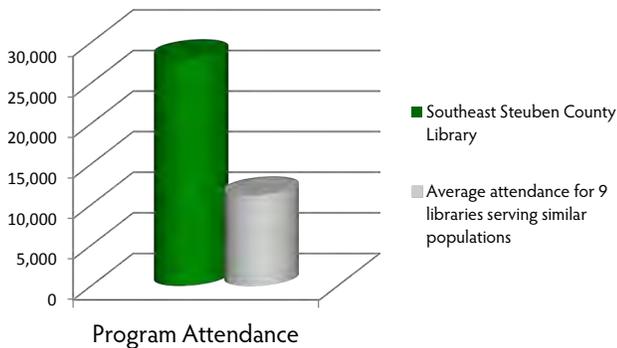
Total Sessions - 38,716

## Cost Efficiency & Program Excellence

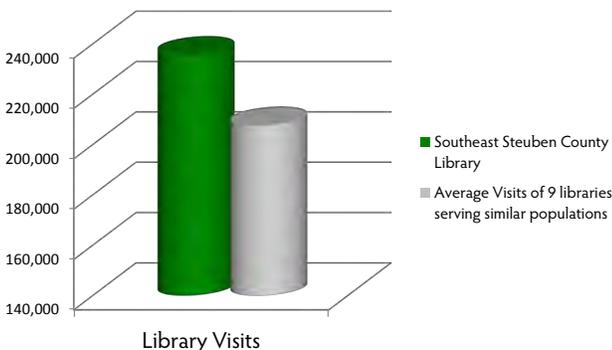
Total Operating Revenues of 9 Libraries Serving Similar Populations



2011 library comparison data shown, the most recent available.

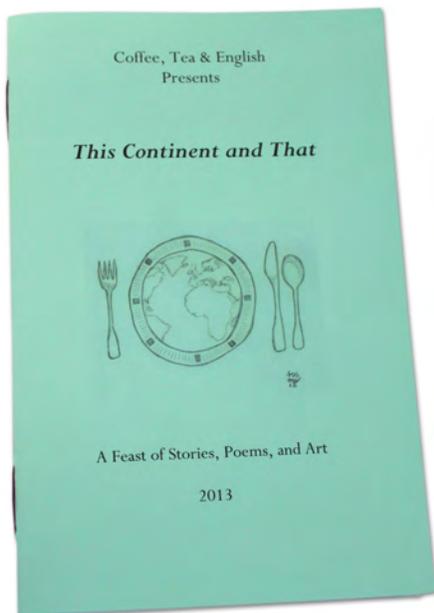


The Southeast Steuben County Library ranks second-lowest in operating revenue and highest in program attendance compared to nine libraries in upstate New York serving similar populations.



Libraries	Population Served	Total Operating Revenue	Program Attendance	Visitors
Penfield Public Library	34,645	\$1,719,080	20,012	284,030
Baldwinsville Public Library	32,300	\$1,505,433	12,478	300,472
North Tonawanda Public Library	33,262	\$1,482,694	4,041	234,448
The Jervis Public Library Association	34,950	\$1,302,997	8,421	201,660
Oswego School District Public Library	32,387	\$1,237,718	8,232	78,440
James Prendergast Library Association	31,730	\$1,212,711	8,793	184,439
Monroe Free Library	31,407	\$1,156,046	5,241	247,384
<b>Southeast Steuben County Library</b>	<b>33,938</b>	<b>\$1,062,306</b>	<b>28,112</b>	<b>235,773</b>
Seymour Public Library District	35,367	\$873,515	5,545	103,015
Average of nine libraries serving similar populations	33,332	\$1,283,611	11,208	207,740

## Highlights of 2012:



### Coffee, Tea & English

Launched in February 2012, Coffee, Tea & English is a free English language conversation group for adults hosted by the library in partnership with ProAction Literacy, and in coordination with the AmeriCorps Kids First Initiative. Providing an informal setting where new residents meet one another and practice English listening and speaking skills, the group promotes literacy, good citizenship and cultural exchange. The group has published two illustrated chapbooks: a recipe book of international favorites and a collection of short essays, poems and art.

### Nooks loaded, and circulating here

Southeast Steuben County Library cardholders 18 years of age or older can now borrow Nook eReaders loaded with three complete works of fiction or non-fiction. We have 16 eReaders in all, including five loaded with children's books. Circulating eReaders may be checked out for 14 days with one renewal possible. Other rules apply, so visit our Circulation Desk for additional information.



### NYS Construction Grant: Community Room & Ceiling



In 2012 the library received and implemented a \$50,557 grant to replace our water-damaged drop ceiling and to renovate the Laura Beer Community Room. The library now sports a new ceiling with better environmental and acoustic properties, and the Community Room has new AV equipment including a drop-down projector, improved lighting and speakers, and acoustic tiles. A hearing loop is now in use during all presentations.

We thank NYS Senator Tom O'Mara and Assemblyman Phil Palmesano for helping to make this grant possible.

## Financials in Brief

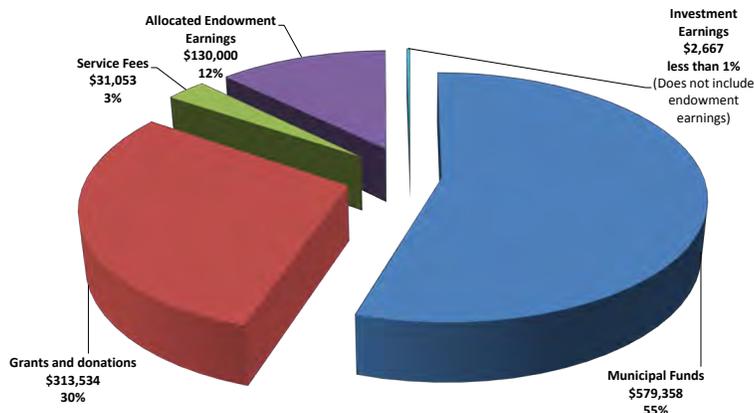
In 2012, municipal funds made up 55 percent of the library's income, but covered only 51 percent of our actual expenses. Grants and donations contributed 34 percent on the income side. Service fees and investment earnings together covered 3 percent. \$130,000 in allocated endowment earnings contributed another 12 percent. \$61,321 in allocated transfer funds were also used, making up the difference between income and expenses.

On the expense side, payroll and benefits accounted for 60 percent of our spending; facilities and capital improvement costs were 24 percent, library materials (books, CDs, DVDs, audio books, etc.) were 7 percent. General supplies, equipment and internet service accounted for another 7 percent of spending, with 3 percent in program-related expenses.

Under terms of our 3-6 year contract, municipal contributions to the library were reduced 10 percent in 2011 and will remain flat through 2013. In 2014, the library will receive a 4 percent increase – still 6 percent less than 2010 municipal contributions – and that figure will remain flat through 2016.

Endowment earnings were utilized in compliance with the library's Endowment Policy, ensuring continued growth of the fund.

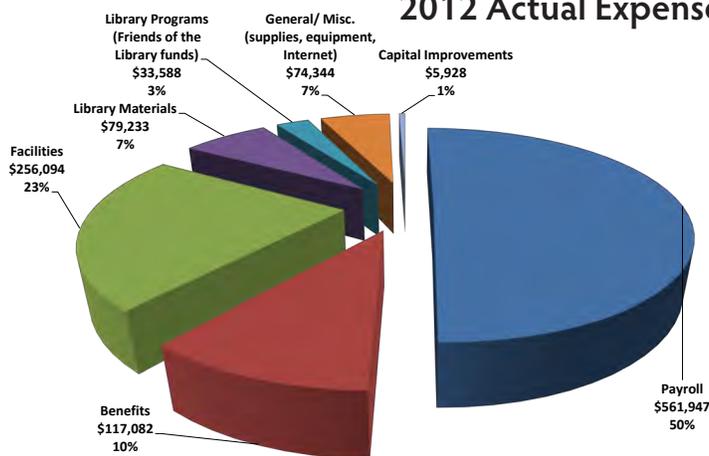
## 2012 Actual Income



**Total Income: \$1,056,612**

Note: \$61,321 transferred from reserves.

## 2012 Actual Expenses



**Total Expenses: \$1,117,933**

## Library Objectives for 2013:

- Expand, upgrade and rededicate the library's Conference Room.
- Introduce maker space instructional programming and portable equipment.
- Secure 2013/2014 NYS Construction Aid for window replacement and improved broadband access.
- Meet 2013 Annual Appeal goal.
- Introduce the library's future funding structure initiative to the community-at-large.
- Meet endowment markers in accord with our Endowment and Spending Policy.