

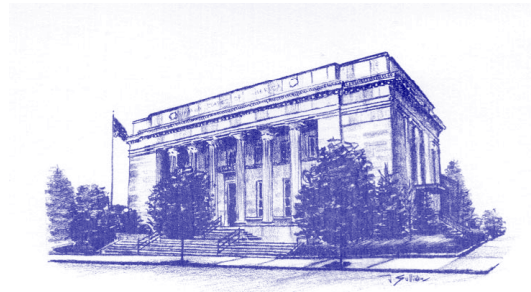
**Adams County Library System Board of Trustees**

**ADAMS COUNTY LIBRARY SYSTEM**

**REPORT**

**TO THE COUNTY COMMISSIONERS**

**December 2002**



## SUMMARY 2002

The year started and finished with two major projects, both significant accomplishments. Through the first part of 2002 we worked intensively with our new automation system, training staff and educating customers to its many advanced features. In November, we set up the new Fairfield Area Community Library, our third satellite library.

With our new **automation system**, we immediately began to receive positive response from customers regarding ease of use in managing their personal library account from home using "**Library•Solution**". Customers enjoy the ability to view the library catalog from home or work over the Internet by simply going to the Adams County Library System website [www.adamslibrary.org](http://www.adamslibrary.org).

Staff have been pleased with the increased effectiveness of the system including improved record keeping and report capabilities. The combination of improved staff side operations and improved access for our customers is expected to significantly increase the use of library resources.

The **Fairfield Area Community Library** project is the culmination of over 5 years of efforts to locate a satellite library in the area served by the Fairfield Area School District. As of this writing a location has been secured, and renovations (additional lighting, new carpeting, and fresh paint) have been completed and library shelving installed. We anticipate opening the new library on January 7<sup>th</sup>, 2003!

One other large project deserves mention in this report. The Library System engaged the services of a consulting firm, the Ivy Group, to assess community needs and community satisfaction with regard to library service. The work on this **Community Assessment Survey** was completed in October of 2002 and we are evaluating the data. We are please to note though, that overall satisfaction with the library was quite high.

Throughout 2002 we noticed a significant increase in the customer use of the library. By the end of September this year, the Library System had circulated 40,000 more items than the previous year at that time. This year the average number of visits per day at the Central library was 475. And, as of the end of October, the system as a whole was experiencing a 15% increase in use. At October's end, over 407,000 items had been leant compared to 425,000 items for all of 2001.

The satellite libraries in Arendtsville and Littlestown have shown outstanding circulation increases of 15% and 23% compared to the previous year. More than **38,000** county residents currently hold library cards. System wide use of library Internet terminals continues to grow, with over **22,000** recorded usages as of October 31<sup>st</sup> compared to 20,000 uses at the same time last year.

Another extremely important service offered by the library in the past year is Computer Training Classes. To date in 2002 we offered 168 classes, which were attended by 822 customers. **All classes are free of charge.** In 2002 our staff provided classes at the Central Library, the Littlestown Library and the East Berlin Community Library. Additionally one of our volunteers provided classes at the New Oxford Area Library. This is a tremendous opportunity for County residents to learn basic computer skills, in a friendly accessible environment, without cost.

In previous years, we noted how fortunate we have been that our income has grown significantly over the past 4 to 5 year period. As we look forward to 2003 and further, it appears likely that the library's income will increase in a much more modest fashion, if at all. The projections for State Aid to Libraries for the year 2003 shows a \$10,000 decrease for the Adams County Library System. We do not expect any significant increase in 2004, but fortunately, no large decreases either.

The financial support of the Adams County Commissioners has provided the solid financial foundation necessary for the library to improve, expand, and maintain a true county wide library system providing quality library service. Library State Aid funding is received in direct proportion to the local funding the library receives, and because of the solid financial footing provided by the Adams County Commissioners, the Library in 2002 received nearly a dollar to dollar match in funding from the Library State Aid program, making the State a real partner in funding the Adams County Library System. Our collections of library materials continue to grow, and remain of high quality. Use of the materials continues to grow at a steady rate. As exemplified by the major projects listed in this report, the Library System continues to look for ways to expand and improve services throughout Adams County.

While in the past our income increased, so have the demands upon the library by the public. We have seen our lending of materials grow at an outstanding rate. Lending has increased by over 62% since 1995. At the same time that demand for our books, magazines and other library materials has increased, we have had to deal with demand for more electronic resources and have found it necessary to invest and reinvest in technology in order to provide meaningful library services. We expect this growth surge to continue, even though we expect our income to remain static.

Our 2003 budget meets all state standards including the rigorous standard of Local Financial Effort, which in its simplest form translates as meaning that we must not spend less locally raised money than we spent in 2002.

As we noted in the previous year, we are pleased and proud of the Library System's success, and hope the residents of Adams County share this pride. We continue to look forward to improving the services we are able to offer to the citizens of Adams County. The support of the County Commissioners remains very much appreciated.

Respectfully submitted,

Trustees, Adams County Library System

# STATISTICAL SUMMARY

## JANUARY 1, 2002– OCTOBER 31, 2002

- 22,841 INTERNET USES AT THE LIBRARY
- 1,163,000 HITS ON THE ACLS HOMEPAGE ON THE WORLD WIDE WEB!
- 38,600 COUNTY RESIDENTS HAVE VALID LIBRARY CARDS
- 822 RESIDENTS HAVE TAKEN FREE COURSES IN OUR NEW COMPUTER LAB
- 3,434 RESIDENTS HAVE REGISTERED FOR LIBRARY CARDS THIS YEAR TO DATE

### MATERIALS

- LIBRARY HOLDINGS AS OF December 1, 2002 165,184
- ADULT: 100,962
- CHILDREN: 64,222
  
- NEW MATERIALS ADDED THROUGH SEPTEMBER 30, 2002 19,614
- OLD/SUPERCEDED MATERIALS WITHDRAWN 11,185
- COLLECTION SIZE HAS GROWN BY 5% YEAR TO DATE

### CIRCULATION

- SYSTEM WIDE CIRCULATION HAS INCREASED BY 15% YEAR TO DATE
- 407,869 ITEMS HAD BEEN LENT BY October 31<sup>st</sup>, 2002

### CUSTOMERS USING THE LIBRARY

- 146,701 CUSTOMER VISITS HAVE BEEN RECORDED IN THE GETTYSBURG FACILITY BY OUR "PEOPLE COUNTERS" SINCE THE BEGINNING OF THE YEAR. THIS IS 475 AVERAGE VISITS PER DAY!

## OBJECTIVES FOR YEAR 2002

- **Objective:** Collection Development. Lease more materials in order that increased amounts of leased materials may be “rotated” among all county library facilities including East Berlin. Focus upon popular book titles, musical CD’s , videos and audio books. **END OF YEAR STATUS:** Initiative successfully completed.
- **Objective:** Computer Training Lab: Develop additional courses to be offered to the public. Increase publicity and promotion of the training lab. Continue to use the lab to train Library personnel, keeping them current and proficient with the software used by the library. **END OF YEAR STATUS: New courses in development. 5 community volunteers now serving as instructors. Additional promotion underway.**
- **Objective:** Mobile Computer Training Lab. In 2002, we hope to fund through grant requests, additional portable computer equipment so that we can offer training sessions in more locations. We expect this lab to consist of 6 laptop computers, hubbed together to form a small network. **END OF YEAR STATUS: Status, partially completed. Additional laptop computers needed.**
- **Objective:** Staff training. Plan and implement staff in-service training program. **END OF YEAR STATUS: Successful. A series of all staff meetings have been planned through June of 2003. Additionally, staff members have attended training sessions offered through the District Library Center, as well as training offered through the State Library and the Pennsylvania Library Association.**
- **Objective:** Long Range Planning / Planning Process. In 2002, the Library will contract with the Ivy Group to do some assessment of our customer’s needs and expectations for services. We will use the results and recommendations of the Ivy Group’s work to re-examine the 5-year goals set out in 1997 and to develop a strategy for the 5-year period 2002 through 2007. **END OF YEAR STATUS: Assessment / survey work complete, evaluation of data is underway. 5 Year Goals yet to be determined.**
- **Objective:** Historical Society Partnership. The Library and the Adams County Historical Society will work together on a project to digitize photographs relevant to the history of Adams County and make these photographs available via the Internet. The Library has applied for a Library Services and Technology Act Grant to help fund this project.
- **END OF YEAR STATUS: Grant application was successful, project delayed as funding was released in October. Will carry over to 2003.**

## OBJECTIVES FOR 2003

- **Objective:** Public awareness. The Library System intends to explore additional media outlets to inform the community of our library services.
- **Objective:** Long Range Planning / Planning Process.  
In 2002, the Library contracted with the Ivy Group to do assessment of our customer's needs and expectations for services. In 2003 the library will use the results and recommendations of the Ivy Group's work to re-examine the 5-year goals set out in 1997 and to develop a strategy for the 5-year period 2003 through 2008.
- **Objective:** Historical Society Partnership. The Library and the Adams County Historical Society will work together on a project to digitize photographs relevant to the history of Adams County and make these photographs available via the Internet. This project will be funded by a grant from the State Library, received late in 2002.
- **Objective:** Fairfield Library. Open and establish the Fairfield Area Community Library as a vital community institution. This new facility will open on Tuesday January 7<sup>th</sup>, 2003 with an open house and extended hours.
- **Objective:** Bookmobile. Evaluate current bookmobile service and plan for subsequent years. Evaluate need for a smaller vehicle, and / or vehicle to provide specialized services, i.e. to daycares, nursing homes, etc.

## RETURN ON INVESTMENT 2002

### Adams County Library System Service: How Much Is It Really Worth?

The Adams County Library System is in the business of making books, information and related materials available to the residents of Adams County, PA and to offer culturally enriching programs to County residents. If our customers had to buy the materials and services available to them in 2002 from the Adams County Library System, they would have paid an estimated **\$8,846,600**.

#### *For example:*

**407,000+ books and materials** were borrowed from the Library System in 2002. At an average retail cost of \$20 these would have cost:

**\$ 8,140,000**

**40,000 books, periodicals, and newspapers** were used in libraries but not checked out.

At an average retail price of \$10 these would have cost: **\$ 400,000**

**52,000 reference questions** were answered in person and by telephone by the library staff. If the library customer had to pay \$4 for each inquiry, the cost would have been: **\$ 208,000**

**822 residents took free computer classes** at the library. At a cost of \$50 per class this represents a value of: **\$ 41,100**

**10,000 children and adults** attended library programs in 2002. At a \$5 admission, these activities would be worth: **\$ 50,000**

**1500 children participated** in summer reading programs in 2002. If each had paid a \$5 registration fee, this would have cost: **\$ 7,500**

**Total Benefits** **\$ 8,846,600**

These are just some of the services the Adams County Library System provided during the fiscal year. The value was much more to many users than the income the library received from State, County or Local Municipal sources in 2002.

Taxpayers Investment in 2002 **\$1,660,216**

**Return on Investment** **\$ 7,186,384**