

2011-2012 was a year of challenges as well as great excitement for Sheppard Memorial Library! We closed for a weekend due to Hurricane Irene but thankfully sustained only minor damage systemwide and opened the following Monday for tremendous use by people who had just been through the storm. The library experienced very strong use of all services at all locations during the year. Circulation of books and other materials totaled 507,522 items borrowed, we had 514,488 visits to the main library and the branches, and 189,271 public computer sessions took place at our libraries. The statistics show that demand for library services continues to grow in the knowledge-based world in which we live, and people are using all of the library service we can provide. While we saw terrific use of the library, the library budget was reduced somewhat in 2011-2012, but we were able to manage the funding decrease without reducing hours of operation or decreasing services to the public during the year.

We had a wonderful year of grant projects in the library system. Early in the fiscal year, we installed all new public computers at the Carver Branch Library, replacing the eight-year-old machines there. This improvement was funded by a \$25,000 federal Library Services and Technology Act (LSTA) grant, with matching funds provided by the Friends of the Sheppard Memorial Library. We also applied for two other federal LSTA grants for 2012-2013 and were awarded both of those grants! One \$25,000 LSTA grant will be used to replace all of the adult public computers (now also eight years old) at the East Branch and Winterville libraries, and the second grant for \$20,000 will be used to purchase additional books for each of our locations! It is important to note that without the support of our wonderful Friends, we would have to request matching funding from local government, so it is impossible to overstate the positive impact the Friends have on this process and what it means for the people we serve! The Friends' annual book sales are major fund-raisers that enable the library to improve resources and services in very significant ways, supporting beyond grant projects also the summer reading programs, book collections, quiz bowls, and more!

We continued to implement improvements in technology to enhance the library patron experience. After the success of Library Elf service, with its popular preorders for overdue and text notifications that holds are ready, we rolled out our new interactive library catalog while still maintaining our existing "classic" catalog as an option for anyone who prefers it. The new catalog is very intuitive and enables patrons to search for materials using skills they already have from web browsing. Close on the heels of the new catalog came mobile apps for Apple and Android devices, which enabled people to access the catalog from anywhere using iPhones and other smart phones. Self-pay print capability, which had been proven successful at the main library, was implemented at the Winterville library and soon will also be up and running at East and Carver, so that people do not stand in line at the circulation desk to pay for print jobs. Self-service options are proving very popular at the library and free up staff resources to provide more help to patrons who are not using self-service. The one self checkout station at the main library now accounts for 15% of all of the materials that are checked out of the entire library system, so we look forward to implementing the self checkout option at our other locations in the near future! Our Facebook presence has experienced a renaissance, with frequent postings by staff and patrons alike, and is proving to be a wonderful means of communicating about all kinds of library service and to receive feedback from the public. Work on an all-new website was ongoing during 2011-2012, and the dramatically-improved website is now live!

While we still have very strong demand for traditional books and other materials and services, e-book popularity and demand continue to surge, and we began circulating Nooks in the spring, with each Nook loaded with what amounts to a small library. Also during the spring we worked diligently to prepare for the unveiling of our 3M Cloud Library collection of popular fiction e-books. The service went live at the beginning of July, 2012, and immediately saw tremendous use, with most of the books in that growing collection checked out at all times. We continue to grow the 3M Cloud collection using patron-driven acquisition as we receive wish list requests from our patrons!

For 2011-2012, due to local government budget cuts, the library's budget was reduced by 2.5%, and another 2.5% reduction came for 2012-2013. Library staff has worked extremely hard to do more with less and find better and smarter ways to provide the best service possible. We are extremely thankful for the funding provided by our local government bodies and are determined to make every penny count for the people we serve! We will continue to make the most of local funding and also continue to apply for grants, so that we can implement more improvements going forward, and the people of Greenville and Pitt County will have the best possible traditional library services and resources as well as cutting-edge advancements in what libraries can offer!

Library Director, Greg Needham

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General Fund Financial Statement For the Year Ending June 30, 2012

REVENUES

City of Greenville	\$	1,087,366
County of Pitt	\$	543,683
Town of Bethel	\$	28,520
Town of Winterville	\$	139,437
State Aid	\$	192,156
Desk & Copier Receipts	\$	112,465
Interest Income	\$	7,512
Miscellaneous Income	\$	47,510
Greenville Housing Authority	\$	10,692
LSTA Grant	\$	25,000
Capital Income	\$	75,480
TOTAL REVENUES	\$	2,269,821

EXPENDITURES

Personnel	\$	1,417,398
Operations	\$	746,186
Greenville Housing Authority	\$	10,959
LSTA Grant	\$	25,000
TOTAL EXPENDITURES	\$	2,199,543

Number of volumes, July 1, 2011	240,056
Volumes added	13,329
Volumes withdrawn	<u>17,566</u>
Total, June 30, 2012	235,819

Other Library Materials

Book stock, uncataloged	41,024
Newspapers	30
Magazines	362
Audiocassettes	2,307
Compact discs	6,947
Videocassettes	63
Digital video discs (DVDs)	7,595
Filmstrips	309
Microforms	<u>9,406</u>

Book Circulation

Sheppard Memorial Library (adult)	157,657
Sheppard Memorial Library (juvenile)	143,229
Juvenile Outreach	4,460
East Branch Library	64,937
Carver Branch Library	17,980
Pitt County Bookmobile	19,046
Blount Library, Bethel	3,854
Winterville Public Library	<u>50,707</u>

Total book circulation	461,870
Total magazine circulation	1,796
Total non-print circulation	<u>43,856</u>
Grand total circulation	507,522

<i>Total E-reader Circulation</i>	179
<i>Public Computers/Wi-Fi Sessions</i>	189,271
<i>Patron Door Count</i>	514,488
<i>Registered Borrowers, June 30, 2012</i>	61,227

Programs

Library sponsored	696	Audience	20,856
Nonlibrary sponsored	<u>1,639</u>	Audience	<u>10,462</u>
Total	2,335		31,318

Reference and Information Services

In person	98,592
By telephone/mail	<u>34,443</u>
Total	133,035



SM Sheppard
Memorial
library
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www.sheppardlibrary.org

2011-2012 Annual Report