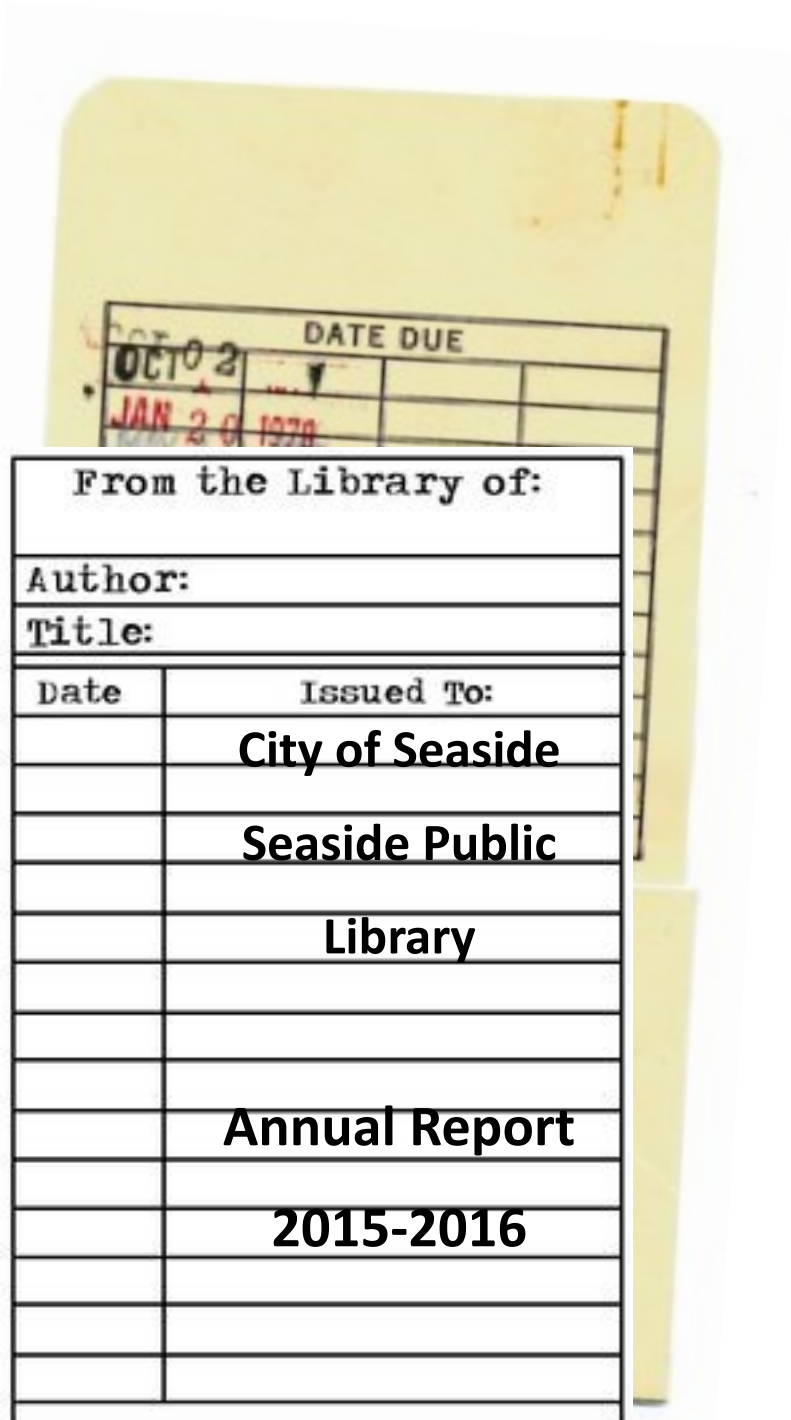


Seaside Public Library Annual Report

2015-2016



A yellow library card with a date due stamp and a library label. The stamp shows "OCT 2" and "JAN 2 6 1978". The label is from the City of Seaside Seaside Public Library and is for the Annual Report 2015-2016.

From the Library of:	
Author:	
Title:	
Date	Issued To:
	City of Seaside
	Seaside Public
	Library
	Annual Report
	2015-2016

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Mission Statement of the Seaside Public Library

The freedom to know is the foundation of democracy. The Seaside Public Library dedicates itself to collecting and distributing an array of information and ideas that is diverse in material, varied in formats and rich in viewpoint, reflecting the multicultural character of the community and world it serves. The Seaside Library offers equal access to its resources and encouragement in their use so that enlightenment, literacy, and lifelong learning may flourish.

Library General Statistics

Circulation statistics include items checked out, renewals, and in-house use. Previous year, 136,925

Library Cardholders: 6,339

Previous year: 5,881

Library Visits: 200,998

Previous Year, 221,871

Total Circulation of library materials including digital eBooks and audiobooks: 131,725

Deliveries to Homebound: 915

Previous year, 1,327

Interlibrary loan books sent to Seaside: 1,646

Previous year: 2,080

Interlibrary loan books requested from Seaside: 1,513

Previous year: 1,890

245 Library Programs: Average of 4.7 a week

Previous year: 226 library programs

Library Programs Attendance: 8,558

Previous year: 6,924

23 Volunteers with total of volunteer time: 1,605 hours

Total value of volunteer time: \$37,813.80

Value calculated from <http://www.independentsector.org>



Library Materials Circulation Statistics

Shown below are the percentages of the total circulations equaling
131,725 checkouts and renewals in 2015-2016

29%

DVDs 36,972

27%

Children's Materials 33,585

20%

Adult Fiction 25,471

10%

Non-Fiction 12,624

5%

Digital (online)
EBooks and Audio-
books

4%

Teen Materials
5,333

3%

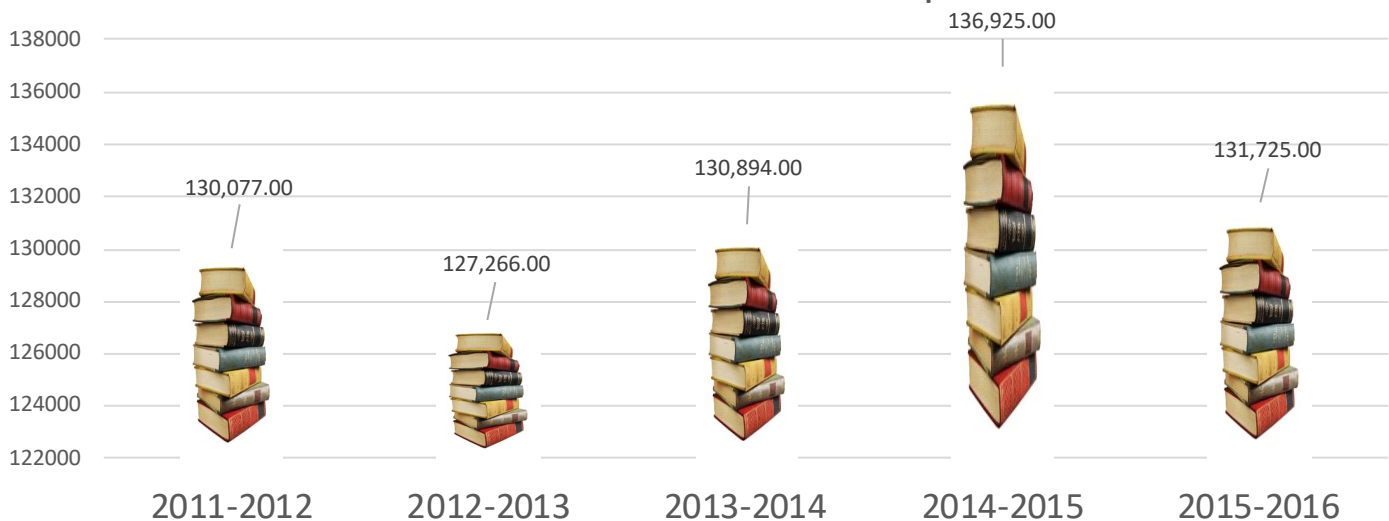
Audiobooks
3,862

2%

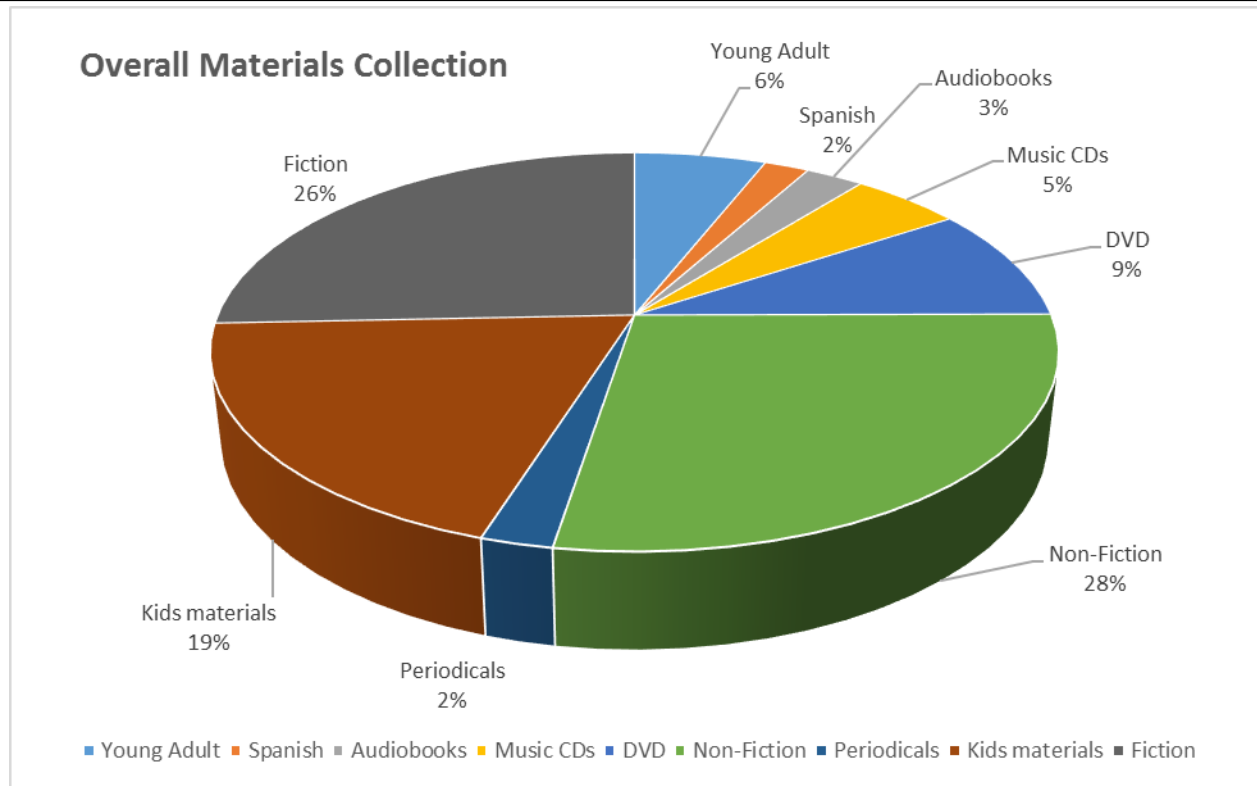
CDs & Magazines
2,859

Statistics for circulation of library materials have decreased from the previous year although still above the numbers seen in 2013-2014. EBooks and children's materials have seen increased use. Fiction, non-fiction, music, teen, and other materials remain consistent in their previous check-out numbers.

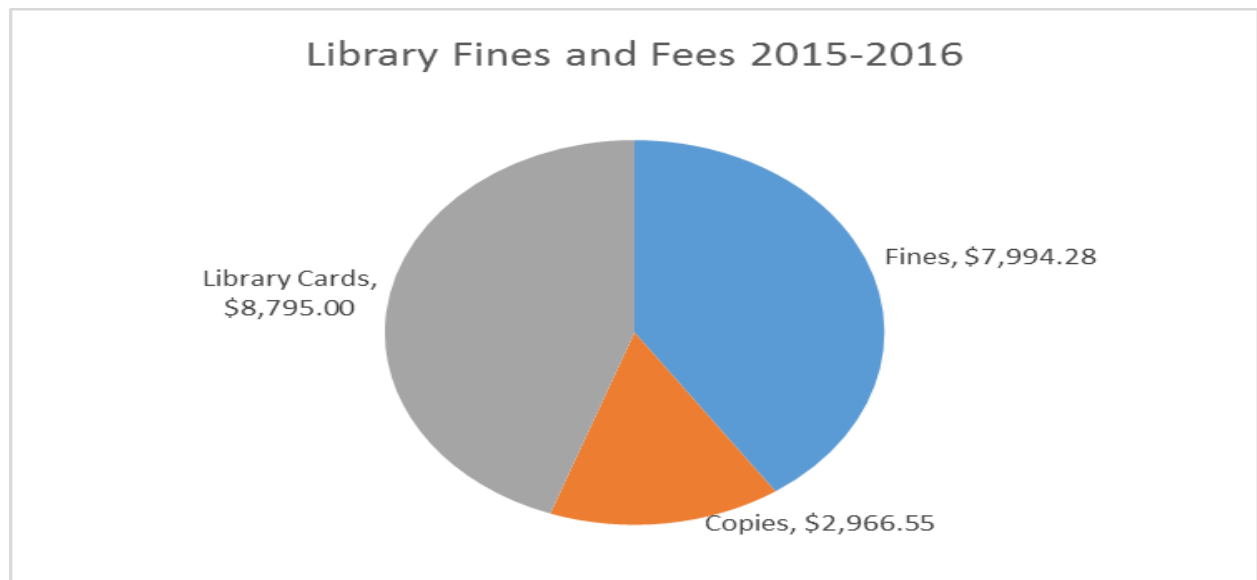
Annual Circulation 5 Year Comparison



Collection



Revenue

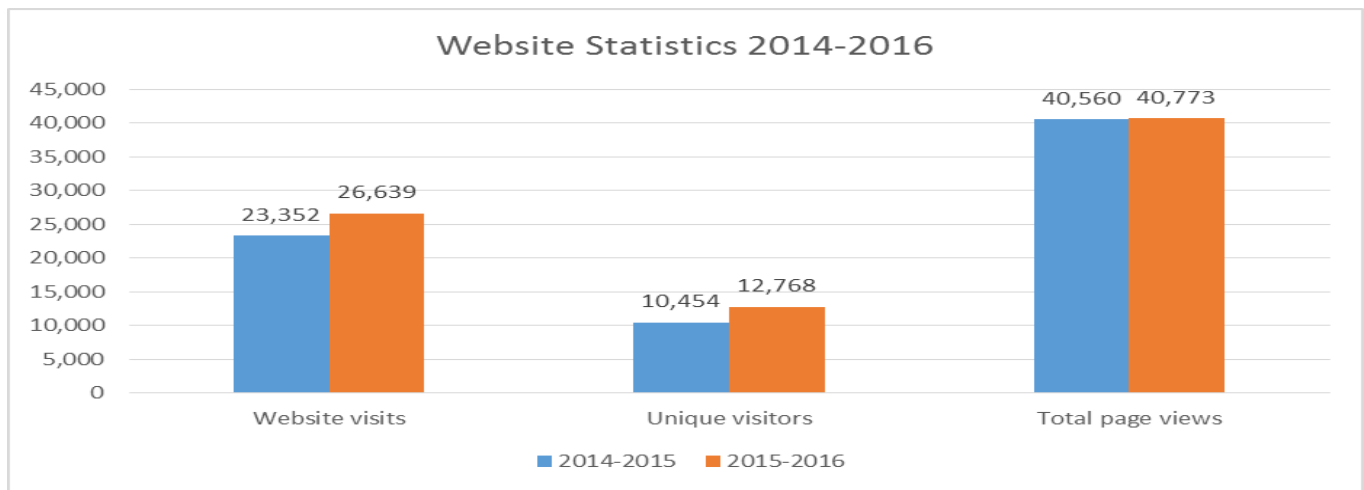


The Seaside Library collects money for out of town library cards, visitor cards, fines, and photocopies. Total revenue in 2015-2016 was \$19,756. The previous year's revenue was \$17,315.46. Approximately 25% of all payments received in 2015-2016 were made by credit card.

Technology

Technology updated and added to the Seaside Public Library in 2015-2016 included:

Upgraded three of the library security cameras to high definition and replaced the main security camera system with a newer, more robust system. The Library replaced its credit card machine, replaced two server switches, replaced 1 teen laptop, 3 public computers, and purchased one new book cart. In 2016 the State Library stopped supporting free websites for libraries. Library staff Dan Cawley and Michelle Lenox, with the assistance of our outside contract tech support created a website after reviewing Library websites across the United States that were highly functional. Our website is one of the most easy to use and highly functional websites thanks to the work of our amazing Library staff. We were able to build and operate this new website extremely inexpensively.



We added 52 additional Library Facebook friends since the previous year. (492 total)

Libraries Reading Outreach in Clatsop County Program

Libraries Reading Outreach in Clatsop County began in 2015-2016 to transition away from being fully grant funded. In 2015, the cities of Astoria, Seaside, and Warrenton signed a five year intergovernmental agreement (IGA) formalizing the collaboration between the three city libraries. In 2016 it formed as a 501c3 non-profit. Also in 2016, Libraries ROCC created a Mutual Organization Understanding (MOU) between Clatsop County and the three cities through the work of the public libraries. This was adopted to formalize the support and collaboration between the three cities and the County on this project. Future plans are for an additional IGA between the five school districts and ROCC.

The three main goals of the Libraries Reading Outreach in Clatsop County Program are:

1. Library cards and Library services for every child in Clatsop County ages 0-19.
2. An annual countywide summer reading program.
3. Courier service between the schools and library to aid students in returning books.



Jeremy Mills, State Farm Agent and Library Director Esther Moberg holding a sponsor check from Jeremy Mills for Libraries ROCC

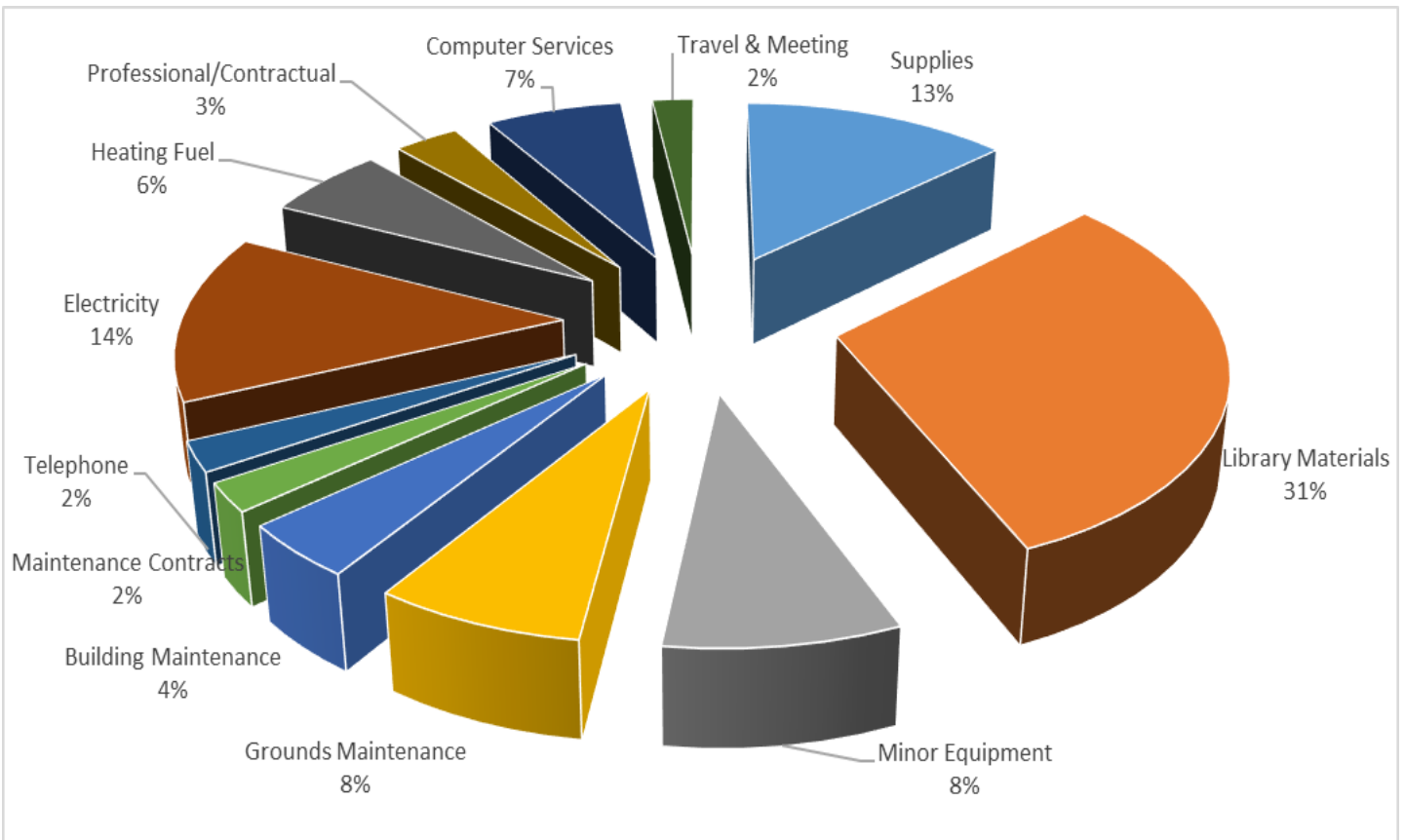
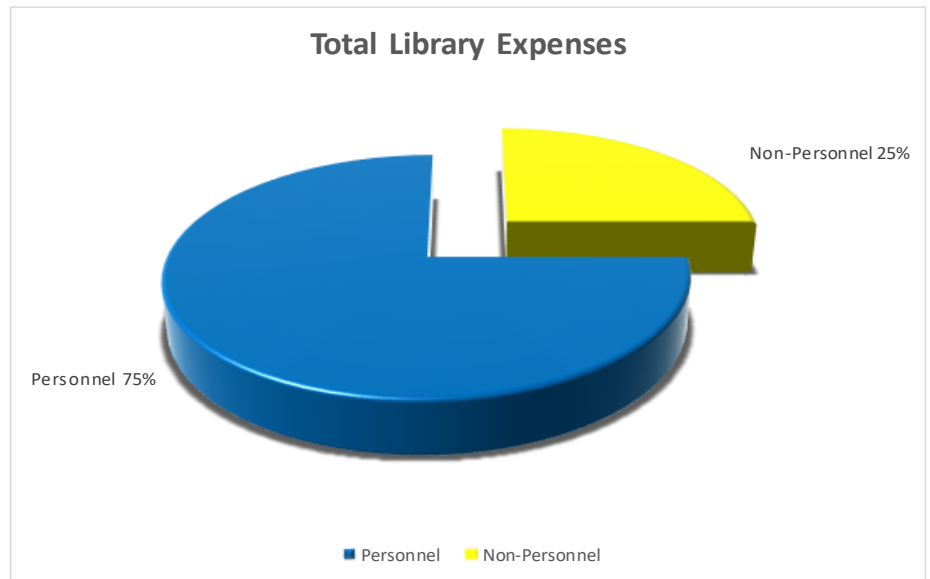


Libraries ROCC received a grant from Pacific Power. Shown accepting the check are participating Librarians from Astoria, Warrenton, and Seaside

Expenses

Total budget for 2015-2016 was \$633,755, a 3.59% increase from the 2014-2015 fiscal year. This reflects the increases in cost of living and health insurance for personnel.

The Library Budget continues to be 75% Personnel, 25% Non-personnel with items including but not limited to materials, supplies, utilities, and professional contractual.



Areas with expenditures of less than 1% of the total budget include the budget lines: Advertising & Legal Notices, Dues and Membership, Credit Card costs, Printing, Postage & Freight, Equipment Maintenance, and Training. Because of issues with visibility, they are not shown on the pie chart. (The line items not shown on the pie chart each have budgets of less than \$1,500.)

Library Programs for Children and Teens

In 2015-2016 the Seaside Public Library held over 140 youth programs, with 5,388 children and adults in attendance. In addition, the Library also held 46 teen events with 1,439 total teens in attendance. Teen programs were doubled in the past year and attendance more than quadrupled from the previous year.

Programs For Children

- Preschool Storytimes
- Kindergarten Storytimes
- Class visits
- Puppet Shows
- Craft Events
- Summer Reading
- Winter Reading
- Lego Club
- Read for the Record
- Star Wars Reads Event
- Bilingual Storytime
- Guest Readers
- Holiday themes
- Library Tours



Guest Storytime



Mandarin/English bilingual storytime

Programs For Teens

- Art Classes
- Craft Events
- Cooking Classes
- Holiday Parties
- Taste Tests
- Summer Reading
- Book Spine Poems
- Board Game Events
- Scavenger Hunts
- Lawn Games
- Movie Events
- Legos
- Book-In-A Jar
- Poker



Teen Tuesday Event



Holiday themed storytime



Teen holiday crafts
Gifts in a jar

Summer Reading Program 2016

The 2016 Summer Reading Program theme was “On Your Mark, Get Set, Read!” for kids, and “Get in the Game, Read!” for teens. The theme’s goal was encouraging fitness at all levels while introducing kids to some new ways to stay healthy. Our weekly storytimes included a visit from local farmer, Teresa Retzlaff of 46 North Farm, to talk about healthy foods. Contrary to popular belief, kids do like vegetables! At another storytime, the Seaside Fire Department showed us how important it is to stay in shape (even their jackets, boots and helmets are heavy). At other programs, we also danced, did yoga, and built a fort in the kid’s room.



Our special programs for kids in grades K-5 included the science of bubbles, making Tin-Can-Stilts, and an Olympic Obstacle Course which included gymnastics, hula-hooping, jump roping, tunnel crawling and the Limbo.

We had 3 special performers put on great shows with lots of juggling, jokes and storytelling which was fun for kids and adults. We had 39 summer programs and events for kids and teens with 1,207 attending. We collaborated with Clatsop Kinder Ready and created an outdoor Story Walk from Broadway Park to the library.

We also had a reading challenge for all ages between the libraries of Clatsop County (Astoria, Warrenton and Seaside) for patrons to turn in reading hours and the winner received bragging rights for the year. Warrenton won, so we’ll have to read more in 2017!

Four of our patrons won Countywide Grand Prizes, 2 received a basket of books with a gift certificate from Beach Books and 2 received a Samsung Galaxy Tablet.

The teens did some great artwork on canvases with paint and sand, made picnic food (sandwiches, pasta salad, fruit kabobs and dessert parfait) and also ran an obstacle course.



PJ
Story
time



Y is for
Yoga
Storytime



Teen cupcake wars

School Outreach Programs

A lot of the work our Children’s Librarian Marian Rose does is in partnership with our local schools, day-cares, preschools, and Headstart. This year Marian Rose visited classrooms and assemblies in the schools 20 times, reaching 2,528 children.

This year, 99 classes traveled from our local schools, preschools, and Headstart to visit the Seaside Public Library. The total children who visited in class groups came to a total of 1,911 kids.

The local Preschool through 3rd grade early learning hub that focuses on Kindergarten readiness also partners with the Library to provide resources and outreach to parents and children before they start kindergarten. As this hub continues to collaborate, more programs such as the Summer Reading story walk will continue to build the collaboration between this group and the Library. Both Marian Rose and Esther Moberg serve on the P-3 Kinder Ready hub committees.

Library Programs For Adults

- ⇒ “The Soil Will Save Us” with author Kristin Ohlson
- ⇒ “Big Tiny: A Built it Myself Memoir” with tiny house author Dee Williams
- ⇒ Create Your Own Journal with artist Dorota Haber-Lehigh
- ⇒ “Salt Makers Return” with Lewis and Clark scholar Gary Moulton
- ⇒ “Exploring the Oregon Coast Trail” with author Connie Soper
- ⇒ “Sunset Empire” with young adult author Melissa Eskue Ousley
- ⇒ Crazy 8s Author Tour with nine outstanding Oregon authors
- ⇒ “McCallandia” with author Bill Hall
- ⇒ Learn All About Electric Vehicles with Pamela Mattson
- ⇒ Oregon Health Plan for the Hispanic Community with Marzita Beltran
- ⇒ Winter Holiday Botanical Greeting Card Class with artist Dorota Haber-Lehigh
- ⇒ “Of Orcas and Men: What Killer Whales Can Teach Us” with author David Neiwert
- ⇒ Climate Change and the Coast with John Stevenson
- ⇒ Folksinger and Storyteller Adam Miller
- ⇒ “Unsung Heroes” with author Gideon For-mukwai
- ⇒ “The Bountiful Container: The Basics of Container Gardening with author Maggie Stuckey
- ⇒ How to See a Rainforest with Neal Maine
- ⇒ Drawing Butterflies: Real and Imagined with artist Dorota Haber-Lehigh
- ⇒ “The Triumph of Seeds” with award winning author and biologist, Thor Hansen
- ⇒ Learn to Play the Ukulele with the Ukalalians
- ⇒ The Final Chapter of WWII with Rex and Keiko Ziak and Pearl Harbor survivor Ed Johann
- ⇒ “The Sound of Gravel: Coming of Age in a Polygamist Family” with author Ruth Wariner
- ⇒ Learn the Art of Calligraphy with artist Rebecca Read

This year for adults there were 59 events with over 1,731 participants.

Big Tiny



Botanical Card making class



Drawing Butterflies



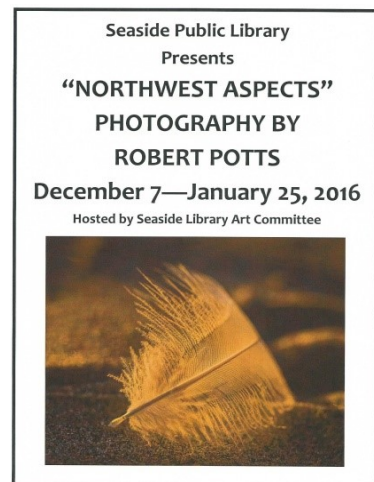
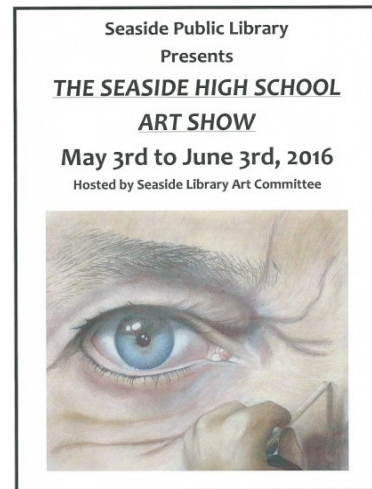
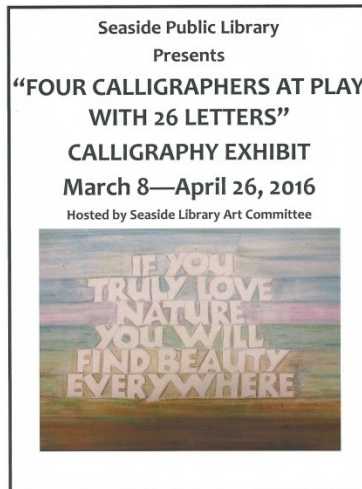
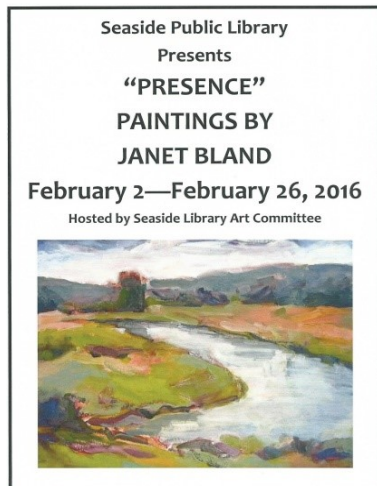
Crazy 8's Author Tour

WWII: Final Chapter Display



Ukulele Class

2016 Seaside Library Art Exhibits in Review



The Seaside Library art exhibits are enthusiastically presented by the Seaside Library Art Committee and generously supported by the Seaside Library Board and Friends of the Library. Special thanks to all contributing artists and the community for supporting art at the library.

The Seaside Library Art Committee



Jon Burke, Tess Ratty, Esther Moberg, Nancy Berry, Sharon Ward and Marilynn Blacketer

Friends of the Library

The Friends of the Seaside Public Library support programming and special projects of the Library that fall outside of the Library's regular budget. Most of our adult and youth programs are funded by the Friends of the Seaside Library whose mission is to support the ongoing programs of the Seaside Library. Funds provided by the Friends of the Library are used primarily for programming, paying for authors, performers, lecturers, and supplies for all of the children's craft programs. In addition to this, they often support other special projects that do not fit within the library's annual budget.

Friends of the Seaside Library

President - Roni Rose

Vice-President - Sally Carey

Secretary - Nancy Taggard

Bookstore Manager - Pat Lehman

Treasurer - Hugh Kerwin

Bookstore Scheduler - Emily Nelson



Star Wars
Reads Day
Library
Program



Friends of the Library Volunteer
Appreciation Luncheon



Library Foundation

In 2015-2016 the Library Foundation Board was hard at work creating bylaws and a policy manual and beginning to receive donations. By the end of fiscal year 2015-2016 the foundation had received \$4,300. The Foundation is planning the first Seaside Public Library Foundation fundraiser spring 2017. The Library Foundation was formed to raise long term capital campaign funding for goals outside of the Library's annual budget. Future projects the Library Foundation is working on are: Radio Frequency IDentification (RFID) for the Library, Books for adults in Spanish for the multilingual collection, and Backpack early literacy kits for children and families to check out from the Library.



Bilingual Storytime

Message From the Library Director



The Seaside Public Library annual report focuses on the quality of services and staff the Library provides to our community every single day. This year's annual report includes a write up on Connie Word who runs our interlibrary loans. This past year I had called our subscription International Library cataloging center (OCLC) regarding some questions about queues and they were shocked to find out how small a library Seaside was. Based on Connie's ability to fill requests, they had assumed we were a very large metropolitan library!

Another staff member I wanted to highlight was our Children's Services Librarian. Hired in 2015, Marian Rose really came into her own as our children's librarian in 2015-2016. Both Marian and Jon who run our respective children, teen, and adult programs added a total of 19 more programs, and attendance numbers increased by 1,634! This was on average 4.7 programs every single week this past year. Both of our library programmers work tirelessly to bring innovative, exciting, and entertaining programs that are educational to our community.

Some of our Library staff work quietly behind the scenes. Michelle Lenox keeps all of our computer equipment running like new. This past year she and Dan Cawley put together a brand new library website that is easy to use and far superior to our old website. You can check it out at www.seasidelibrary.org

A Library is often evaluated by the services it provides, and I am very proud of our Library staff for the excellent customer service, whether it is handling reference questions, computer questions, or Library circulation services, in addition to the level of library programming we provide. Our goal is to always provide amazing reading, literacy, and community programs that bring cultural experiences to the community that we serve.

Libraries are about community and the fact that many of our community members stop by the Library just to chat is a sign that we are doing our job as a community center.

-Library Director, Esther Moberg



Deliver library resources from around the world as if it's easy

Highlighting what just one of our Seaside Public Library staff does on a daily basis, this was written by OCLC Member Stories, February 2017

(OCLC is the system we use for cataloging on placing interlibrary loan requests and is an international system)

<http://www.oclc.org/en/member-stories/seaside.html>

"I just do what I do. It doesn't seem that special. But if it helps some other library, that's great."

Connie Word

Circulation Assistant, Seaside Public Library

"You're making people happy, so it's a fun job to do."

The small vacationer town of Seaside, Oregon, may not be the first place most people would think to check for hard-to-find library resources. But [Seaside Public Library](#) has an impressive interlibrary loan (ILL) program using WorldShare® Interlibrary Loan. The library averages a 68% fill rate and a 20-hour turnaround time. By comparison, most public libraries average a 25% or 30% fill rate and a 3-day turnaround time, according to OCLC data.

Circulation Assistant Connie Word is the only staff member who handles interlibrary loan at this small library, and it's not the only role she fills. "I'm responsible for the interlibrary loans as well as over-dues," she said, "and, of course, working the front desk a couple hours a day." Connie's secret? She just finds the job fun. "Patrons don't always get things right" in their requests, Connie said. "They get the title wrong or the author wrong, so it's sort of a little detective job. That's kind of fun." She's also pleased when she's able to fulfill requests from other libraries with items from Seaside's collection.

Connie uses [WorldShare ILL](#) so often that it's integral to the way she works. "It does what it does, and it does a good job of it," she said. "I just come in the morning, and I open up the website to see if there's any requests and just go at it from there." Seaside has a special collection of jazz CDs, which Connie lends out so often that she's on a first-name basis with some of the other librarians who request them, such as those in Loudoun County, Virginia; Bellingham, Washington; Buffalo, New York; and St. Louis, Missouri. "We try to keep in touch with libraries and keep good the vibes going," she said.

Connie follows a few specific practices that help her process requests more efficiently. For example, most of Seaside's patrons request ILL through a paper form in the library rather than through the website. Connie tracks these forms in expandable folders—pending, received, and returned—with a printed version of the WorldShare ILL request. She also keeps track of which book in a series a patron has requested and proactively requests the next one so that it arrives around the time they finish the previous one. Additionally, she reuses boxes from DVDs and other materials to save money.

Interlibrary loan offers Seaside patrons access to resources that the library doesn't have room for, like special art books and older monographs, at no charge. "I don't think the patrons really understand the costs that are involved or the time. They just want what they want," Connie said. But the work is fun, and she knows that both Seaside's patrons and other libraries appreciate the effort. "A lot of people realize that it's a pretty special service, and they express that," she said.



Those Who Serve You at the Library

The Seaside Public Library contributes its success to the following groups all working toward the good of the Library: The Library Board, Library Staff, Friends of the Library, Library Art Committee, The Library Foundation, and our wonderful Library Volunteers.

Seaside Library Board

Russ Taggard, Board Chair

Catriona Penfield

Tess Ratty

Jim Shipley

Sharon Ward

Seaside Public Library Foundation

Meritza Beltran

Karen Emmerling

Denise Fairweather—Treasurer

Lois Fitzpatrick— Chair

Adriana Gaspar (High school Representative)

Jeremy Rust—Vice Chair

Marian Rose

Esther Moberg—Secretary

Seaside Public Library Staff

Esther Moberg - Director

Jon Burke - Adult programming

Dan Cawley - Materials Acquisitions

Marian Rose - Youth Librarian

Connie Word - Library Assistant

Michelle Lenox - Library Tech Assistant

Susan Park - Library Assistant

Kim Catton - Library Assistant

Dianne Hamilton - Library Assistant

Alex Cockrum - Outreach Services

