

ALBERT WISNER PUBLIC LIBRARY



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2011 Annual Report

From the Director



Rosemary Cooper

2011 was another extraordinary year for the Albert Wisner Public Library! Every day people of all ages came together at the Library to connect with books, online resources and with each other. With the increasing popularity of e-books, streaming video and audio content, libraries as enduring community institutions are challenged but not threatened. If anything, the complexity and variety of tools available for reading and finding information cause many people to seek our help. As the Library evolves with the digital age, our focus remains the same: managing the resources that make the AWPL the community's favorite place to meet, to learn and to discover. Having completed our 2011-2016 Strategic Plan early in the year, we focused our energies on responding to our strategic goals. Here we proudly highlight the fruits of our 2011 efforts, and assure you that our goal is to ensure 2012 is another extraordinary year.

See you at the Library!

Rosemary Cooper, Library Director

Mission

The Albert Wisner Public Library is the community's favorite place to meet, to learn and to discover. The Library daily connects people to each other and to the world.



working together to achieve common goals

Strategic Goals

Create a Destination Library and Involve the Whole Community

- Expanded hours to include Sundays year 'round and Fridays until 7pm.
- Welcomed 45 children's authors and illustrators and over 1,000 area residents to the Warwick Children's Book Festival in September.
- Provided teens with the opportunity to enjoy the Library to themselves for after-hours pre-exam study.
- Offered outdoor and indoor musical concerts from Celtic Rock to '50s Swing, to Italian Arias and the music of the Peruvian Andes. These concerts were enormously popular!
- Showcased diverse works of area artists in monthly exhibits and meet-and-greet artists' receptions.
- Supported career planning through the Career Boot Camp series, one-on-one resume assistance, and through the online JobNow database.
- Honored our local WW2 Veterans by inviting their families to contribute to a display of artifacts and photos.
- Benefited from the generosity of dozens of volunteers who donated over 1 ½ years' worth of time to help AWPL: priceless!
- Continued to offer two \$1,000 college scholarships to WVCSD students through the generous sponsorship of Library supporters Glenn P. and Susan D. Dickes.

connecting people to each other - and to the world



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Build Community Awareness and Recognition of the Library and Its Programs

- Completed a major redesign of Library's website, including online program and library card registration.
- Issued weekly e-newsletters announcing adult programs and services.
- Issued special children's and teen editions of the e-newsletter.
- Maintained Library visibility on Facebook and Twitter.

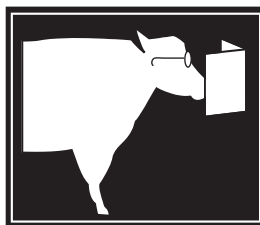
- Increased meeting room use by community groups.
- Engaged the community with the "What Do You Geek?" nationwide library awareness campaign.
- Connected with area residents at the Warwick Valley Expo 2011.
- Expanded new library card campaign to include all elementary school students.
- WVCSD teen volunteers offered Homework Assistance to elementary school-age students.

Provide Easy Access to Information Technology and Digital Resources

- Kept pace with advances in e-reading, purchasing e-readers and e-books and by creating "how-to" brochures for patrons.
- Conducted technology survey of patrons to learn about their e-reading preferences.
- Promoted Library online databases on website and in e-newsletter.
- Kindle, Nook and Sony e-readers circulated with pre-loaded books.
- Increased the number of digital book titles available through the Library.
- Added computer classes and drop-in technology assistance.

Secure All Funding Sources to Create a Sustainable Future

- The *Friends and Bookends* Bookstore is open daily. Over 40 volunteers contribute time to manage it.
- Friends of the Library's bookstore and special book sales provide essential financial support for the Library's annual operating budget.
- The AWPL Foundation, the Annual Appeal, Tile Wall fundraiser all offer an ongoing commitment of financial support to the Library.



*creating a
sustainable future*

2011 By the Numbers

Circulation

319,014 - a new high, and highest in Orange County

Self-checkout

85,274

E-book downloads

2,392 - up 73 % from 2010

Computer sessions

19,522

Questions answered

26,796

Programs for all ages

868 - up from 710 in 2010

Program attendance

13,064

Volunteer hours

4,386 - 584 days, or 1.6 years

Patron visits

168,743 - 14,062/month avg.

New library cards issued

1,232

Library district population

23,549 - est'd 2008