# 2016 SUFFOLK PUBLIC LIBRARY
# ANNUAL REPORT

# INDEX

## TABLE OF CONTENTS

## Library VISION Statement
Create an informed, enlightened, and thriving community where all can achieve their highest potential.

## Library MISSION Statement
Connect individuals and groups to information, ideas, and experiences.

# STATS AT-A-GLANCE

Total circulation of library materials
**304,385** items

Circulation of children's materials
**138,076** items

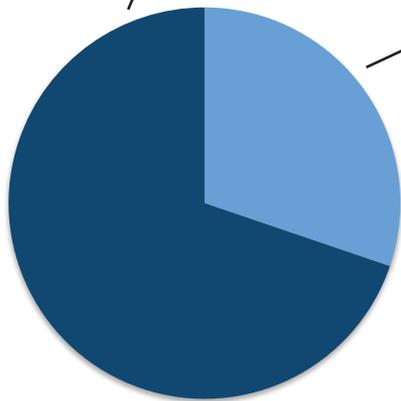Digital Downloads (eBooks, eMagazines, Streaming Media)
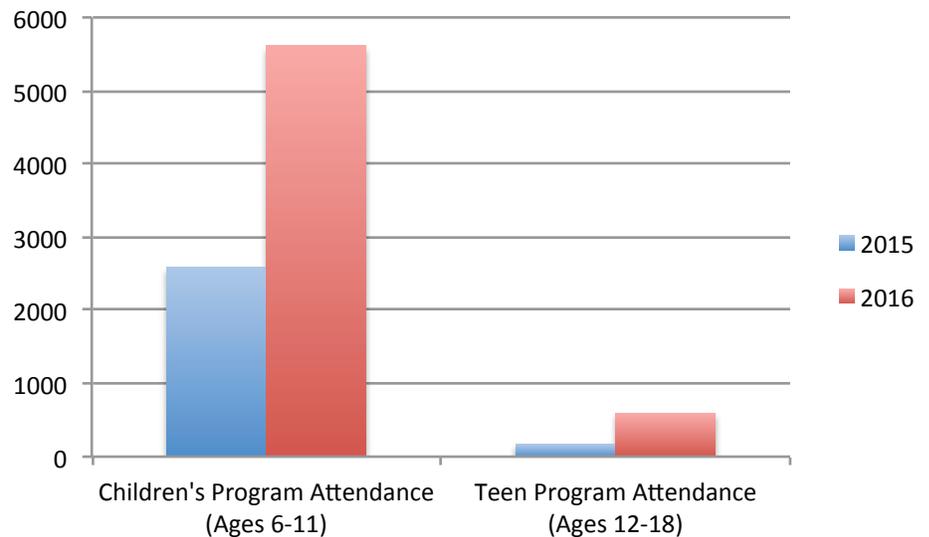**34,233** digital materials

**20,853**

**People attended library classes and events**

**78,592** Wireless internet user sessions

**34,041** Public internet computer user sessions

**5,607**

**People connected through library outreach**



Children's Program Attendance (Ages 6-11)

Teen Program Attendance (Ages 12-18)

- 2015
- 2016

# FINANCE RECAP

## FY 2015-2016

2015-2016 Adopted Budget
**$2,754,043**

Per Capita Expenditure
**$31.36**

# ACHIEVEMENTS

## OUTSTANDING EMPLOYEE AWARD

Alicia Phinney, Manager of Library Locations for Suffolk Public Library, was named Outstanding Employee of 2016 for the State of Virginia for a library serving a population over 80,000.

The award was presented by the Virginia Public Library Directors Association at their annual meeting.

## 14
### Full-time, professional librarians with Masters degrees working at the Suffolk Public Library

## SINCE LAST YEAR
- Increased library event attendance by **11%**
- Increased number of computer terminals by **55%**
- Renovated Morgan Memorial and reorganized North Suffolk Library

## LEADERSHIP ACADEMIES

Sarah Townsend, Assistant Director, attended the American Library Association Leadership Academy.

Elizabeth Trop, Senior Services Librarian, attended the VA Library Association Leadership Academy.

## LIBRARY STAFF
- Developed a new position focused on serving New Adults
- Combined Outreach and Adult Programming staff for a new department focused on needs of adults
- Developed Senior Librarian positions for Early Learning, Elementary, and Teen Services

# COMMUNITY

## BOOKMOBILE RETIREMENT & LIBRARY2GO LAUNCH



On April 9, the Suffolk Public Library held a retirement celebration for the old Bookmobile and introduced the new Library2Go vehicle.

- The Bookmobile gave **136,432 miles** of service to the library and to Suffolk.
- Suffolk's first Bookmobile was a converted Winnebego, launched in 1980; It held 2,000 books.

**Library2Go Facts:**
- Equipped with print materials, public WiFi access, a 3D printer, two smart TV's, internal and external speakers, and iPads
- Smaller in size for easier access to roads and neighborhoods that the old Bookmobile was unable to serve before
- Library2Go began its journey throughout Suffolk during National Library Week in April 2016.
- Our outreach department visited **121 stops** in 2016 including Library2Go, information tables, and our Pop-Up Library.
- Library2Go stop schedules are available to the public at any library location and on the library's online calendar.
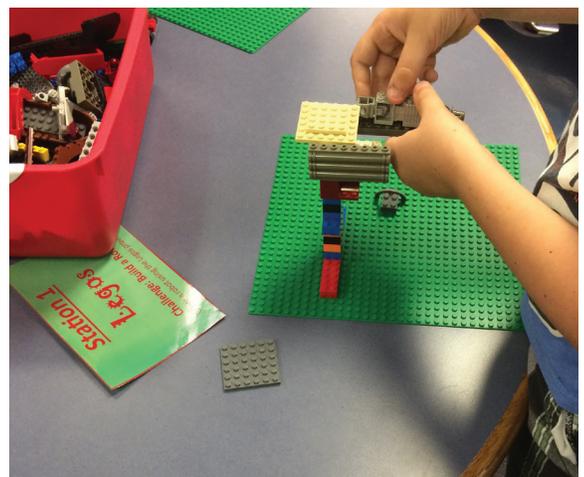
# COMMUNITY

## IN THE COMMUNITY

**SCHOOL CONNECTIONS**

Suffolk Public Library focused on education in the classroom and supporting teachers.

- Brought weekly STEM-based programming to **450 Suffolk Public School students** enrolled in their summer Learning and Enrichment for Academics Progress Program which focused challenges around the book *Iggy Peck Architect*
- Met with middle school and high school English teachers to highlight the resources and classes offered within the library for students aged 12 to 18
- Identified large projects the English teachers would be working on during the rest of the year to ensure that we will have the resources in our collection available for students to complete the assignments
- Held a Week of Code at Creekside Elementary and saw **over 600 students** for a discussion and activities which taught coding concepts and computational thinking
- Developed a coding curriculum to be used during the technology resource periods at Suffolk Public Schools and worked with Oakland Elementary and Mack Benn Jr Elementary to pilot the program which will be used as professional development for the teacher assistants overseeing and facilitating the technology resource classes



**SUFFOLK REDEVELOPMENT AND HOUSING AUTHORITY (SRHA)**

- Outreach Services continued to visit Chorey Park with the Pop-Up Library and started monthly visits to Hoffler and Cypress Manor/Parker Riddick with Library2Go.
- We presented at Empowerment Workshops held by the SRHA to highlight library resources.

# COMMUNITY

## COMMUNITY PARTNERSHIPS

Suffolk Public Library has developed invaluable partnerships with community organizations to increase reach and effectiveness of our classes and events.

- Provided 15 laptops to **Suffolk Literacy Council** to support the online learning aspect of their six week summer camp covering basic literacy skills then visited the class to issue library cards and show students how to access digital resources
- Partnered with Suffolk Literacy Council on Hear the Read in July, a celebration of literacy at Chorey Park
- Created an Adult Basic Education collection, Rapid Reads, with guidance from Suffolk Literacy Council which is primarily housed on Library2Go
- Supported by the **Friends of the Suffolk Public Library** through their monthly booksales, community rewards programs, and more
- Received a donation of $7,000 from the Friends of the Suffolk Public Library making them our primary sponsor for the 2016 Summer Challenge
- Joined the **Early Childhood Development Commission**, alongside **Suffolk Public Schools**, in subscribing to Ready Rosie and Bringing Up services which model how parents can interact with their children to encourage and support literacy, mathematical, and other school skills; the program is available for free to those with a Suffolk zip code

**Monthly Book Sale**
*First full weekend of every month*
Friday & Saturday 10:00am - 4:00pm
300 Carolina Rd | Suffolk, VA 23434

757-514-1024

# EXPERIENCES

## #LIBRARYMADE2016

The initiative kicked off in January and continued throughout the year, focusing on classes and services in the library which encouraged creation and making:

- Knitting and Crocheting Take & Make kits, available for check out just like a book
- Specialty Cake Pan Collection available for check out
- STEAM initiatives such as Recycled Robots, Musical Tablets, and a Rocket Launch
- Photography Talk, Downtown Suffolk Photography Walk, and Instagram Photography Contest
- Teen Make-It Classes, Hour of Code, and Engineering Challenge
- Dead Format Upcycle Crafting
- Healthy Snacking and Recipe Organizer Classes
- Family Woodworking Workshop

The community voted for the photography contest winner who received a brand new Instant Camera!

# EXPERIENCES

## ICONICON

The Suffolk Public Library partnered with The Tidewater Alliance to launch the first annual IconiCon on May 7 at the North Suffolk Library, bringing in people of all ages and fandoms.

- Panels and Vendors
- Free Comics
- Lightsaber Academy
- Cosplay and Fan Art Contest
- Screenings and Activities



"Had a blast! Thank you so much for making this possible!!!! See ya next year!" - Grace on Facebook



"We had such fun, and Link loved his birthday today! Thanks for hosting this!" - Amber on Facebook

## 1,000
## People attended Iconicon in 2016

# EXPERIENCES

## NEW ADULT CLASSES AND EVENTS

The development of our New Adult position brought more opportunities for adults to gather in fun ways in and outside of library walls:

- Open mic style event at Oasis Cafe Lounge celebrating writer Charles Bukowski on the anniversary of his death with poetry reading, writing, and door prizes
- Pub Trivia Night which kicked off in the spring at Derl'z Restaurant and Pub and quickly became a hit with locals
- Tour de Suffolk Photography Walk to explore downtown Suffolk and take photos of the urban landscape and unique architecture
- Murder Mystery Pizza Party in partnership with the Suffolk Art League held at the Suffolk Art Gallery
- Photography Talk, Intro to Homebrewing Class, and other educational opportunities



## 1,298
## Library classes and events offered in 2016

# EXPERIENCES

## SUMMER CHALLENGE



## 1,070

### Total Number of Summer Challenge Participants

Participants read books and completed challenges for different levels of prizes.

The 2016 Summer Challenge brought a new meaning to the traditional Summer Reading program.

- We introduced a challenge-based format where participants read books and completed activities to earn digital badges to redeem for prizes.
- Tracking was available in print form and online for easy access with mobile devices.
- Age groups ranged from early childhood to adults and provided challenges specific to those ages.
- Participants were encouraged to visit a museum, get outdoors, eat healthy, exercise, and more.
- A raffle was held for each age group to give away a brand new bike as the grand prize.





To bring Summer Challenge to a close, the library hosted its first **5K race** and Closing Ceremonies at the North Suffolk Library.

# EXPERIENCES

## GROWING EDUCATIONAL OPPORTUNITIES

### EARLY LEARNING CENTERS

Play is an important part of learning, especially for babies, toddlers, and preschoolers. Children this age learn through exploring their environment, playing and socializing with others. How did we focus on this in 2016?

- Our Youth and Family Services Department partnered with the Library of Virginia and the Early Childhood Development Commission to expand our Early Learning Centers.
- Money received as a grant from ECDC purchased age appropriate toys available to use during open hours.
- Resources from the Library of Virginia enhanced our existing toy collection and Suffolk Public Library received three Early Literacy Centers, one for each of our three locations.

### WHAT DO KIDS LEARN?
- **Socialization & Working Together**
- **Cognitive Skills**
- **Physical Abilities**
- **Literacy Skills**
- **Creativity & Imagination**
- **Beginning Conversations**
- **Exploring New Things**

Suffolk ECDC

Early Childhood Development Commission

# EXPERIENCES

## GROWING EDUCATIONAL OPPORTUNITIES

### CREATION EXPLORATION AND STEM PROGRAMMING

Referencing the Suffolk Public School district's pacing guide proved invaluable for providing direction for programming efforts at the library. In support of Suffolk Public Schools, SPL provided:

- Our Creation Exploration series and other STEM programming that enforced concepts students must learn for the SOL's
- Activities that mirror what they learn in school. Students got excited and even asked their parents if they could bring their library projects to school to show their teachers.
- Experiences like the Stargazing program that we held at Chuckatuck Library in October where participants got hands-on with telescopes and iPads equipped with a stargazing app



### PRESCHOOL CLASSES AND EVENTS

Preschool programming continued to be a huge draw in 2016.

- Suffolk Public Library introduced new events such as Totally Untidy Toddlers in which we provided the space, cleanup, and messy activities for naturally curious children.
- We began providing quarterly sessions after storytimes such as Playdate with a Letter to demonstrate simple activities parents can do with their children at home.
- To prepare children not only for learning how to read, but attending school, we held a Growing Up Kindergarten class over the summer focusing on school readiness skills such as waiting in line, cutting, coloring, and taking turns; in partnership with Suffolk Public Schools, we even secured a school bus for participants to ride in and take a trip through the neighborhood.
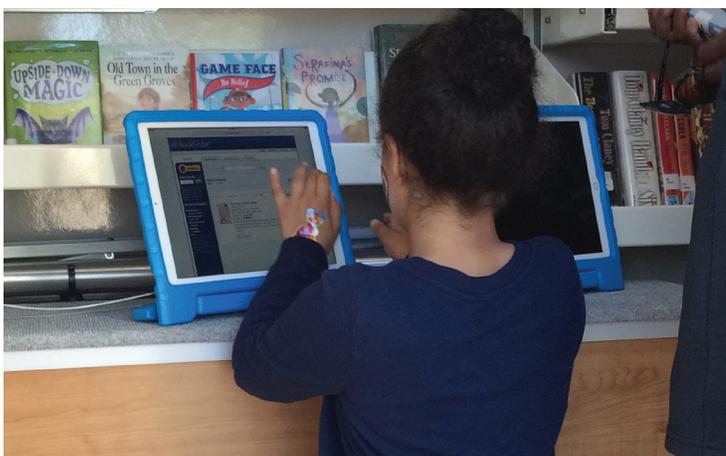
# RESOURCES

## TECHNOLOGY

### 3D PRINTERS

During IconiCon 2016 the library introduced attendees to our 3D printers and gave a demonstration showing how they worked and what they could create. Winners of a contest also got to take home their very own 3D printer-made keychain.



### IPADS IN EVENTS, OUTREACH, AND MORE

- iPads are available on our Library2Go vehicle for the public to use and explore resources.
- During our Creation Exploration series kids had access to the iPads for coding activities.
- iPads have been utilized as a more eco-friendly alternative to flip charts during storytimes.
- During our Stargazing at Chuckatuck event participants used iPads to help find and identify constellations.
- A North Suffolk Library reorganization project introduced a new roving station model in the Computers & More room and in the Children's Area, allowing library staff to meet customers where they are with iPads to help answer questions, look up books, and direct to online resources.



## 4,148
### Miles of service for Library2Go in the first nine months

# RESOURCES

## TECHNOLOGY

### CODING

Learning how to code at a young age can open up many career opportunities in the future, which is one of the reasons why there is a national push for incorporating coding into the core curriculum, because of the technological nature of the work force. How did we promote coding in 2016?

- Suffolk Public Library identified a technology need in Suffolk schools and began developing a coding curriculum in 2016 which will eventually be provided as professional development for the teacher assistants that oversee and facilitate technology resource classes in elementary schools.
- The library is piloting the coding program in the classroom with elementary school students.
- We hosted an hour of code for teens in the spring to get hands-on with programming concepts.

### DISCOVERY APPOINTMENTS

One of the most valuable resources the Suffolk Public Library has is its staff. Members of the community can benefit from this resource by scheduling a Discovery Appointment to get personalized instruction from library staff in many areas.

Discovery Appointments can help you:
- Learn basic Microsoft functions
- Sign up for digital resources
- Get familiar with using computers and the internet to assist in a job search
- Discover how to use library resources to research genealogy and more

Scheduling an appointment is easy and can be made online through the library's website or by speaking with a library staff member.

## 210,630
### Visits to the library

# RESOURCES

## NEW COLLECTIONS

### LOCAL AUTHOR

Supporting local talent is important to the Suffolk Public Library which is why we provide many opportunities for the community to interact with local authors.

- The library provides a collection of books written by local authors which are available to check out.
- April kicked off with a Local Urban Authors Event at Morgan Memorial Library with panel discussions, book readings, a meet and greet, and sales and signings by five local urban authors.
- North Suffolk Library hosted a Local Authors' Reception in April featuring twenty local authors, refreshments, and books available to purchase.
- As part of our partnership with the Phillips-Dawson House, home to the Suffolk-Nansemond Historical Society, the library brought in authors Jeanice Brown Thomas and Margaret E. M. Tolbert to discuss their books about overcoming adversity while growing up in Suffolk during the Civil Rights struggle.

### NATURE BACKPACKS

Thanks to a partnership between the Suffolk Public Library, the Library of Virginia, Virginia State Parks, and the Science Museum of Virginia, we were able to offer a total of eight nature backpacks available for checkout beginning in March 2016. The backpacks include a:

- Nature pocket guide
- Pop-up bug cage
- Dip net
- Magnifying glass
- Parking pass for all Virginia State Parks

### KNITTING KITS AND CAKE PANS

As part of our #LibraryMade2016 initiative, we introduced Knitting and Crocheting Take & Make Kits as well as specialty cake pans available for checkout. Those interested in baking a specialty cake can view the full collection of pans online or at any library location.
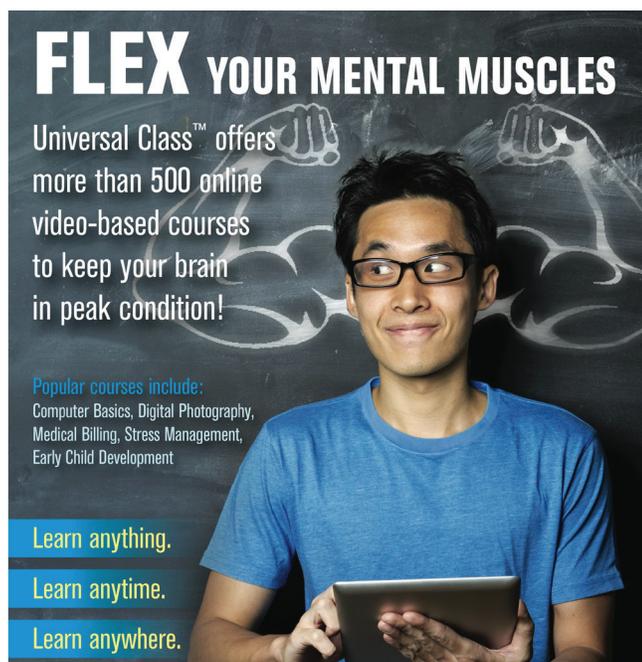
# RESOURCES

## ONLINE TOOLS

### UNIVERSAL CLASS

Continuing Education is a priority for many people and Suffolk Public Library offers an online learning tool to help them reach their goals, Universal Class.

- Universal Class offers over 500 online non-credit Continuing Education Courses.
- Registrants can complete classes and assignments on their own schedule at their own pace.
- Classes range from Accounting to Parenting to Test Preparation and more.
- Typically this resource has a per-class fee but with a Suffolk library card it is completely free to use.

Those interested can access Universal Class through the Suffolk Public Library's website and can even get help registering for it from library staff by requesting a Discovery Appointment.



**FLEX YOUR MENTAL MUSCLES**

Universal Class™ offers more than 500 online video-based courses to keep your brain in peak condition!

Popular courses include:
Computer Basics, Digital Photography, Medical Billing, Stress Management, Early Child Development

Learn anything.
Learn anytime.
Learn anywhere.

## 15,952
### Visits to the Suffolk Public Library website homepage

### TOTAL BOOX

Suffolk Public Library offers many resources available for library cardholders to access eBooks, eMagazines, audiobooks, movies, and music. These are accessible anywhere with a connection to internet and at any time during the day, so people can get what they need even when library buildings are closed.

One recent addition is Total Boox.

- Offers thousands of eBooks including both fiction and nonfiction titles
- No holds, waiting lines, or expirations
- Accessible through the Suffolk Public Library website
- Free to use and all that is required is the registrant's library card information and access to the digital app

# LEADERSHIP

**Clint S. Rudy**
**Director of Libraries**

**Sarah Townsend**
**Assistant Director of Libraries**

**Alicia Phinney**
**Manager of Library Locations**

**Jennifer Brown**
**Youth and Family Services Manager**

**Megan Mulvey**
**Outreach and Program Services Manager**

**Liz Steyer**
**Technology and Content Strategy Manager**

# LIBRARY BOARD

# LOCATIONS & INFO

## Chuckatuck

**5881 Godwin Boulevard**
**P.O. Box 2568**
**Suffolk, Virginia 23432**
**Monday 10:00am - 8:00pm**
**Tuesday – Friday 10:00am - 5:00pm**
**(757) 514-7310**



## Morgan Memorial

**443 West Washington Street**
**Suffolk, Virginia 23434**
**Monday – Thursday 10:00am - 8:00pm**
**Friday and Saturday 10:00am - 5:00pm**
**(757) 514-7323**



## North Suffolk

**2000 Bennetts Creek Park Road**
**Suffolk, Virginia 23435**
**Monday – Thursday 10:00am - 8:00pm**
**Friday and Saturday 10:00am - 5:00pm**
**(757) 514-7150**