



20 SUFFOLK **17**
PUBLIC LIBRARY
ANNUAL REPORT

INDEX



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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 physical library materials
276,925 items

Circulation of children's materials
139,234 items

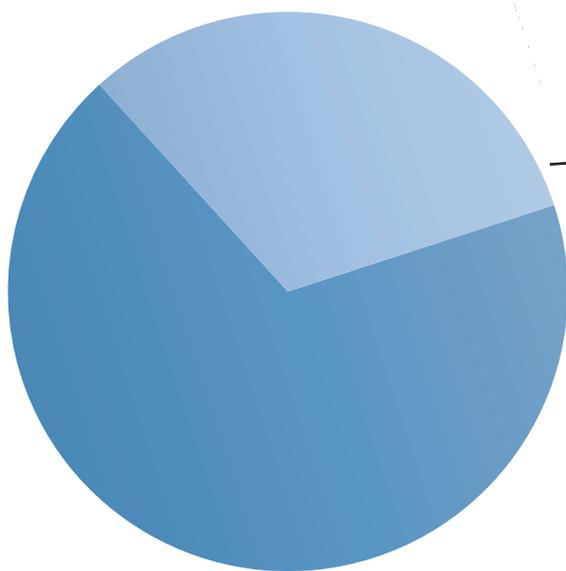
Digital Downloads (eBooks and eAudiobooks)
39,380 digital materials

29,822

People attended classes and events with SPL

189,006

Visits to SPL in 2017



30,155 Public internet computer user sessions

64,827 Wireless internet user sessions

326

Unique stops visited by Library2Go and the Pop-Up Library

FINANCE RECAP

FY 2016 - 2017

2016 - 2017 Adopted Budget
\$3,045,798

Per Capita Expenditure
\$31.91

ACHIEVEMENTS

AWARDS AND RECOGNITIONS



- Two statewide awards presented by the Virginia Public Library Directors Association: Outstanding Cooperative Program for SPL's coding program with Suffolk Public Schools, and Outstanding Adult Program for the Amazing Peanut Chase Citywide Scavenger Hunt
- Business Investment in Babies award from the Consortium for Infant and Child Health at Eastern Virginia Medical School
- Stairway to Success Award, Gold Level from the Virginia Municipal League in commitment to early childhood education, made possible through partnership with the City of Suffolk's Early Childhood Development Commission

SINCE LAST YEAR

- Expanded services to those with disabilities through new classes and outreach to adult day centers
- Added **4,289** new members
- Introduced redesigned website

LEADERSHIP ACADEMIES

Asa Heyward, Senior Librarian, and April Watkins, Senior Librarian, completed the Suffolk Leadership Development Program in October.

Suffolk Public Library participated in the Building an Effective Learning Culture (BELC) initiative through InfoPeople.

GRANTS

- Received a \$1,000 Target Community Grant to purchase items for SPL's Early Learning Centers
- Received a grant from the Space Science Institute for 1,000 solar eclipse viewing glasses to use during the eclipse event in August

COMMUNITY

PRISON AND RE-ENTRY OUTREACH

Returning citizens need someone on the outside rooting for their success and Suffolk Public Library has stepped into this role by introducing innovative outreach at local correctional centers:

- Regular visits to local correctional facilities including Western Tidewater Regional Jail and Indian Creek Correctional Center
- Reached 223 people with library visits
- Staff presentations to inmates introducing them to library services
- 100 library cards issued in 2017
- Early literacy workshops for incarcerated parents
- Introduction to genealogy research
- Demonstrations at special events at larger, regional facilities
- Open-ended discussion time to promote productive communication

RETURNING TO THE WORKFORCE

- Thanks to a partnership with **Career Access Network (CAN)** the library offered free assistance to individuals looking to rejoin the workforce.
- Classes included assessments to help determine the best work environment and a career path for participants.
- CAN helped participants identify transferrable skills even when their work experience was minimal.
- The series was beneficial to anyone struggling with resume gaps from those re-entering society to stay-at-home parents ready to get back into the workforce.

MAKING A DIFFERENCE

Through our work with populations in correctional facilities, we've learned:

- More about the ambitions of this group to be responsive to their needs and interests.
- That there was interest in learning about their genealogy.

We adapted our genealogy programming for the facilities and one gentleman even wrote our Local History and Genealogy Librarian a letter expressing his desire to learn more upon his release.

CAN career
access
network

Opp Inc.

Opportunity Inc.

Hampton Roads' Workforce Development Board



COMMUNITY

IN THE COMMUNITY

SCHOOL CONNECTIONS

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

- Brought Makey Makey Invention Kit programs to Oakland Elementary School from September through November after their library was damaged from rain water after a storm
- Recruited fifth graders from nine out of the eleven elementary schools in Suffolk to participate in the inaugural Southside Battle of the Books
- Began a new partnership with the Suffolk Public Schools Early Start programs with monthly storytime visits to Mack Benn Jr., Booker T. Washington, and Elephant's Fork Elementary Schools
- Continued our coding curriculum from January through June at Mack Benn Jr. and Oakland Elementary Schools, and introduced it to students at summer school
- Provided STEM programming during summer school to 313 students
- Attended school orientations to introduce library services to parents and teachers
- Began Pop-Up Library visits to middle and high schools to share information with students and generate interest in volunteer opportunities and library events and services
- Continued our partnership with local preschools and daycares by offering monthly storytimes



CITY EVENT PARTICIPATION

- Suffolk Earth & Arts Festival
- Eggstravaganza
- Kids Fest
- Holland Founders Day Parade
- National Night Out
- Taste of Suffolk
- Driver Days Parade
- Peanut Fest and Parade

SUFFOLK REDEVELOPMENT AND HOUSING AUTHORITY (SRHA)

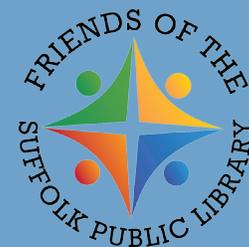
- Outreach Services participated in a Back to School Bash at Cypress Manor/Parker Riddick in September.
- SPL began offering Tech Help assistance at three Cypress Manor/Parker Riddick visits in the Fall.

COMMUNITY

COMMUNITY PARTNERSHIPS

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

- Supported by the **Friends of the Suffolk Public Library** through their monthly booksales, community rewards programs, and \$10,000 to assist with the Circ Du Library Summer Challenge
- Represented SPL with two staff members serving on the **Western Tidewater Reentry Council** and its Employment Subcommittee
- Partnered with **Old Dominion University** for the MakerSpace Initiative
- Cochaired the Thriving Families Working Group with **Minus 9 to 5** to help give families the resources and knowledge they need to nurture their child's development
- Implemented the first annual Battle of the Books in partnership with **Suffolk Public Schools** and **Chesapeake Public Library**
- Partnered with **Eastern Virginia Medical School** on the HALO grant awarded through the Consortium for Infant and Child Health to provide preschools and early learning centers with training and materials on tobacco control
- Participated in the **ECPI Externship Program** to hire two interns who worked on a variety of technology projects at the library
- Worked with **Western Tidewater Community Services Board** to train library staff and bring outreach services to their Tidewater Cove facility and Pathways Day Support Program



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

CONNECTING THE COMMUNITY WITH BIG IDEAS

Big Idea was the yearlong entrepreneurship-based, program-focused initiative for Suffolk Public Library in 2017. The initiative's launch event, Big Idea Fair, took place in January featuring:



- Workshops with local presenters such as the Suffolk Art League, Engineering for Kids and an award-winning chef designed to encourage attendees to make, build, tinker, create, design, and explore
- Vendors to inspire people to think entrepreneurially
- Hands-on activities including upcycled art and a LEGO contest



Community members were encouraged to add their big ideas to a sculpture to help direct 2017 library events.

EXPERIENCES

SOUTHSIDE BATTLE OF THE BOOKS

Suffolk Public Library partnered with Chesapeake Public Library and Suffolk Public Schools to implement the first annual Southside Battle of the Books, a game show style competition for fifth graders promoting reading.

- Nine out of eleven elementary schools in Suffolk participated
- Twenty-four teams moved on to the final competition in February 2017



Second Place Winner Northern Shores Elementary School Team with Mayor Linda T. Johnson



Third Place Winner Driver Elementary School with Mayor Linda T. Johnson

150

People came to cheer on BOB teams at the final battle.



EXPERIENCES

AN ACTIVE LEARNING HUB FOR ADULTS

The year 2017 brought even more opportunities for adults to gather in and outside of library walls in both fun and educational ways:

- Quarterly Pub Trivia Nights hosted at area restaurants which continued to be a hit with locals
- Art classes with the Suffolk Art League and classes that gave people a creative outlet to explore new mediums and craft projects
- Meditation, Zumba, Yoga and other health and fitness-related classes designed to help the community reach lifestyle goals
- Monthly Adventure Book Club meetups to discuss books and try something new like visiting the Jewish Museum & Cultural Center and playing Disc Golf at Bennett's Creek Park
- DIY classes to empower people to make their own cleaning products using natural ingredients and essential oils



1,970

**Library classes and
events offered in 2017
for all ages**



EXPERIENCES

TOTAL ECLIPSE OF THE SUN PARTY



750

**Total Number of Eclipse
Event Attendees**

1,000 viewing glasses were provided by a grant from the Space Science Institute.

The Total Eclipse of the Sun Party in August brought the community together at Chuckatuck Library.

- Viewing glasses were handed out to the public for free.
- At maximum eclipse in Suffolk the sun was a little over 86% covered by the moon.
- The library provided family-friendly activities at the event including outdoor lawn games, science experiments and light refreshments.



EXPERIENCES

EVERYONE HAS A STORY TO SHARE. WHAT'S YOURS?

This is the question Suffolk Public Library started asking anyone who lives, works, or plays in Suffolk. The library launched Suffolk Speaks, an oral history project, in April with the goal of collecting diverse memories and experiences from people to include in the project. How does it work?

- People attend one of the many open recording sessions offered at the library or schedule an appointment through the online form.
- Library staff provide prompts for those who don't know where to start.
- Recordings are made available to the public on the Suffolk Public Library website:

suffolpubliclibrary.com/SuffolkSpeaks



“Can you imagine a town back in 1950 having four theaters?” -Bill



“Summers here were very different...Sometimes we would find a lake in the woods and swim in the lake.” -Rochellia

EXPERIENCES

GROWING EDUCATIONAL OPPORTUNITIES

STEAM PROGRAMMING, HOMESCHOOL HUB AND TEEN SERVICES

In support of local schools and homeschooling families Suffolk Public Library provided:

- An Art History Appreciation series, hand sewing classes, Tech Trek series and other STEAM programming that helped students accomplish new skills and develop new interests
- A Homeschool Hub meetup with a special focus such as Creative Writing each quarter complete with hands-on activities to help homeschooling families enrich their curriculum
- Opportunities for teens to immerse themselves in future career paths and meet experts in those fields with SPL's Career Exploration series, and earn community service hours at the Philanthropic Fun at the Library series



PRESCHOOL CLASSES AND EVENTS

Preschool programming continued to be a huge draw in 2017.

- Suffolk Public Library introduced new events such as STEM Stories that provided kids with STEM activities related to a different book each month.
- The library began providing monthly Sensory Storytimes for little ones with Autism Spectrum Disorder, Sensory Processing Disorder, and other Sensory Seekers. Each storytime featured a visible agenda, age appropriate books, fingerplays, and music.
- Over the summer the library offered a Preschool Discovery series with different building, sensory, and STEM-related activities. Preschoolers enjoyed messy science experiments, developed fine and gross motor skills using LEGOs, and created summer crafts.

RESOURCES

TECHNOLOGY

HANDS-ON TECH

Suffolk Public Library offered many opportunities for people to get hands on with new and popular technology.

Tech Hack Classes

This series was open to all ages and:

- Focused on virtual reality.
- Walked participants through constructing their own virtual reality headset out of everyday materials.
- Introduced people to virtual reality apps available for their smartphones to use with the headset.

Tech Trek Series

This series took elementary aged kids on a technology journey using:

- Snap Circuits electricity kits.
- Makey Makey invention kits.
- Coding Curtains.



IPADS IN EVENTS, OUTREACH, AND MORE

- iPads are available on Library2Go for the public to use and explore resources.
- Kids had access to the iPads for coding and other activities at library events.
- iPads have been utilized as a more eco-friendly alternative to flip charts during storytimes.
- iPads allow library staff to meet customers where they are to help answer questions, look up books, and direct to online resources.

RESOURCES

TECHNOLOGY

CODING

How did we promote coding in 2017?

- Hour of Code events in December:
 - Offered plugged and unplugged activities
 - Introduced kids to Kano Computer Kits
 - Provided coding games on laptops
- Creative Coding:
 - WHRO brought their mobile coding lab to the library with the PBS Kids Scratch Jr. App.
 - Suffolk Public Library brought coding opportunities into school classrooms in Suffolk.



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:

suffolkpubliclibrary.com/ContactUs



RESOURCES

NEW COLLECTIONS

MOBILE HOTSPOT LENDING PROGRAM

For years Suffolk Public Library has provided the community with access to public computers inside of its buildings and as of August 2017 people were able to bring the internet home with them. WiFi2Go, the first free mobile hotspot lending program in the area, had immediate positive response as it increased accessibility to the internet. With WiFi2Go library members can:

- Check out the device for 21 days and renew up to three times if no one else is waiting.
- Connect up to 10 devices to the mobile hotspot.
- Use it for free to apply to jobs, conduct remote interviews, take online classes, stream movies and music, or just access the internet away from home.
- Place a hold on one at suffolkpubliclibrary.com/WiFi2Go.



61
**Holds placed on
WiFi2Go within first
four weeks**

LARGE TYPE JUVENILE AND YOUNG ADULT BOOKS

In response to community feedback Suffolk Public Library added several large type juvenile and young adult books to the collection and started to label them as such to make them easier to discover. Those searching for books with larger print can look for the LT designation on the spine labels.

NOISE REDUCING HEADPHONES

- Added in November 2017
- New lendable technology available for use in the library
- Gives an extra boost of quiet for studying or better focus while in noisier areas
- Can be checked out for four hours at a time



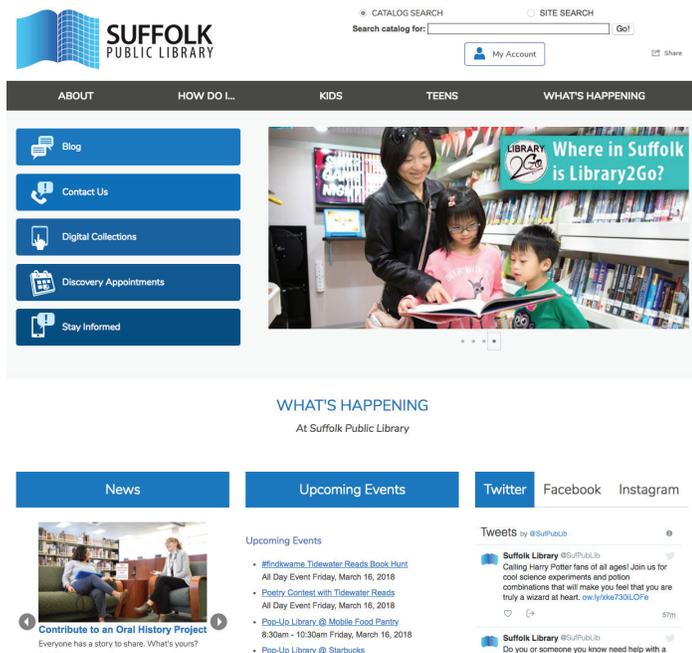
RESOURCES

ONLINE TOOLS

RBDIGITAL

- Combines eBooks, audiobooks, and digital magazines all in one app
- Free for library cardholders
- eBooks can be checked out for 21 days
- No limit on number of materials checked out on RB Digital at once

Those interested can get started by visiting the library's website and selecting the RB Digital button at the bottom of the home page. Visit suffolkpubliclibrary.com/eBooks to access a tutorial.



REDESIGNED WEBSITE

Following the launch of the City of Suffolk's newly redesigned website the library launched their own redesigned site in August. Both sites were part of a nearly yearlong redesign process with Civic Plus, a leading government website provider.

While the navigation remains familiar to library site users there were some improvements made:

- Buttons added for quick access to key resources such as digital collections
- The option for people to sign up to receive alerts for library closings and other important announcements
- Notifications sent via e-mail or text for new blog posts or news feed posts

20,441

Visits to the Suffolk Public Library online events calendar

LEADERSHIP



Clint S. Rudy
Director of Libraries



Sarah Townsend
Assistant Director of Libraries



Tiffany A. Duck
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

President Sean Bilby, Vice President Nancy Creekmore, Barbara Banze, H. Lee Cross IV, Ernestine Langston, Sue Nichols, Sharon Slate, and Judith Stone



LOCATIONS & INFO

Chuckatuck

5881 Godwin Boulevard
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

