



17 SUFFOLK **18**
PUBLIC LIBRARY
ANNUAL REPORT

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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

This fiscal year runs from July 1, 2017 through June 30, 2018.

STATS AT-A-GLANCE

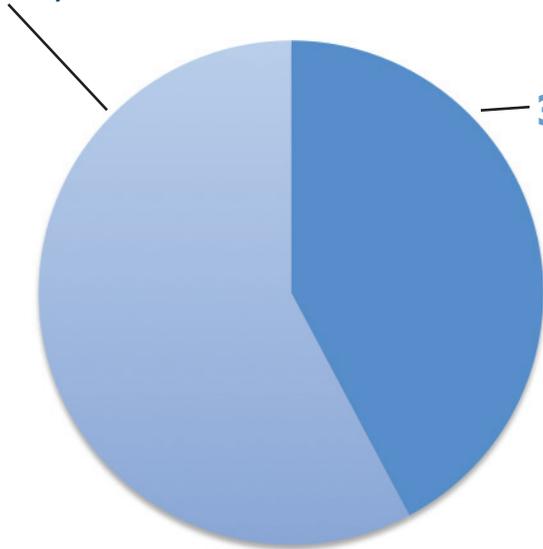
Total circulation of physical library materials
266,141 items

Digital Collection Circulation (Hoopla, RBdigital, Rocket Languages, etc.)
21,565 searches and checkouts
36,892 circulations

1,165
**Classes and events
offered at SPL**

195,016
Visits to SPL locations

41,529 Wireless internet user sessions



30,377 Public internet computer user sessions

12,649
**People visited
Library2Go and the
Pop-Up Library**

FINANCE RECAP

Fiscal Year 2017 - 2018

2017 - 2018 Adopted Budget
\$3,113,800

Per Capita Expenditure
\$33.75

ACHIEVEMENTS

AWARDS AND RECOGNITIONS



- 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
- Award of \$1,500 as one of seven special honor libraries in Shark Tank's Mark Cuban and software company Zoobean's Winter Reading Challenge
- Statewide Award for Outstanding Innovative Outreach Effort from Virginia Public Library Directors Association for SPL's Prison and Re-Entry Outreach
- Gold Award for Family Entertainment in the Pilot Readers' Choice Awards 2018

SINCE LAST YEAR

- Expanded services to those with disabilities through new classes and outreach to adult day centers
- Added **4,184** new members
- Introduced redesigned website
- Added online meeting space reservations

LEADERSHIP ACADEMIES

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

GRANTS RECEIVED

- \$1,000 Target Community Grant to purchase items for SPL's Early Learning Centers
- Space Science Institute Grant for 1,000 solar eclipse viewing glasses for August eclipse event
- \$13,000 worth of materials from the Young Adult Library Services Association's (YALSA) Great Books Giveaway Grant
- \$10,000 American Dream Literacy Grant to provide free English instruction to speakers of other languages
- \$1,000 YALSA Collection Development Grant
- \$15,000 Big Read Grant from National Endowment for the Arts
- \$1,000 Judith F. Krug Memorial Fund Banned Books Week Grant from the Freedom to Read Foundation

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 188 people with library visits
- Staff presentations to inmates introducing them to library services to include interactive elements of library programming such as Pub Trivia and Family Feud
- 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
- Partnered with Deerfield Correctional to be part of their quarterly resource fair

MAKING A DIFFERENCE

Through our work with populations in correctional facilities, we've learned more about the ambitions of this group and are able to be more responsive to their needs.

For example:

- After observing an interest in genealogy, we started adapting our genealogy programming for the facilities.
- Several returning citizens are making plans to start small businesses, so we communicated that need with our Marketing Coordinator to address it in future Discovery Appointments.
- We placed a WiFi2Go mobile hotspot on hold for a returning citizen to access after his release.

AWARD SPOTLIGHT

In April 2018 Suffolk Public Library won a statewide award for a library serving a population over 80,000 in recognition of their impactful outreach efforts with the Prison and Re-Entry initiative. The award was presented by the Virginia Public Library Directors Association.



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 eight out of the eleven elementary schools in Suffolk to participate in the second annual 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
- Provided STEM programming during summer school in Summer 2017 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
- Provided volunteer opportunities for Kings Fork High School students



CITY EVENT PARTICIPATION

- National Night Out
- Taste of Suffolk
- Peanut Fest Parade & Peanut Fest
- Driver Days Parade
- Touch a Truck
- Suffolk Education Foundation's Grown Up Spelling Bee

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 sponsorship of reading challenge prizes
- Partnered with **Old Dominion University** for the MakerSpace Initiative
- Implemented the second annual Southside Battle of the Books in partnership with **Chesapeake Public Library** and **Portsmouth 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
- Partnered with **Another Chance Youth Mentoring** to provide a teen empowerment meetup
- Provided regional events and literary opportunities with other local libraries as part of **Tidewater Reads** which included a poetry contest and talk with author Kwame Alexander
- Facilitated the Suffolk Literary Festival in partnership with **Paul D. Camp Community College**
- Launched a Storytime at the Station series in June 2018 at the Suffolk Seaboard Station Railroad Museum with **Suffolk Tourism**
- Offered a Summer Food Program beginning June 2018 for kids under 18 at Morgan Memorial Library thanks to the **USDA, VA Department of Education** and the **No Kid Hungry** program
- Partnered with **Suffolk Literacy Council** on the American Dream Grant and on subsequent English as a Second Language (ESL) Classes offered at the library



Discover Something New

www.TidewaterReads.org



Monthly Book Sale

First full weekend of every month

Friday & Saturday 10:00am - 4:00pm

300 Carolina Rd | Suffolk, VA 23434

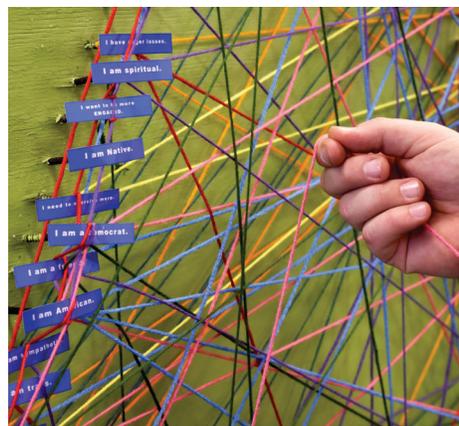
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EXPERIENCES

ENGAGING SUFFOLK

The year's initiative, Engage Suffolk, was created to help people explore the many different ways they can get involved in their community. The initiative's launch event took place in January featuring:

- The Human Library™ where attendees could “check out” a person to build an understanding of diversity and inspire conversation.
- Volunteer opportunities on site and information tables from various local organizations.
- Speakers focusing on being active and engaged community members with a keynote address by Mayor Linda T. Johnson.



Our collaborative community art project was inspired by Identity Tapestry by Mary Corey March. To learn more visit www.marymarch.com/Identity_Tapestry.html.

EXPERIENCES

SOUTHSIDE BATTLE OF THE BOOKS

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

- Eight out of eleven elementary schools in Suffolk participated.
- Two teams from each city competed in the finale.



Third Place Winner, Driver Elementary School, with Mayor Linda T. Johnson and Director of Libraries, Clint S. Rudy.



Fourth Place Winner, Oakland Elementary School, with Mayor Linda T. Johnson and Director of Libraries, Clint S. Rudy.

150

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



EXPERIENCES

AN ACTIVE LEARNING HUB FOR ADULTS

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

- Friendly Feud nights at the new Brick & Mortar Brewing Company in downtown Suffolk
- Art classes with the Suffolk Art League, Sassy Embroidery, and other classes that gave people a creative outlet to explore new mediums and craft projects
- Meditation, Zumba, Yoga, a new Suffolk's Got Sole running group, and other health and fitness-related classes designed to help the community reach lifestyle goals
- Monthly Adventure Book Club meetings and a new Urban Fiction book club
- A Woman's Festival in celebration of Women's History Month in March 2018
- Introductory classes for learning to use sewing machines that quickly filled with registrations
- A community baby shower for new and expecting parents that offered resources, items donated from community members, and a place to connect with others in a similar stage of life



37,913

**People of all ages
attended library events**



EXPERIENCES

3RD ANNUAL AMAZING PEANUT CHASE



117

Total number of Peanut Chase participants

This year's citywide scavenger hunt focused on local history knowledge.

The Amazing Peanut Chase in June 2018 began and ended at Chuckatuck Library.

- Scavenger hunt stops included activities such as taking photos, completing a craft, and solving clues to identify other stops.
- Prizes were awarded for most spirited team and best picture, and teams earned raffle tickets based upon how many stops they visited for a chance to win two other prizes.

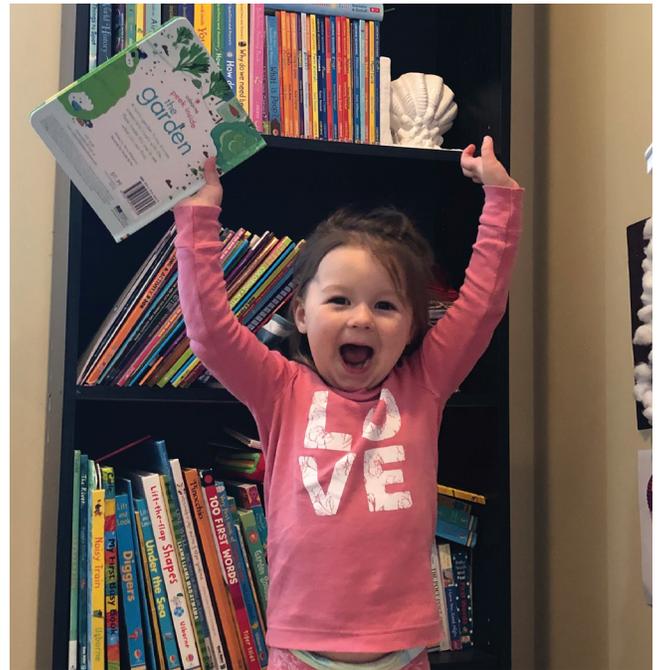


EXPERIENCES

WINTER READING CHALLENGE

Suffolk Public Library was one of nearly 100 libraries worldwide in January 2018 to accept the challenge sponsored by Beanstack and Mark Cuban from ABC's *Shark Tank*.

- Suffolk Public Library's goal was 3,000 books which was surpassed with a total of 8,588 books.
- Midway through the month anonymous Suffolk residents offered \$3 per book read over the 3,000 book goal up to \$3,000. The additional 1,000 book goal was met and the \$3,000 went to Suffolk Public Library to purchase new books.
- Suffolk Public Library was named as a finalist in the competition for being one of the top book-logging libraries and received \$1,500 from Mark Cuban and Beanstack to support library programming.



Henley was the Suffolk Reads grand prize winner and won Busch Gardens Annual Passes, sponsored by the Friends of the Suffolk Public Library! Henley is 2.5 years old and read 236 books with her family in January.

Community Reading Goal:
3,000 Books



Photo by Danny Fulgencio

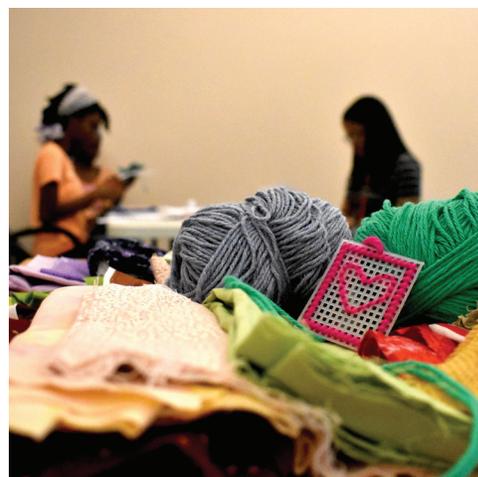
EXPERIENCES

GROWING EDUCATIONAL OPPORTUNITIES

STEAM PROGRAMMING, HOMESCHOOL HUB, AND TEEN SERVICES

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

- Art classes, hand sewing classes, a 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 each quarter, such as Creative Writing, complete with hands-on activities to help homeschooling families enrich their curriculum. In May, the library hosted its first Science Fair.
- Opportunities for teens to explore future career paths, earn community service hours, and connect with each other in fun and educational ways.



EARLY LITERACY

Preschool programming continued to be a huge draw this year.

- 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 provided 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.
- Suffolk Public Library added the 1000 Books Before Kindergarten program for children ages birth through the start of kindergarten. Kids are challenged to read 1,000 books with their parents and caretakers with prizes along the way in order to spark an early love of reading which will benefit children when they enter school.

EXPERIENCES

TEEN ENGAGEMENT

VOLUNTEER OPPORTUNITIES

Gaining volunteer hours is a Suffolk Public Schools requirement and the library offered many ways for students to accumulate hours this year.

- Regular volunteer positions to assist in projects and assisting at library events
- Philanthropic Fun sessions with fun projects like making bears for kids at CHKD and making tie blankets for area senior centers
- Engage Suffolk Day of Service with volunteer stations available throughout the day



LITERARY EXPLORATION

The year provided many events for teens to attend and dive into the literary world.

- Virtual chats with authors during the National Teen Library Lock-in in July 2017
- Teen Read Week Events in October 2017 including John Green Day, a Teen Urban Book Expo and an Unleash Your Story event where teens shared about themselves through art, poetry, and music
- A National Novel Writing Month session in November 2017
- Teens for the Arts nights for teens to engage in poetry, art, and music workshops

FOR FUN AND LEARNING

In addition to using computers, print, and digital collections for school, teens used the library to connect outside of school and learn new skills.

- Career Exploration series
- Karaoke and Freestyle Challenges
- Magic and Yu-Gi-Oh card game meetups
- Tech Trek with Kano Computing and 3D Printing
- Paint Night and other crafting and art classes
- Throwback Trivia Night
- Hand sewing classes



EXPERIENCES

LOCAL HISTORY AND CULTURAL EXPERIENCES

AFTERNOON CONVERSATIONS

Suffolk and the Tidewater area are rich in history and thanks to a partnership with the Suffolk Nansemond Historical Society, Suffolk Public Library is able to offer a monthly history talk at the Phillips-Dawson House in downtown Suffolk. Some of the featured talks this year included:

- A discussion about Jim Crow and a display of African American memorabilia with Suffolk historian and lecturer Therbia Parker.
- Booker T. Washington High School, Suffolk's first public high school for African American children.
- The Battle of Hampton Roads and local maritime history.
- South Quay's importance during the Revolutionary War.
- Chippokes Plantation State Park and its significance to our region.



ASK LASANDRA!

Suffolk Public Library's new local history and genealogy series invites people to stop by with their questions for Local History and Genealogy Librarian, LaSandra Adams. People can also record their oral histories for the Suffolk Speaks project.

JUNETEENTH JAMBOREE

The library's Juneteenth celebration brought traditional festivities, including music and readings of works by notable African American authors, to Morgan Memorial Library.

- Nathan Richardson, accomplished performance poet and published author, recited the Emancipation Proclamation.
- Gloria Williams, a local artist, performed an original skit poem, "The True Anthem."
- Food was provided by Rodman's Barbeque, Mason's Grill & Smokehouse, Harris Teeter, and Kroger.



ALL OF ME SCREENING & CELEBRATION

In September the library celebrated Hispanic Heritage Month with tastes of hispanic food from local restaurants and a screening of the film, *Llévate Mis Amores (All of Me)*. Attendees learned about influential figures in the Hispanic and Latinx community and had the chance to contribute to the Suffolk Speaks project.

RESOURCES

TECHNOLOGY

HANDS-ON TECH

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

IconiCon Event

- 3D Printing Demonstrations
- Stop Motion Video Creation for Kids

Tech Hack Classes

- Virtual Reality focus with DIY headsets
- Introduction to VR mobile apps

Tech Trek Series for Kids and Teens

- Kano Computing
- 3D Printing

Tech-a-Palooza Event

- Robotics demo from the Robotics Club at Nansemond-Suffolk Academy
- Drone demo from an aerial photographer
- Retro video games
- 3D Printer demo
- Virtual Reality demo



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 this year?

- Hour of Code events in December 2017:
 - 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

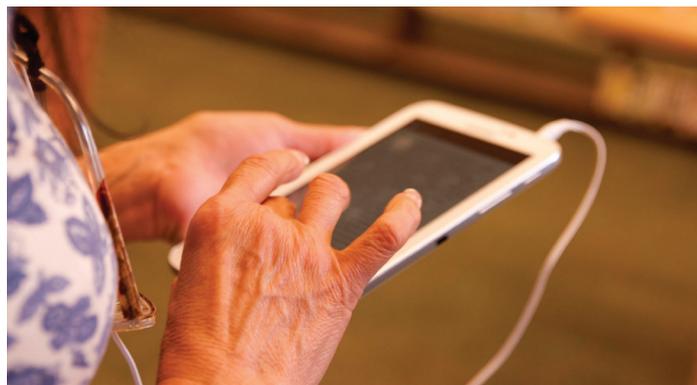
One of the most valuable resources the Suffolk Public Library has is its staff. Members of the community can benefit from this resource by scheduling a Discovery Appointment to get personalized instruction from library staff in many areas.

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

ADVENTURE2GO KITS

In June Suffolk Public Library introduced Adventure2Go Kits, quick grab themed adventures in a bag for kids. Each kit contains:

- Up to 4 books.
- A puzzle.
- A game or activity to support and enhance the theme.

Cardholders can check availability and request a kit at suffolkpubliclibrary.com/Adventure2Go



WiFi2GO

- Check out this mobile hotspot device for 21 days and renew up to three times if no one else is waiting.
- Connects up to 10 devices.
- 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.

101
WiFi2Go Checkouts

LITTER CLEANUP KITS

Thanks to a partnership with City of Suffolk Litter Control, litter cleanup kits were added to our collection in Spring 2018 to help the community #KeepSuffolkBeautiful, and each kit includes:

- 4 Litter Grabbers and Safety Vests
- Bags
- 1 Bucket

TECH2GO

- Noise Reducing Headphones were added in November 2017 and can be checked out for in library use four hours at a time
- Laptops for in library use

RESOURCES

ONLINE TOOLS

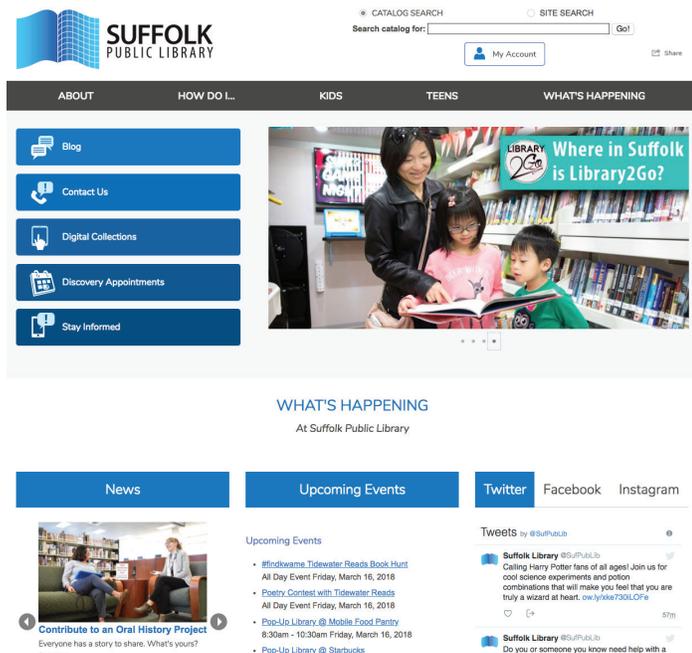
RBDIGITAL

- 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 simultaneously

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.



rb
digital



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

20,155

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

