



# DEWITT COMMUNITY LIBRARY

2014 REPORT TO THE COMMUNITY



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02/2015  
SUBMITTED BY  
WENDY SCOTT,  
EXEC. DIRECTOR

## **MISSION – VISION – CORE VALUES**

### **MISSION STATEMENT:**

The mission of the DeWitt Community Library is to provide quality library service for the residents of DeWitt, Jamesville, and surrounding areas.

### **VISION STATEMENT:**

The DeWitt Community Library will be an essential asset to the DeWitt and Jamesville communities and serve as a center of community life. The Library will provide and promote free access to high quality resources to meet the information, educational, and cultural needs of the community.

### **THE DEWITT COMMUNITY LIBRARY IS COMMITTED TO THESE CORE VALUES:**

- Excellence of service and respect for all Library patrons
- Literacy across all age groups and a reverence for life-long learning
- Intellectual freedom and a patron's right to open access
- Appreciation and celebration of our community's diversity
- A professional and productive workforce
- Responsible, effective stewardship of resources
- Social responsibility, civic engagement and collaboration with other community and library organizations



### **2014 BOARD OF TRUSTEES:**

Steven Lux, *President*; Mary Keib Smith, *Vice President*; Carl Austin, *Treasurer*; Christene Gantos, *Secretary*; Nina Brown Miesje Havens, John Millar, Julian Modesti, Nana Ross, Sybil Schultz, Irene Scruton, Lydia Wasylenko, Dr. Rosalie Young, Wendy Scott, *Executive Director*

### **History of our search for a new home**

Eight years ago, DCL patrons approved funding to finance the construction of a new, free standing library to improve the services, programs, and collections that our library can offer. The community has asked DCL to increase the size of its collection, provide more room for browsing new titles, and increase the number and quality of community meeting spaces. There is great demand for more computing options, multi media facilities, and modern technologies in the library. We are continuously reminded in various patron surveys that a dedicated children's programming area with play space and an inviting teen area with room to study, work on projects, and access technology would be warmly received.

### **What can a new library offer to the community?**

After considering many sites in our service area, including in and around ShoppingTown Mall, the DCL Board of Trustees is currently exploring a property on Jamesville Road near the JK Tobin Construction property, subject to conditions and approval by the Town of DeWitt. Positive attributes include its central location in our charter to serve area, easy accessed to I-481, Route 5, and Erie Boulevard, and its ample space for building with room to grow. Very different from the Mall, this site is situated in a natural environment that would allow for attractive views, outdoor seating and programming. There is potential collaborations with the Town of DeWitt to extend existing sidewalks and to create links to bike paths, and we would also work with Centro to consider extending a bus line to the new site.

### **Financing**

The DCL Board assumes that we have sufficient resources (roughly \$2.5 million in cash and financing capacity built into the DCL budget) to construct a high quality library. The DCL will actively seek out NY State grants to support our construction project and we also envision a modest community fund raising campaign to supplement the monies that tax payers have provided.

### **Our Design Team**

The DeWitt Community Library Board of Trustees is pleased that King & King Architects has been selected as the design team for the library's building project. King & King, a local firm in business in Central New York since 1848, brings a wealth of knowledge about our community and experience in all phases of architecture, including creating 21st century library facilities such as the Swan Library in Albion, NY.

## CONNECTING WITH COMMUNITY ACROSS GENERATIONS AND ACROSS TOWN

The DeWitt Community Library reaches out to touch the lives of community residents in many ways. In our partnerships with area schools, daycare centers, adult residences, Town and County officials, and businesses, we bring the resources and services of the DCL to residents where they work, learn, and play.



*DCL Crafts @  
Jamesville Beach Park*

Thanks to a generous gift from the Friends of the DeWitt Community Library, the library was able to serve Jamesville residents through its new **DCL Crafts @ Jamesville Beach Park** program. This series of four crafts workshops, which were held at the park's pavilions, were conducted by DCL Children's Librarian Jennifer Burke and Paralibrarian for Children's Services, Kelly Sickler. We are very pleased that a number of families became acquainted with the DCL and its many outstanding children's programs through this new outreach activity.



*NewChannel9's Carrie Lazarus  
at the DCL's 4th Annual 'Healthy  
Living' Senior Fair*

**The DCL's 4th Annual 'Healthy Living' Senior Fair provided a wealth of information on services to older adults in DeWitt and Onondaga County.** Fifty-four were on hand to meet with hundreds of visitors and provide valuable information on services and resources to older adults and their care-givers. Keynote speaker, NewsChannel 9 WSYR's Carrie Lazarus, drew a standing-room only crowd to her presentation on strategies for staying healthy as we age. Free health screenings were also popular, as were the barbershop quartet, Tai Chi demo, and the raffle of a new Kindle Fire 7.

## CONNECTING WITH COMMUNITY ACROSS GENERATIONS AND ACROSS TOWN

Through partnerships with the Town of DeWitt, the OCPL Library System, and many area organizations, we connected with residents who may not be familiar with library services or find it difficult to come to the Library because of busy schedules or travel limitations. Here are some of our successful 2014 outreach activities and events:

- Town of DeWitt Erie Canal Day
- OCPL Booth at the NYS Fair
- Monthly visits to The Oaks and The Nottingham senior residents (with the DCL Friends)
- Home visits to the homebound and those with disabilities
- ShoppingTown Mall's Mall-O-Ween Event

We also engage with thousands of people every day through the Internet. Here are some of the new ways we maximized our virtual presence in 2014 to provide 24/7 library service to the community:

- E-Commerce online fee payment system through your library account
- E-book collections integrated in to the online catalog, making them easier to find and download.
- Miss Jenny's Crafting Tutorials on YouTube (for those who missed our in-house programs)
- Cozy Chair online book clubs for adults and children
- Online Public Services User Survey



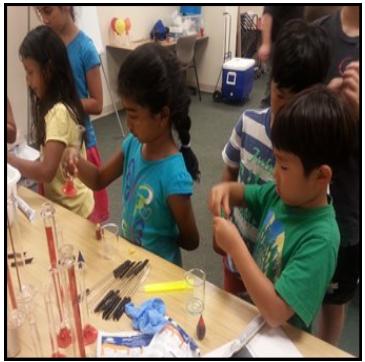
DCL staff and young friends at the Town of DeWitt Erie Canal Day



A resident at The Nottingham selects a book during a monthly

## LEARNING BY DOING, CREATING, AND SHARING

What better way to learn and grow than by sharing, learning together, and creating? The DCL is so much more than a place to find your favorite books and movies. In 2014, the library was a catalyst for community conversations, active learning, and expanding horizons through creative play. Your library is a dynamic community learning center for all ages.



*Young scientists explore the mysteries  
and magic of chemistry in  
the DCL 'lab.'*

Young children and their families had fun while learning in Library programs and activities designed to engage the imagination, build new skills, and encourage working with others.

- Green Lakes Music Together series
- Toddlers Dance Studio and Toddler's Tango
- Lego and crafts programs
- Hands-On Summer Science Programs to support STEM education, such as "Make it Fizz, Boom," "Forensic Science for Kids," and "The Night Sky (using a telescope)"



*Teens learned how to use digital production  
and editing equipment at the Teen Actors  
Recording Studio Workshop.*

Young Adults responded very favorably to new programs that helped them gain confidence, learn new skills, and prepare for their futures. Our teen program attendance increased by x percent in 2014 thanks to these new opportunities for engagement:

- Teen Murder Mysteries, where teens analyze clues to discover "Who Done It" .
- Digital Readers Theater— read scenes from classic plays, then record them
- Teen Digital Production Club programs
- Teen Actors Recording Studio (performance, presentation and production) funded by a Senator John A. DeFrancisco Library Cultural Programming Grant
- Tech-based DIY Holiday Gift Making for Tweens and Teens

## LEARNING BY DOING, CREATING, AND SHARING

### The DCL has become a community learning center for area homeschoolers.

Our program series designed for homeschooling families, “Terrific Thursdays,” introduced homeschoolers to Dewitt Community Library’s services, encouraged information sharing among homeschooling parents, and gave homeschooled children opportunities to explore a range of educational topics while connecting with other children.

DCL programs also gave adults plenty of reasons to stay active, learn new skills, and enrich their lives.

**Programs such as our new Striders’ Club for mall-walkers** exemplify the value of community partnerships in improving life for area residents. Launched with MVP Healthcare and Shopping-Town Mall, the Striders Club, which boasts more than 60 members in its first year, not only encourages exercise through a structured incentive program, but offers ‘striders’ practical programs and resources in the Library on getting and staying healthy.

**The DCL also offered a personalized approach to responding to our patrons’ needs, offering one-on-one workshops and individualized attention that built relationships while meeting the individual goals of adults in our service area.**

Popular ‘concierge’ services and programs offered in 2014 include:

- One-on-one tech support sessions (increased to 3 per week in 2014)
- Individualized career and resume tutorials offered twice per week
- AARP Tax appointments
- Medicare Supplemental Insurance support



*Terrific Thursday participants make Indian cuisine*



*MVP's Chris Britton registers new Members of the Striders Club*



*AARP Tax Preparer Cliff Mellor helps a patron with her income tax returns.*

## NEW WAYS TO ENCOURAGE LITERACY & FAMILY READING

The DCL continues to identify ways to foster literacy and encourage the whole family to read together.

Once again, our Summer Reading Program helped students to bridge the gap between the end of the school year and the beginning of the next. More than 3,000 books were read by 287 students! We offered 335 programs or activities this summer, with 2015 children and families participating. We also participated in National Family Literacy Day.



*Our new Little Sparks program ignited the joy of reading*



*Two new Children's iPads made learning and reading interactive.*

This year, Children's Librarian Jenny Burke launched the **Little Sparks Summer Reading Program** for children ages birth to 5 years old who are "pre-readers." This program helps parents and children build important early literacy skills. Early literacy is encouraging your little one to love language, books, and to have fun! The DCL also fostered family reading through its participation in the National Family Literacy Day held on November 1st.

**Reading and learning became a lot more fun with the installation of two new children's iPads** and an upgraded children's early literacy workstation. Matching headphones make it easy for families to read and learn together. The library also added 64 children's e-books in 2014 for home download, and – for the first time – created children's literacy kits that combine books with DVDs and CDs.

**Our new Cozy Chair online book clubs** invited readers to share and chat about fiction and non-fiction books from the comfort of their own home, 24/7. Adult readers had four clubs to choose from, including Armchair Sleuths for mystery lovers, Armchair Explorers for popular science readers, Armchair Traveler for fiction, and Armchair Jobhunters for those looking to improve their career skills. There was also a Cozy Chair for kids!

## COLLECTIONS: MORE OPTIONS, FASTER ACCESS

Exciting new digital services made it possible for the DCL to expand its media collections and provide faster and more convenient access to movies, TV, audiobooks, and music. Numerous training opportunities and easy-to-use instructional handouts make it easy to take advantage of these new digital services.

### Streaming Video & Audio – Home Access, No Wait Times, Thousands of Choices at Your Fingertips

**Our Roku Box loan program and free Netflix subscriptions** gives DCL card holders access to thousands of movies and TV shows in their homes. Easy-to-install Roku boxes the size of a wallet work for just about everyone with Cable TV!

**Hoopla is our latest streaming video and audio service for DCL cardholders.** Accessed through the Internet with a library card and PIN number, it couldn't be easier to browse, search for, and access movies, TV shows, and audio. Like our Netflix service, you can access titles on Hoopla 24/7, with no waiting or holds!

**Overdrive Advantage** is our popular e-book and e-audiobook collection for DCL cardholders. Find and download popular fiction and non-fiction e-books and e-audiobooks faster with our Overdrive Advantage collection—and you can now find Overdrive and Overdrive Advantage titles through the public catalog!

### Collection Concierge Service

We often hear from our patrons that they have to wait too long for our popular fiction and non-fiction titles. Here are some ways we have improved service by anticipating and responding to patrons' desire for quick and easy access to our collections:

- Instant access (with no waiting time) to movies, TV, and audio through our new digital services, described above
- More e-books available exclusively to DCL cardholders through Overdrive Advantage
- Daily tracking of DCL cardholder 'holds' on print and non-print materials
- Notification of available alternate formats for those who are on long holds lists
- Instant purchasing of additional print and electronic copies of items with long holds lists



DCL Cardholders now have free access to Netflix through loan of our Roku boxes.



The DCL is proud of its personal service to patrons and is always looking for ways to improve your library experience.

## STATISTICS AT A GLANCE

Service area population	16,580
DCL Cardholders	11,129
Downloads/Streams	13,706
Items Checked Out	310,461
Holds picked up at the DCL	48,061
DCL Items Picked up at Other OCPL Libraries	50,139
Items Added	10,760
Items Donated (added to collection)	519
DCL Staff (Full-time Equivalents)	17.65
Public Computer usage (hours)	20,471
Wireless logins	11,359
Reference questions	23,149
Meeting Room Reservations	1243
Event attendance	13,330
Walk-in Traffic	167,153



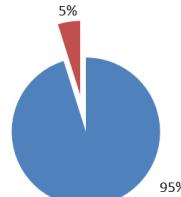
## FINANCIALS SUMMARY\*

### 2014 Revenues

Taxpayers	\$1,310,717
Library charges	\$27,012
Grants	\$5,435
Donations/gifts	\$16,126
Library system services aid	\$3,921
Income from investments	\$6,525
Booksales	\$5,739
Misc	\$2,224

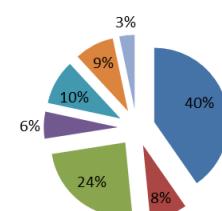
2014 Revenues

Tax levy Other income



2014 Revenues\_Excluding Tax Levy

Library charges  
Donations/gifts  
Income from investments  
Grants  
Library system services aid  
Booksales



### 2014 Disbursements

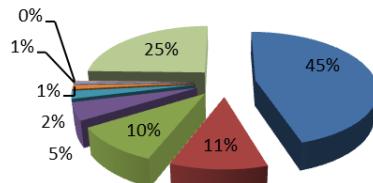
Payroll/benefits	\$621,291
Materials	\$147,459
Building operations/repairs	\$140,780
Other operating	\$67,638
Professional fees	\$29,973
Supplies/postage	\$16,737
Equipment	\$7,947
Telecommunications	\$3,928
Board Designated fund+	\$337,670

2014 Disbursements

Payroll/benefits  
Other operating  
Equipment

Materials  
Professional fees  
Telecommunications

Building operations/repairs  
Supplies/postage  
Board Designated fund



\*Based on cash basis accounting—year-end. All figures rounded to the nearest dollar.

+The Board Designated Fund is a discretionary account designated to support the DCL building project, increases in facilities operating costs, and unanticipated expenditures.

The 2014 DeWitt Community Library Audit Report will be made available to the public on the library web site at [www.dewlib.org](http://www.dewlib.org) after the report has been approved by the Library Board of Trustees.

## FINANCIALS DETAILS

### DEWITT COMMUNITY LIBRARY ASSOCIATION Balance Sheet Prev Year Comparison As of December 31, 2014

	Dec 31, 14	Dec 31, 13	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000A CASH CHASE CHKNG 8-16-11	61,948.58	60,522.97	1,425.61	2.4%
1115 Chase Corporate M/C	-702.23	0.00	-702.23	-100.0%
1122 Key Bank Gift Card	0.00	29.20	-29.20	-100.0%
1255 MERRILL LYNCH-Bd Designate	2,588,260.00	2,288,974.22	299,285.78	13.1%
1260 Merrill Lynch-Operating	674,214.51	632,249.26	41,965.25	6.6%
Total Checking/Savings	3,323,720.86	2,981,775.65	341,945.21	11.5%
<b>Other Current Assets</b>				
1250 Land Escrow 12/2013	10,000.00	10,000.00	0.00	0.0%
1310 PREPAID INSURANCE	8,325.00	8,325.00	0.00	0.0%
Total Other Current Assets	18,325.00	18,325.00	0.00	0.0%
Total Current Assets	3,342,045.86	3,000,100.65	341,945.21	11.4%
<b>Other Assets</b>				
1500 EQUIPMENT & FURNISHINGS	240,151.85	240,151.85	0.00	0.0%
1510 LEASEHOLD IMPROVEMENTS	70,242.59	70,242.59	0.00	0.0%
1600 ACCUMULATED DEPRECIATION	-201,580.88	-201,580.88	0.00	0.0%
Total Other Assets	108,813.56	108,813.56	0.00	0.0%
<b>TOTAL ASSETS</b>	<b>3,450,859.42</b>	<b>3,108,914.21</b>	<b>341,945.21</b>	<b>11.0%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Other Current Liabilities</b>				
2245 ACCRUED PAYABLES	6,475.15	6,475.15	0.00	0.0%
2250 Employee Health Whld Jan	-3,636.10	-3,636.10	0.00	0.0%
2300 ACCRUED PAYROLL	3,872.00	3,872.00	0.00	0.0%
2400 ACCRUED VACATION PAYABLE	14,796.00	14,796.00	0.00	0.0%
2500 ACCRUED RETIREMENT PAYABLE	7,438.60	7,438.60	0.00	0.0%
Total Other Current Liabilities	28,945.65	28,945.65	0.00	0.0%
Total Current Liabilities	28,945.65	28,945.65	0.00	0.0%
Total Liabilities	28,945.65	28,945.65	0.00	0.0%
<b>Equity</b>				
2810 BOARD DESIG/RENOVATION	2,258,974.22	2,258,974.22	0.00	0.0%
2815 Bequest Bldg. Expan.	40,000.00	40,000.00	0.00	0.0%
2900 FUND BALANCE - Cash	780,994.34	780,994.34	0.00	0.0%
Retained Earnings	0.00	-357,303.81	357,303.81	100.0%
Net Income	341,945.21	357,303.81	-15,358.60	-4.3%
Total Equity	3,421,913.77	3,079,968.56	341,945.21	11.1%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>3,450,859.42</b>	<b>3,108,914.21</b>	<b>341,945.21</b>	<b>11.0%</b>

## 2014 Disbursements

### FINANCIALS DETAILS \*

			2014 Actual	2014 Budgeted
		<b>2014 Income</b>		
		2014 Actual	2014 Budgeted	
Income				
3010 Tax Levy	1,310,717.00	1,310,717.00		
3100 FINES	21,775.04	23,924.00		
3200 COPIER/PRINTING	3,511.88	4,029.00		
3300 BOOK SALES	5,739.20	5,890.00		
3450 Local Libraries Serv. Aid	3,921.30	4,000.00		
3500 INTEREST	6,525.17	4,645.00		
3600 GRANTS - Programs	5,435.00	3,000.00		
3650 GRANTS - CAPITAL	0.00	0.00		
3700 LOST BOOK REIMBURSEMENT	1,724.84	1,700.36		
3800 MISCELLANEOUS	2,222.73	5,000.00		
3850 GIFTS	284.26	1,000.00		
3855 Misc Building Donations	0.00	0.00		
3950 ANNUAL APPEAL	15,842.00	15,500.00		
Total Income	<hr/> 1,377,698.42	<hr/> 1,379,405.36		
			Total OPERATING	188,904.62
			PAYROLL	210,028.00
			4000 SALARIES - PROFESSNL/MLS	286,279.52
			4020 SALARIES - CLERICAL	250,611.19
			4060 FICA/FED'L	38,990.79
			4100 DISABILITY INSURANCE	306.26
			4120 HEALTH INSURANCE	21,594.96
			4140 RETIREMENT	23,508.22
			4150 NET PAYROLL	0.00
			Total PAYROLL	24,479.42
			Total Expense	621,290.94
			Net Ordinary Income	631,620.64
			Other Income/Expense	957,654.66
			Other Expense	986,148.64
			7500 RENT	420,043.76
			8001 Trans fm Bd Des-Prof. Fees	393,256.72
			8100 Transfr to Brd Designated	61,269.96
			337,670.00	61,271.00
				16,828.59
				331,985.72

\*Based on cash basis accounting—year-end. All figures rounded to the nearest dollar.

## LOOKING FORWARD TO 2015



**It's going to be a big year!**

*Keep up with everything that's happening with the DCL's Building Project  
and Share Your Vision for the new library at: <https://dewhome.wordpress.com/>.*

**Also coming in 2015:**

- Check-out items or get a library card at Library Outreach locations—schools, senior residents, Jamesville Beach Park, and more!
- Public scanning capability
- Expanded homeschooling resources to help all parents support their children's education
- Science and math equipment and tools for loan
- Teen Digital Production Club
- DCL TechConnect Discussion Group with area technology experts—learn new stuff, ask questions, share information
- Improved non-fiction collection organization