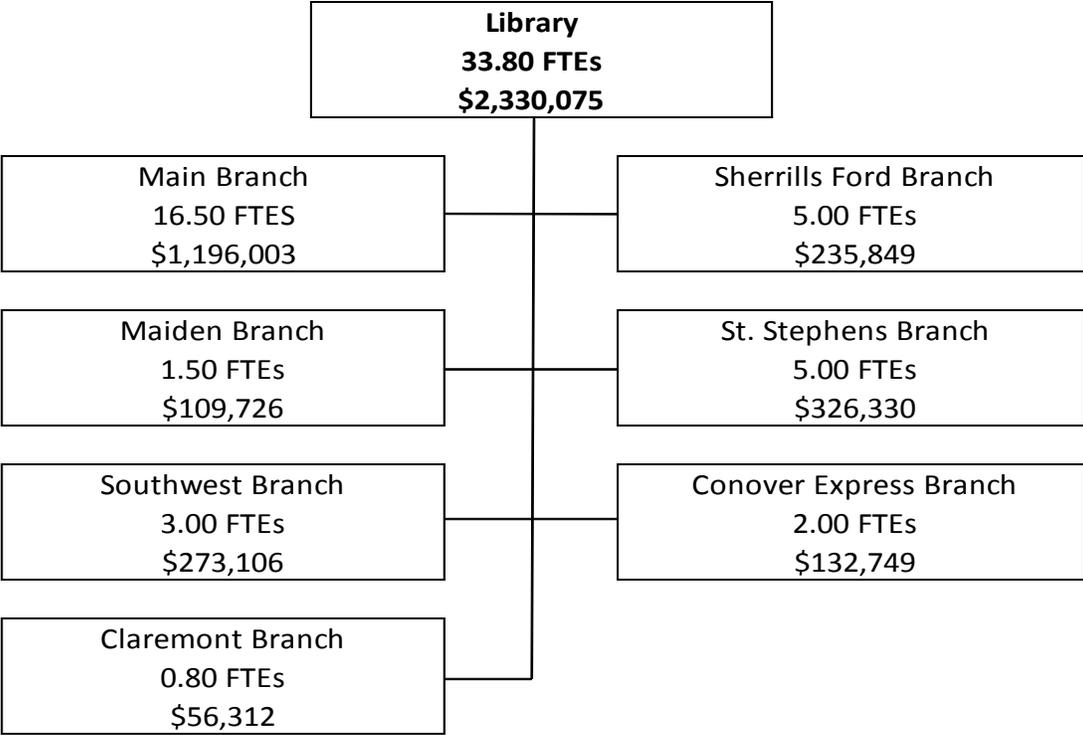


Catawba County Government



County Library

Reinventing Department

Organizations: 810050 - 810290

	2012/13 Actual	2013/14 Current	2014/15 Requested	2014/15 Approved	Percent Change
Revenues					
State	\$163,593	\$135,290	\$143,850	\$143,850	6%
Local	54,865	55,604	55,604	59,461	7%
Charges & Fees	61,556	52,700	52,700	52,700	0%
Miscellaneous	2,271	1,000	1,155	6,550	555%
General Fund	1,880,426	2,020,275	2,095,215	2,067,514	2%
Total	\$2,162,711	\$2,264,869	\$2,348,524	\$2,330,075	3%
Expenses					
Personal Services	\$1,537,436	\$1,613,095	\$1,683,526	\$1,659,077	3%
Supplies & Operations	625,275	651,774	664,998	670,998	3%
Capital	0	0	0	0	0%
Total	\$2,162,711	\$2,264,869	\$2,348,524	\$2,330,075	3%
Expenses by Division					
Main	\$1,128,154	\$1,111,326	\$1,192,913	\$1,196,003	8%
Sherrills Ford	145,930	203,881	259,391	235,849	16%
Maiden	94,994	102,663	109,363	109,726	7%
St. Stephens	363,322	388,832	325,572	326,330	-16%
Southwest	258,928	272,483	272,573	273,106	0%
Conover	120,853	130,847	132,483	132,749	1%
Claremont	50,530	54,837	56,229	56,312	3%
Total	\$2,162,711	\$2,264,869	\$2,348,524	\$2,330,075	3%
Employees					
Permanent	30.60	33.80	33.80	33.80	0%
Hourly	1.58	1.58	1.58	1.58	0%
Total	32.18	35.38	35.38	35.38	0%

Fiscal Year 2012/13 Outcome Achievements

Total Outcomes	Achieved	Not Achieved	Success Rate
65	64	1	98%

Budget Highlights

The Library's recommended budget increased by \$61,352 (3 percent) from the current year's approved budget. The largest percentage increase (555 percent) is found in Miscellaneous Revenue and results from the Library adding a fax service for patrons. Sherrills Ford's expenses have increased due to the opening of the Sherrills Ford Library in September 2014.

Performance Measurement

Fiscal Year 2014/15

In Fiscal Year 2014/15, the Library will continue to focus on early childhood literacy, and contribute to the local, state, and nationwide educational science, technology, engineering, and math (STEM) initiative. In addition to youth learning, the Library will also focus on adult education/enrichment. All branches will offer the opportunity for adults to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance. The Library's multi-year outcome is to support Catawba County School systems to enrich learning opportunities and increase the education attainment level.

Fiscal Year 2013/14

At mid-year, the Library was on target to achieve or had already achieved 100 percent (59 of 59) of its Fiscal Year 2013/14 outcomes. The Catawba County Library system provided the public convenient access to its literary collection by having the courier service run five days per week to the branch libraries, exceeding its goal of four days a week. The Library produced and disseminated monthly newsletters, created blogs and Facebook posts, and wrote weekly columns to inform citizens of the Library's services and activities. To inform community members and leaders of the Library's role in the community, the library has shared 7 personal stories in news releases, web, and social media, with stories reflecting the positive impact that library service has had on customers' lives. Stories included those of staff assistance helping a troubled customer successfully apply for a job online and scan and upload a resume; reference staff was able to connect foreign visitors with a consulate in an emergency for assistance in returning home; and a nursing home employee who feels empowered with the ability to reserve online library materials for elderly residents.

Additionally, the system has held 38 science, technology, engineering, and math (STEM) interest programs to support the local, state, and nationwide desire to increase interest in the respective subjects. 710 participants attended the STEM programs with 78 percent reporting that their interest was piqued. The 78 percent exceeds the 70 percent goal the Library set for Fiscal Year 2013/14.

Fiscal Year 2012/13

The County Library system circulated nearly 20,000 books to daycare centers, providing high quality reading materials to preschool children. The main branch, in an effort to contribute to Catawba County's economic revitalization, provided 42 computer training sessions with 220 people attending. This was a 27 percent increase in sessions provided and a 26 percent increase in number of attendees. These sessions included training on conducting online job searches, creating and improving resumes, searching the Internet and basic computer skills, and video conferencing (Skype). The Library system registered 1,700 children and teens for summer reading programs with the goal of promoting and reinforcing reading skills. The Library's courier service continued to enhance the accessibility of the Library's resources by delivering materials to all branches five days a week. Due to the courier service's reliability the Library system floats all library collections, including the DVDs. Circulation of the DVDs increased 10.4 percent throughout this year due to the floating project.

The single outcome not achieved pertained to helping customers find valid and reliable sources of information by promoting the use of NC Live and recording at least 20,000 sessions during the year. The Library's customers used NC Live 14,384 times. NC LIVE changed its methodology for statistical reporting to correct for a fairly substantial over-count of its most used resource. This change in count methodology resulted in lower usage counts for the library.

CATAWBA COUNTY MAIN LIBRARY
Fiscal Year 2014/15

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children attending year round library early literacy programs are better prepared for school, with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and exhibit improved early literacy skills such as talking, singing, using books, recognizing colors, shapes, and letters, using a larger vocabulary, and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of participants and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
8. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
9. As a part of local efforts to revitalize Catawba County, the entrepreneurial and small business community will have their information needs supported through local seminars; with 80 percent of participants reporting that they learned new business start-up or operational skills, developed an interest in entrepreneurial activities, or discovered library resources that support their information needs. The library will partner with the CVCC Small Business Center, the Innovate Catawba "Entrepreneurs" workgroup, and/or other Innovate Catawba workgroups or entrepreneurial community agencies to assess needs and host seminars.
10. The library's community garden project will contribute to building a healthy community by providing opportunities for all ages to learn about gardening and by helping to produce healthy foods that are shared with local people in need of nutritious meals; with 80 percent of the participants reporting that they increased their physical activity, learned how to improve their gardening skills, or gained a stronger sense of well-being by helping local people to have access to healthier foods.
11. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2014-2015: The library partners with local school leadership teams to establish regular communication and assess student and teacher needs.

SHERRILLS FORD-TERRELL BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children attending year round library early literacy programs are better prepared for school; with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and/or exhibit improved early literacy skills such as talking, singing, using books; recognizing colors, shapes, and letters; using a larger vocabulary; and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
8. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The Sherrills Ford-Terrell Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.

MAIDEN BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children attending year round library early literacy programs are better prepared for school; with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and/or exhibit improved early literacy skills such as talking, singing, using books; recognizing colors, shapes, and letters; using a larger vocabulary; and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
8. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and/or job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology or job seeking skills or increased their comfort in using technology.
9. The Maiden Library will be enhanced as a community space focused on learning and collaboration with a collaborative beautification and refreshing project involving local groups; with 80 percent of survey respondents indicating the library space is more appealing and user-friendly.
10. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The Maiden Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.

ST. STEPHENS BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

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Outcomes

1. Catawba County pre-school children attending year round library early literacy programs are better prepared for school; with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and/or exhibit improved early literacy skills such as talking, singing, using books; recognizing colors, shapes, and letters; using a larger vocabulary; and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
8. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of teens and adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
9. Catawba County Seniors in the St. Stephens area will have opportunities through the library to remain active, enhance lifelong learning, and gain access to materials and resources; with 80 percent of participants reporting that the programming and/or materials provided enhanced their learning or provided materials they would not otherwise have access to.
10. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The St. Stephens Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.

SOUTHWEST BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

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Outcomes

1. Catawba County pre-school children attending library year round early literacy programs are better prepared for school; with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and/or exhibit improved early literacy skills such as talking, singing, using books; recognizing colors, shapes, and letters; using a larger vocabulary; and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
8. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The Southwest Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.

CONOVER BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

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Outcomes

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2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from reading.
3. Catawba County children in childcare programs will have access to literature and programming that enhances their reading and early learning; with 80 percent of childcare teachers who participate reporting that having early literacy training and library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
6. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.
8. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The Conover Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.

CLAREMONT BRANCH LIBRARY
Fiscal Year 2014/15

Statement of Purpose

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As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children attending year round library early literacy programs are better prepared for school; with 80 percent of participating caregivers reporting that their preschool children are read to more frequently and/or exhibit improved early literacy skills such as talking, singing, using books; recognizing colors, shapes, and letters; using a larger vocabulary; and understanding the world around them.
2. Catawba County children and teens participating in library summer reading programs maintain or enhance their reading and learning levels; with 80 percent of children and caregivers reporting that they read or are read to more, and/or learned more about finding information and about the world from programs and reading.
3. Catawba County students will show interest in science, technology, engineering, and math topics or careers as the library contributes programming aligned with local, state, and nationwide educational initiatives; with 80 percent of youth who participate in the library's STEM programs reporting that they learned something new or interesting in the STEM topics.
4. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 80 percent responding that they found something they needed or wanted at the library.
5. Catawba County citizens will be aware of library services and the library's role as an essential resource for early literacy, lifelong learning and economic revitalization; with 80 percent of survey respondents indicating familiarity with library locations, services, collections and activities through speaking engagements, local newspapers, television and radio outlets, printed publicity, and online through web sites and social media.
6. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; with at least 80 percent of adults who participate in library programs or check out materials reporting that they learned something new or discovered new or different reading or viewing materials.

7. As a part of local efforts to revitalize Catawba County, citizens will have the opportunity to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance; with 80 percent of participants reporting that they learned new technology and/or job seeking skills or increased their comfort in using technology.
8. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County, with 80 percent of partners reporting positive results and satisfaction with the partnership's work plan.
 - 2014-2015: The Claremont Branch partners with local school leadership teams to establish regular communication and assess student and teacher needs.