

Watauga County Public Library
Library Report September 2024

Advocacy/Library Promotion

A press release will go out to promote Library Card Sign Up Month. Jennifer and another staff member will go to Sanford Hall at Appalachian State University to share library information and issue library cards. Displays near our entrance include the Friends of the Library's sale selections of puzzles, books on the classics, poetry, essays and plays, children's specially priced books including vintage, and recently published books; High Country Writers book selections by Terri Fabel; Cook the Books and Book Bunch book club selections and staff member Jenny Brunner's artwork.

Several hundred families were reached at the Back 2 School Festival in August at the Library's table. We added forty-three names to the newsletter listing and gave away approximately 150 books.

Partnerships/Funding

The Library will be partnering with Legal Aid this fall to allow for a health care navigator to be here certain days and time periods. The Watauga Literacy Association has pledged \$1000 toward matching funds for the Adult Literacy LSTA grant.

We hope to partner with the Board of Elections for National Voter Registration Day on September 17 and beyond until election day. We will have two Appalachian State University Library Science MLS graduate students, Sarah Sinner and Crisol Campos, working with us this semester on projects for their Collection Development class.

Programs/Services

We had 515 kids sign up for the Summer Reading program and the Western Watauga Branch had 151. Last year it was 642 and 127, respectively. Programs were very well-received. September is Library Card Sign Up Month, and we are giving out a choice of either coffee coupons from Kovu, coffee/cookie coupons from Stick Boy Break Company, or a free book from the Friends in-house book sale for those who get a library card. Jackie Cornette is organizing the second children's field trip to Avery County YMCA for Head start children in Avery, Mitchell, Yancey and Watauga counties through the Intermountain Children's Services Inc. Sponsorships are in the works for the event. Adult Services and Monica are working with a local couple (one being a retiree from Appalachian State University's Department of Languages) to organize a four-part series of Hispanic Heritage Month programs beginning September 13 and continuing Fridays at 4 pm through October 4. The title of the series is "A Taste of the Spanish Speaking Community."

Staff/Volunteer News

We welcomed a new Shelver in July, Katheryn Royall. The Fall Digital Watauga Intern job posting will be reposted in December for the spring. Lisa Flanigan, Youth Services Librarian, will be retiring effective October 1 so we are in the process of hiring a new person to fill this position. We will welcome three new library board members to the local Library Board: Mary Stolberg, Wendy Jessen, and Hollis Smith. New book donation sorters include Pam Ashley, Mike Moritz (welcome back!) and Beth Fiske. A volunteer drop-in celebration is scheduled for Friday, November 15, 9:30 pm – 11:30 am. A big thank you to all our 2024 Reading & Rolling volunteers. Thanks to volunteers Joan Hearn, Lisa Reynolds, and Anita Clemmer and staff members Jacob and Monica for attending the Back 2 School Festival. Finally, we appreciated volunteers Melony Winkelmann, Phoebe Pollitt, and Patty Swartzbaugh at the Ron Rash event as well as staff members Justin, Ingrid, and Monica. Maggie Christenbury created a beautiful basket for him.

Looking Ahead

We will be closed for Labor Day on Monday, September 2 as well as Saturday, September 21 for the Friends 50th anniversary celebration.

Statistics for Fiscal Years 2022 - 2024

SUMMER READING PROGRAM

MAIN

	2022	2023	2024
Registration	457	642	515
Programs	64	42	69
Attendance	2,601	1,978	1,443
Minutes Read	249,630	307,385	265,320

WESTERN WATAUGA

	2022	2023	2024
Registration	64	127	151
Programs	4	6	7
Attendance	113	269	390
Minutes Read	26,880	53,340	63,420

E-BOOKS AND E-AUDIO THROUGH OVERDRIVE - REGIONAL CIRCULATION

	FY 2022	FY 2023	FY 2024
E-Books	10,657	11,262	11,878
E-Audio	4,188	4,855	5,757

MAIN					
	FY 2022		FY 2023		FY 2024
CARDHOLDERS	31,148		33,525		35,222
CIRCULATION	178,818		185,634		176,690
VISITS	85,417		102,245		112,606
PROGRAMS – Virtual/Live- hybrid	28/204		278		572
ATTENDANCE – Virtual/Live- hybrid	11,330/8114		8,274		11,418
PAGE VIEWS	48,922		57,030		60,358
JUVENILE BK CIRC	101,818		108,362		99,793
ADULT BK CIRC	58,497		61,339		61,058
AUDIO/VISUAL CIRC	17,565		15,564		15,385
COMPUTER USE	6,413		7,886		7,015
WI-FI	85,170		79,568		76,980
MEETING ROOM USE (outside agencies)	49		258		59
MEETING ROOM ATTENDANCE (outside agencies)	836		5,816		1,270

WESTERN WATAUGA BRANCH					
	FY 2022		FY 2023		FY 2024
CARDHOLDERS	1,428		1,475		1,534
CIRCULATION	16,114		14,716		14,481
VISITS	4,762		6,285		6,450
PROGRAMS	43		59		63
ATTENDANCE	1,019		946		1,225
JUVENILE BK CIRC	5,602		4,282		4,369
ADULT BK CIRC -Includes Outreach	9,077		8,924		8,651
AUDIO/VISUAL CIRC	1,193		1,326		1,251
COMPUTER USE	301		337		362
WI-FI	3,589		5,569		19,222