

**WAYNESBORO  
PUBLIC  
LIBRARY**

# Annual Report

FISCAL YEAR 2010-2011

Population Served:  
20,405  
Library Visits:  
215,458  
Service Hours  
per Week:  
68

## Director's Report

Zahir Mahmoud

Public libraries across the nation suffered financial hardships and WPL was no exception. State aid, which provides the only source of funding for library materials (books, and audiovisual materials), was at the lowest level, 35% lower compared to 2001. Meanwhile, local funding went down. The assistant director's position was not funded. Funds for staff development and training were significantly reduced. Special revenues such as recovery of the cost of lost library materials, gifts, and revenue from the copy machine were diverted to the City's general fund and were no longer available to support programs. The Friends of the Library provided some funding in support of programs, a new disk cleaning machine, and subscription to ProQuest, an online genealogical resource. In addition, the Friends continued their funding for two standing order programs of large print books.

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Web address:  
[www.waynesboro.va.us/library](http://www.waynesboro.va.us/library)  
Online catalog (OPAC)  
[www.valleylibraries.org](http://www.valleylibraries.org)

### Hours:

Monday-Friday  
9:00 A.M. – 9:00 P.M.  
Saturday  
9:00 A.M. – 5:00 P.M.

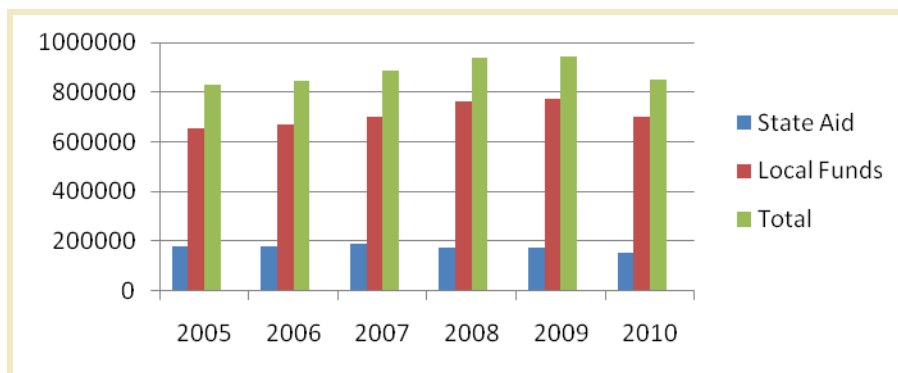
### WPL affiliates:

#### Board of Trustees:

Latane Long  
Faison Dana  
Edie Eckman  
Phil Winter  
Lowell Lemons

#### Friends of the Library Board:

Velma Ryan, President  
Jim Donnelly, Treasurer



The financial picture and other factors impacted overall usage and services. Total circulation, program attendance, library visits, and computer usage were all on the down side compared to the previous year. The standing order program for best sellers was revised as we could no longer afford to purchase several copies of best sellers. In anticipation of the beginning of the renovation project, some of the usual programs such as the monthly music program and Friday movie nights were cancelled starting in December. Plans for new programs were put on hold. The Adult Services Librarian, who organized programs, retired in March of 2011.

# Director's Report continued

**Circulation statistics:**

Items Checked Out:  
242,029  
Items Checked In  
280,263  
Renewals  
52,156  
In-House Use  
9,277  
E-Books  
760  
Total Circulation  
294,945

**Inter Library Loan Statistics:**

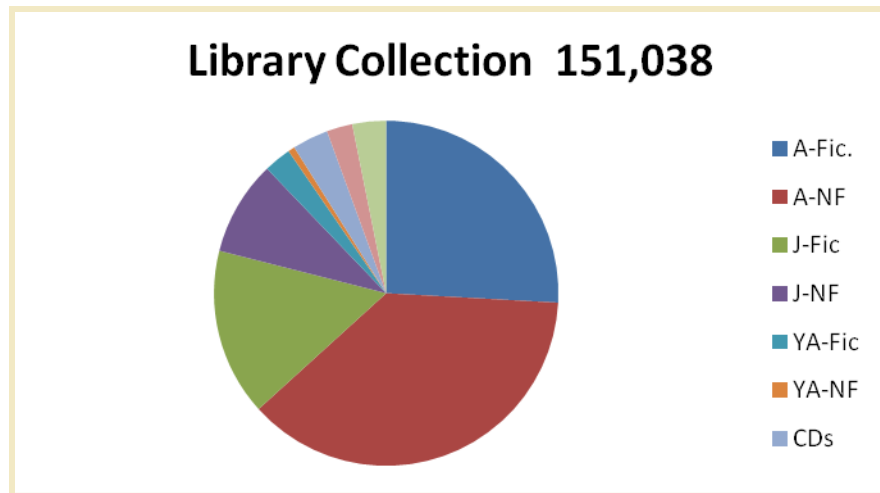
Borrowed from Staunton Public Library  
7,715  
Borrowed from Augusta County Library  
13,694  
Total: 21,409  
  
Loaned to SPL  
6,914  
Loaned to ACL  
10,203  
Total: 17,117

**\*Number of Card Holders:**

Adults: 15,291  
Juvenile: 4,335  
Seniors: 2,793  
Young Adult: 2,101  
Total: 24,520  
  
Borrowers Added:  
1,082

WPL joined the Southwest Virginia Digital Consortium of eighteen members for access to e-books and downloadable audio books through OverDrive. Since the start of the program, usage seems to be steadily increasing. Six new computers were purchased to replace public and staff work stations that were critically in need of upgrades. Library staff participated in several meetings with the architects for selection of new furnishings. In preparation for the renovation project, the relocation of library materials, staff work stations, and children's activity room started in March of 2011.

The cataloging department added 7,557 new items (books and AV materials) to the collection. 12,012 items were discarded from the collection. Materials were discarded because of condition, content, or duplication. It also seemed that the demand for VHS and books-on-tape collections were down and the two were heavily discarded.



The Library Board of Trustees completed and approved a revised Policy Manual. It was necessary to separate policies from procedures. The new Policy Manual is easy to use and covers some of the issues that were not addressed in the previous policy manual. The Foundation Committee of the Friends of the Library started their fundraising campaign, Branch-Out. The renovation project funded by the City did not include provisions for new furnishings and shelving. The Friends of the Library were expected to raise the needed funds, estimated at \$350,000. A publicity package and list of potential donors were developed. Members of the committee met with potential donors and by June 19, 2011, \$143,308 was raised. The Friends of the Library also committed another \$100,000 for new furnishings.

\*Included are card holders from Augusta County, Staunton, Waynesboro, and other jurisdictions that have been issued a card from this location and have checked out materials in the last 12 months within the consortium.

## Public Relations

Marta Grove, Publicity

The biggest impact on the public relations department during fiscal year 2010-2011 was the beginning of renovations. Until the completion of renovations in January 2012, programs have been reduced or eliminated, reducing the need to publicize activities. However, when construction bids were opened and once construction started, the library received a considerable amount of exposure as four local media outlets reported on the renovation progress.

WPL's online presence also increased through the newly created Friends of the Library website. Updates on library renovations are also maintained on this site via a blog. Other means of online publicity included use of event calendars on this site as well as on several other community calendars.

The publicity for monthly movies and music concerts and special programs like the Big Read was in full swing prior to the start of renovations. Participation in the Big Read also gave the library more visibility since it was a community wide program and sponsored by a national organization. Manned information tables at community events and local stores, an entry in the Waynesboro Christmas parade, and speaking engagements also increased WPL's visibility in the community. Additionally, new community partnerships were formed in the creation of culture passes, a coupon checked out that gives a discount at area businesses and cultural venues.



Library renovations began May 31, 2011

## Local History & Genealogy

Karen Vest, Archives

This year has been more challenging with the upcoming move, but it has been advantageous to examine the collection as a whole and determine which items will better serve our library patrons. In order to accomplish that goal, the collection has been examined closely. Some of the discarded items were shared with historical societies and the local museum. Other items were given to the Friends of the Library for the annual book sale. Family histories or items concerning the local area were not discarded unless they were duplicates. We continue to encourage patrons to donate family histories to enhance our collection and help others researching the same families. Local authors have also generously contributed books to the collection. This lessens the burden of using library funds to acquire these items.

We continue to offer the Heritage Quest database free of charge to our library patrons. This service is offered in the library or by remote access from home. It contains access to census records, genealogy books and several other resources. Recently, the usage has increased as more people have become engaged in genealogy research as a pastime. This may be due to a recent television series dedicated to searching for one's family history. Whatever the reason is, patrons are pleased they can obtain this free service through the library.

Purchasing the scanner for the local history and genealogy department has proven to be a vital tool to assist patrons and respond to requests for obituaries and newspaper articles from microfilm. It has received positive results such as monetary donations to the library and also reduced library funds spent on postage.

The Local History and Genealogy Department experienced the loss of two dedicated volunteers this year. Peggy Reese died May 1, 2011 and Martha Key died on July 3, 2011. Both of these volunteers worked on many projects that greatly contributed to the success of the Local History and Genealogy Department.



The local history collection is evaluated.

# Children's Programming

Bethany Jones, Youth Services

During the 2010-2011 year, the children's department presented 377 programs serving 10,609 participants, including the annual winter reading and summer reading programs. We enjoyed increased attendance during the first six months of the year, but then reduced our programming schedule to accommodate the construction and upstairs move that has naturally impacted our overall numbers. Last year we offered more programs and served more people overall but our participation per program has actually increased this year from an average of 24.5 in 2009-2010 to 28.1 in 2010-2011. This is positive progress as it indicates that while we may have to reduce program offerings to accommodate schedule or location changes, we are still offering the types of programs patrons want to attend.

Noteworthy special programs for this year include Fun Fest '10, Breakfast with Santa, the Iditarod Reading Challenge, and the Read Around the World summer reading program. Our outreach continues to include preschool groups from the YMCA, all the local public schools, ARC adult daycare service, and the Boys and Girls Club. We also enjoyed greater participation this year from First Baptist and Bethany Lutheran preschools.

Fun Fest '10, which concluded the summer reading program, took place in July 2010. The library partnered with BB&T bank and offered an evening of fun and community togetherness, which included a petting zoo, karaoke, school supply and book giveaways, craft tables, a food cart, indoor cooling station, face painting, and many other venues. Fun Fest, as always, was a wonderful way to increase the library's profile in the community. In December 2010, we hired a local couple to dress up as Mr. & Mrs. Claus and offered families breakfast or lunch with Santa. Thanks to some outstanding volunteer help through the Waynesboro High School key club and an area church we were able to offer two large programs, each with about 100 participants, without a great monetary expenditure on the library's part. During the holidays we encouraged families to read together with the Iditarod Reading Challenge. For the third year in a row, families organized themselves into teams and tracked their reading progress with fabricated dog sled icons on a large board in the library. All teams completing the challenge earned certificates or trophies and were invited to a special dinner and movie showing. Our options for the summer reading program were limited this year with the beginning of construction. We realized that without significant storage space we would be unable to store enough items to regularly stock the usual programming store. The unavailability of the lower level meant that large special programs could not be a part of the offering this year. Undaunted, we used the Library of Virginia's teen theme of reading around the world and devised a four-week reading game in which children read through different continents. After completing a continent's worth of reading, which consisted of thirty picture books or three hundred pages of chapter books, they were rewarded with a free book from the library. Thanks to some generous local businesses we were also able to give coupon vouchers to participants. Our ongoing partnership with BB&T continued this summer and we were able to offer backpacks stuffed with school supplies to summer reading program participants just as in years past. We were so satisfied with and received such positive feedback from the different style of summer reading program this year that we may build on that model for coming years.

Programming for young adults included murder mystery nights, regular gamers' lounges (including Rock Band and new Wii gaming nights), and multiple BYO craft nights in which teens brought items from home and made them into new creations such as purses, jewelry, and organizational supplies. Thanks to the alternate style of the summer reading program this year, we attracted more teens and preteens to the program, including large groups from the Boys and Girls club, and they were enthusiastically involved in selecting more mature books for themselves. We have had expanded volunteer participation from young adults this year ranging from a 4H group presenting story time to individuals helping shelf read and gather supplies for special programs.



Families enjoy Fun Fest '10

**Program Attendance:**  
Children's: 10,609  
Adult: 1,841  
Total: 12,450

**Number of Programs:**  
Children's: 377  
Adult: 38  
Total: 415



Dressing up flip flops at BYO.