



Vinton Public Library FY24 Annual Report

Presented by Kelly Henkle
Library Director

Mission

We provide a welcoming environment to grow and strengthen connections for everyone in our community

Vision

We are dedicated to exceptional customer service and engaging our community. We enrich lives through access to resources, programs and collections that encourage lifelong learning and the love of reading

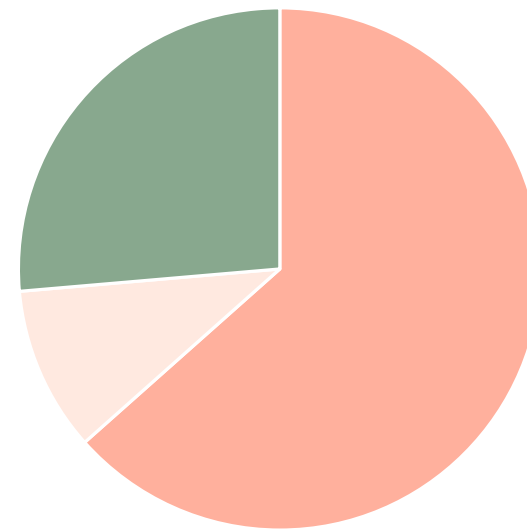
Service Areas

- Circulation and Patron Engagement
- Community Outreach
- Facilities and Collections
- Staff and Volunteers



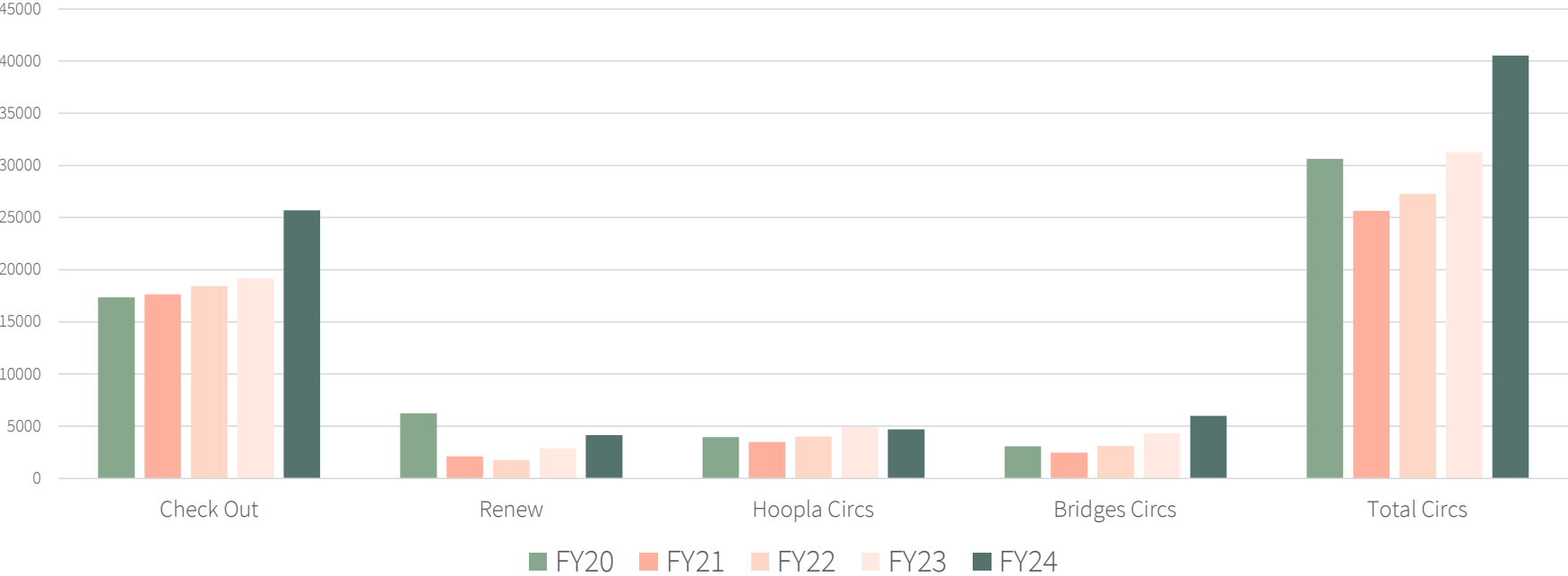
FY24 Total Circulation

- 25,699 Physical Checkouts
- 4,138 Physical Renewals
- 10,683 Digital Checkouts
- 40,520 Total Circulation



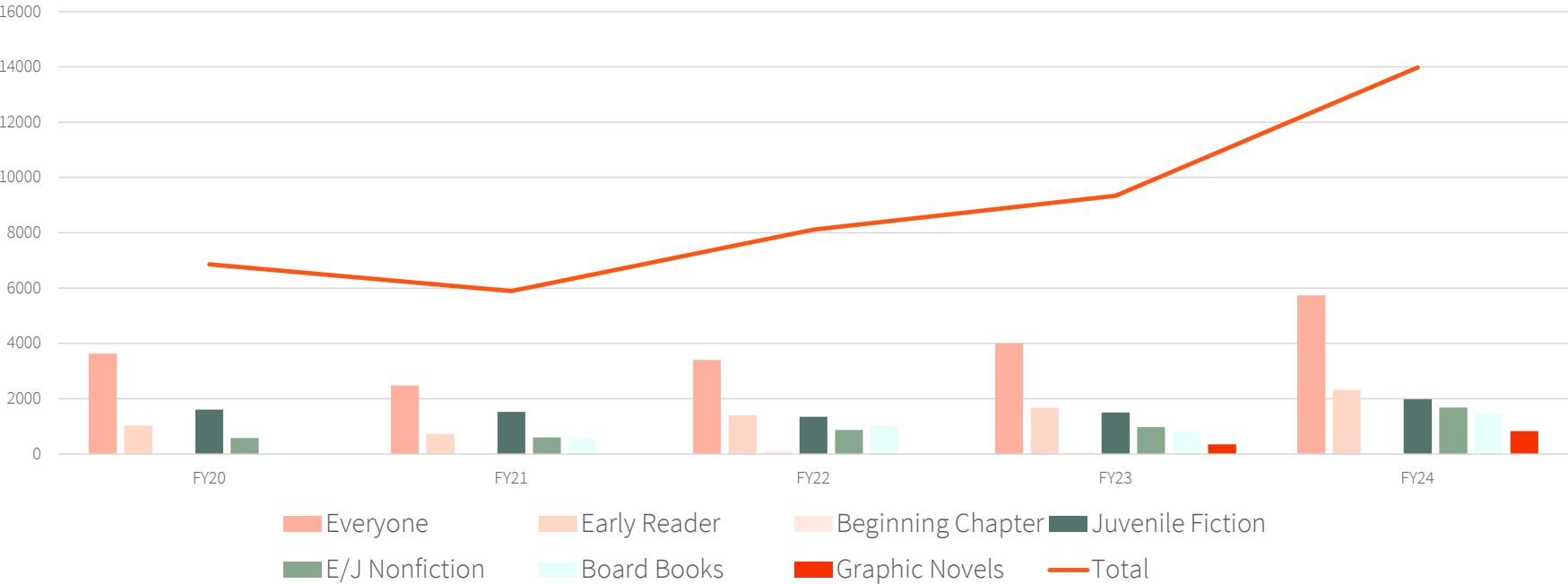
■ Physical Checkouts ■ Physical Renewals ■ Digital Checkouts

Circulation - 5 Year Review



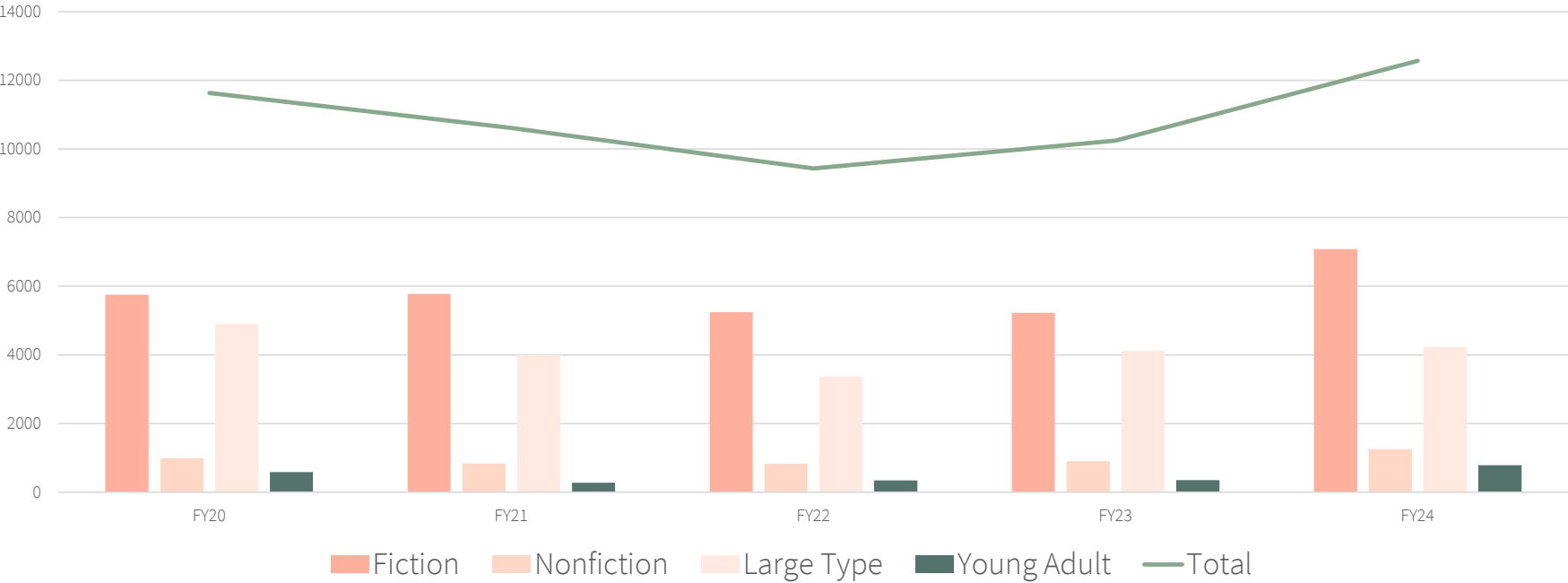
Children's Physical Circulation Trends

Checkouts + Renewals



Adult Physical Circulation Trends

Checkouts + Renewals



Physical Circulation– Iowa Size D Libraries

Population 2,500-4,999, FY23 Data



Vinton Public Library	22,162
Average Size D	26,198
Minimum Size D	5,223
Maximum Size D	93,490
25th percentile	15,396
50 th percentile	21,935
75 th percentile	31,278

Patron Engagement



Proud affiliate of the
Next Chapter Book Club



- Average Daily Attendance: 108
- Total # of Programs: 863
 - Ages 0-5: 308
 - Ages 6-11: 175
 - Ages 12-18: 67
 - Adults: 272
 - General: 41
- Total Program Attendance: 7,329

Children's Programming

Tummy Time
Preschool Storytime
Teen Coloring
Kid Author Night
Food for Thought
STEAM Days
Craft Squad
School-year Early Out events
Mississippi River Museum
Writing Workshops
Lego Building
Play-Doh
Halloween Escape Room
Mini-Golf at the Library
Early Mornings at the VS High School Library
And More!



Adult Programming

Free Coffee Fridays
Author Visits
Guest Speakers
Master Gardener Information Series
Open Craft Nights
Adult Coloring
Tai Chi
Yoga
Guided Journaling
Writing Series with J L Wilson
Community Book Club
Hair and Beauty Nights
Next Chapter Book Club
VPL Memory Café
Adventures in Bookclubbing
Lutheran Home Read-Aloud Book Club
Charles Dickens Read-Aloud
Home Delivery Services
Library App Informational Sessions
Big Library Reads with Libby
And More!

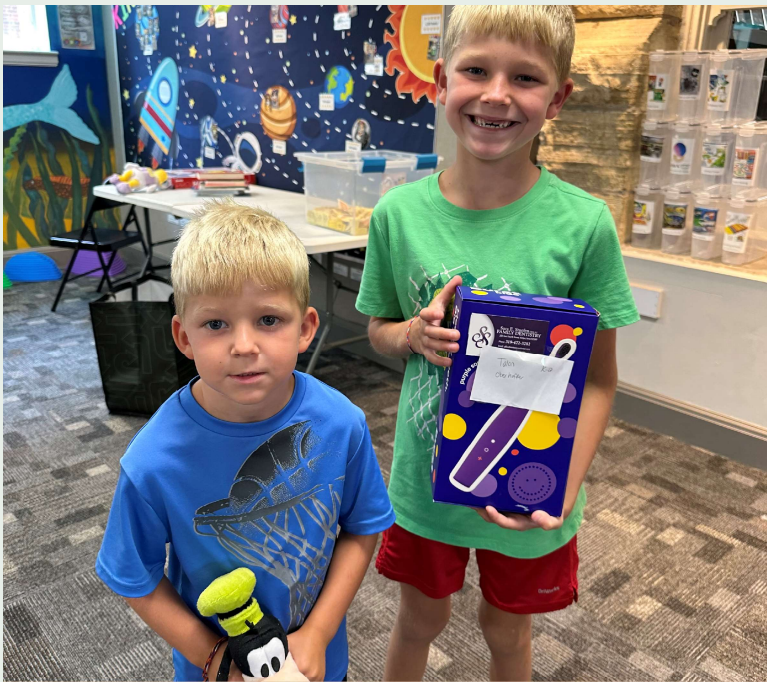


Community Outreach



- Expanded evening hours
- Bicycle-powered bookmobile
- Tilford Elementary outreach event
- Farmer's Market
- VGH Health Fair
- Party in the Park
- VS Senior Scholarship Day
- Community Organization Presentations
- VPL at VGH
- VPL at Brickside Brew 'N Chew
- Weekly summer deliveries to Creative Kids Childcare center

Annual Community Survey Results



92% Community Awareness* of Adult Programs

96% Community Satisfaction* with Adult Programs

91% Community Awareness* of Children's Programs

100% Community Satisfaction* with Children's Programs

*Awareness and Satisfaction measured by respondent's that answered 'somewhat aware' or 'fully aware' and 'somewhat satisfied' or 'fully satisfied' on survey; 81 total respondents

Marketing

Vinton
FARMER'S MARKET

Thursday, June 6
5:00 - 7:00 PM

Celebration Park
Vinton, IA 52349

Merchant's Grilling

SPECIAL GUEST: VINTON PUBLIC LIBRARY

SWIRTH@VINTONIA.GOV (319) 472-4164

VPAD

The flyer features a green background with a white circular photo of four women sitting around a table. A logo for Vinton Public Area District (VPAD) is in the top right. Contact information is at the bottom.

- Weekly Newsletter
 - 341 Subscribers
- Social Media
 - “What We’re Reading” book talks
 - Unboxing of new books
 - Volunteer Spotlights
 - NYT Bestseller Lists
- Vinton Palace Theater Preshow Screen
- Library Brochure

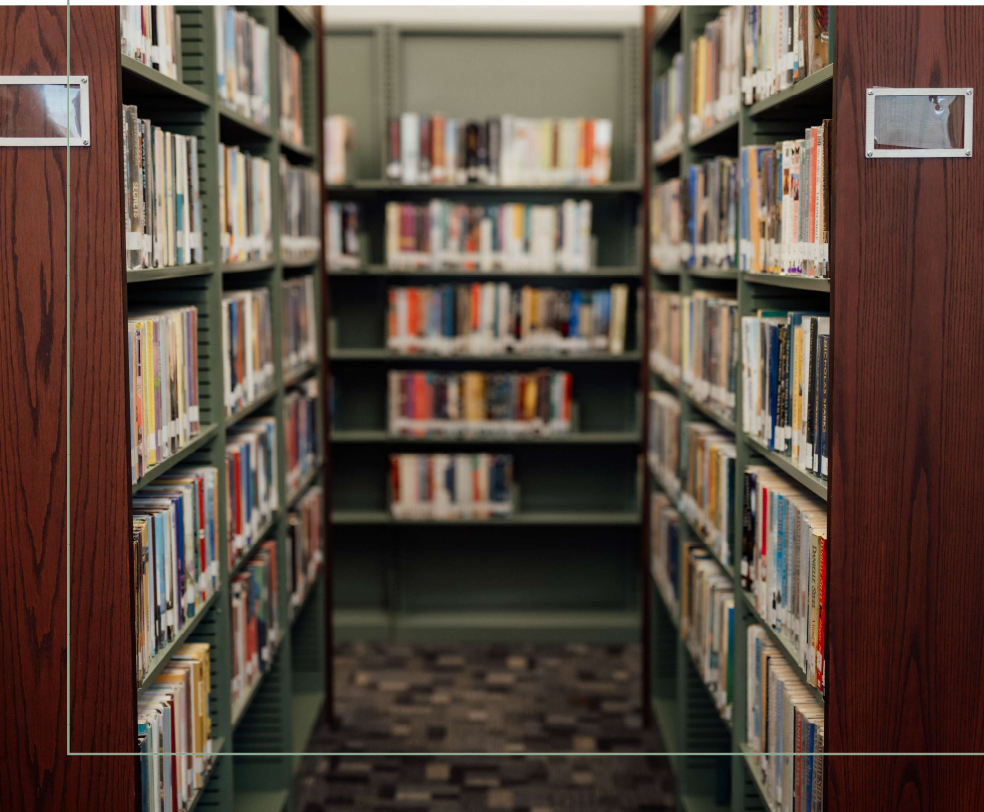
Facilities and Collections

- Book Tower Display
- New Juvenile Fiction Furniture
- New Children's Library Circulation Desk
- New Boardroom Furniture
- Fischer Memorial; Furniture and Fireplace
- Sidewalk Repair
- Annual Inventory Completed
- Added 3,396 New Books
- Added special children's collections: Dementia, Bookmobile and Juvenile Large Type



Collection Size – Iowa Size D Libraries

Population 2,500-4,999, Fiscal Year 23 Data



Vinton Public Library	20,867
Average Size D	28,024
Minimum Size D	8,653
Maximum Size D	56,532
25th percentile	20,590
50 th percentile	25,437
75 th percentile	32,743

NOTE: VPL added over 3,000 physical materials in FY24 and performing minimally required weeding

Staff and Volunteers

- New Organizational Structure
- All Staff fully endorsed through State Library of Iowa
- Dementia Training with Dementia Friendly Vinton
- Staff Training at UNI Dementia Simulation House
- 576 Volunteer Hours
- Intern through Kirkwood's Workplace Learning Connection
- Monthly Staff Meetings
- Staff Book Club



Alternative Revenue Sources

- \$10,000 ALA Grant: Memory Cafe
- \$3,400 Benton Community Foundation: STEAM Supplies
- \$1,000 Vinton Unlimited HOT Grant Award: 2023 Summer Wrap Up Party
- Patron Donations
- Business Donations
- Red Carpet Fundraiser
- Surplus Equipment/Furniture Sales
- Newly formed Friends of the Library chapter



Thank you!

