



# 2019 ANNUAL REPORT

Ruby's first library card during Library Card Sign-Up Week in September.



**CAMAS PUBLIC LIBRARY**  
625 NE 4th Avenue  
Camas, WA 98607  
360.834.4692  
[www.camaslibrary.org](http://www.camaslibrary.org)

# ABOUT THE LIBRARY

Camas Public Library is the only independent, municipal library in Clark County, Washington. While its jurisdiction extends to the city limits of Camas, through reciprocal borrowing agreements the Library serves patrons throughout the region. Likewise, Camas residents enjoy borrowing privileges at most Pacific Northwest libraries. The Library prides itself on being a community hub in the bustling downtown Camas core, and hosts many organizations' meetings and events in addition to their own programs. The gorgeous building, renovated in 2002 thanks to a taxpayer-approved bond, is approximately 35,000 square feet and held 100,293 volumes in 2019.

The Library is fortunate to have a team of 18 dedicated permanent staff and several excellent on-call employees.

The leadership team is:

Connie Urquhart, Library Director  
Danielle Reynolds, Technology & Collections Manager (Content Delivery)  
Ellen Miles, Programming & Outreach Coordinator (Community Engagement)  
Christopher Knipes (Administrative Services)  
John Goaring, Circulation Services Specialist (Circulation)

The Library is governed by the City of Camas with support from the citizen-comprised Board of Trustees. The 2019 Trustees were:

Shawn High, Chair  
Jessie Wimer, Vice Chair  
Laura Felter, Secretary  
Julie Hill, Trustee  
Jen Smith, Trustee  
Bonnie Carter, Councilmember Liaison

Our mission: We Share, Explore, Reach, Value, Enrich. We SERVE our community.

Our vision: We bring families together, make people happy, provide patrons with information, foster community connections, and welcome everyone. It's all about the people!

Our internal values: Be friendly, embrace growth, encourage collaboration, and inspire each other.

## MISSION, VISION, & VALUES

Library Aide Sheila Britschgi wonders if her library card will fit in her pocket.

# 2019 GOALS

2019 kicked off the first of a three-year strategic plan, so the Library was eager to start digging into some of the key objectives and initiatives we'd outlined in the plan. Most goals were achieved. We are still fundraising for the renovation of the storytime room into an Early Learning Center, and likewise still sourcing funds for new teen room furniture. Construction delays have pushed the installation of the new automatic materials handler into 2020, and partnering with Camas School District to make school IDs a student's library card has been postponed for a year. These are all important projects to us and remain high on our priority list for 2020.

- ✗ Automatic Materials Handler installed
- ✓ Building improvements (Roof, HVAC)
- ✓ Catalog implementation complete
- ✗ Early Learning Center (fundraising)
- ✓ FFCL long-range planning
- ✓ FFCL membership drive
- ✓ Internet filter replaced
- ✓ LEAN acquisitions process complete
- ✓ Lucky Day collection on shelves
- ✓ Online scheduling software launched
- ✓ Policies revised and updated
- ✗ School ID Project partnership
- ✓ Senior services outreach launched
- ✓ Strategic plan complete
- ✓ Succession planning executed
- ✗ Teen room improvements funded
- ✓ Virtual reality offered

6

*Number of employees who retired or resigned in 2019. This is 1/3 of the Library's permanent staff. Two part-time aide positions remained open.*

8

*Number of new staff hired to fill permanent positions in 2019 or the first quarter of 2020. This comprises almost 45% of the Library's personnel.*

## 2019 HIGHLIGHTS

2019's word of the year was evolve. We took meeting room reservations from paper applications to completely online. We studied how to make our acquisitions process the most efficient, reducing ordering time of a book to when it's in a patron's hand by several weeks. We completed the implementation of our new catalog, which has so many bells and whistles that it's virtually a book lover's playground. And finally, we said goodbye to beloved longtime Library staff, and hello to a brand new crop of enthusiastic librarians. Life is about change, and 2019 brought big ones!



**Staff Read**

**386 BOOKS LAST YEAR**

# CAMAS LIBRARY PATRONS

our why



Guest speakers and patrons together at the *Our Stories* event.

Borrowers	25,883
Service Desk Engagements	31,103
Visits: Building	102,902
Visits: Website	33,292
Visits: Catalog	16,951
Volunteers	265
Volunteer Hours Logged	1,344

# COMMUNITY ENGAGEMENT @ the Library

How dialogue-driven programming meets our strategic goals, brings community together for old school face time

The Library's strategic planning process taught us that Camasonians want to feel connected and retain that small-town feel. We reviewed our event offerings, and while we had some standard favorites to encourage this (i.e. Craft-o-Rama), we also leaned on larger events that brought in big attendance numbers. These are not the kind of events in which people get to know their neighbor.

Enter dialogue-driven programming. Simply put, this is a term applied to any event that just allows people to talk to each other. It could be about an issue of local or national interest. It could be a discussion group for practicing English, or a book club, or even a group that teaches patrons *how* to discuss politics with their loved ones. Below are examples of the dialogue-driven programs we offered in 2019.



## EXAMPLES OF dialogue-driven programming

Be the Change: Strengthening Democracy through Civil Discussion

Book Clubs

English Conversation Group

Great Decisions

How to Talk Across the Political Divide

Introducing...Your Local Government

Pizza & Politics

Our Stories: National Coming Out Day

Thanksgiving Without Arguing



League of Women Voters and the Library co-hosted *Pizza & Politics*.

# COMMUNITY ENGAGEMENT by the numbers



Events offered at the Library

1,049 in 2018

**1199** in 2019

Number of programs increased by 14%.

Attendance at programs  
increased by **22%** in 2019

**1**

New outreach program we implemented this year, to senior facilities in our area. We bring them books and conversation.

Staff we reallocated last year to our Community Engagement Division, to help with growing community interest in programs, events, and outreach.

**2**

## ATTENDANCE BY AGE GROUP

<b>CHILDREN</b>	21,113	↑	17%
<b>TEENS</b>	3,452	↑	113%
<b>ADULTS</b>	16,627	↑	17%

Event highlight: Librarian of Congress Dr. Carla Hayden reads to children in July.



**Storytime** remains the most well-attended event type.

# COMMUNITY ENGAGEMENT online

No doubt about it: our patrons are engaged outside the Library walls, and they like to extend their experience online. The top two platforms for this are Facebook and Instagram. Roughly 1 of every 9 borrowers are Facebook followers, and Instagram engagement continues to increase at a rapid rate. #librarylove



3,007

Facebook followers at the end of 2019



13%

Increase from previous year

## TOP POST

The top post for both Instagram and Facebook this year (right) was a photo snapped by one of our City colleagues, who caught a deer hoofing it to the Library! This photo got 122 likes on Instagram and 163 likes on Facebook.



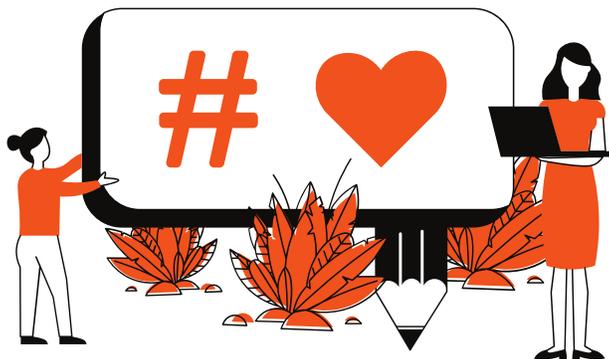
1,003

Instagram followers at the end of 2019



51%

Increase from previous year



# CONTENT DELIVERY

## by the numbers

Total circulation jumps by 60% from previous year, in all formats. Camas ♥ reading!

Teens are among the most ardent readers. This small but mighty demographic increased their usage of the teen collection last year by a whopping **91%**!



Did you know that all of our book club books get recycled to become **book club kits**? If you did, you're not alone. Last year, circulation for book club kits increased by **248%**! These are perfect for any at-home or DIY book club.

**1,000+**

*You want it? You got it!*

We rely on our patrons to let us know about books they want that we don't have in the collection. Last year, they did just that! We filled more than 1,000 requests via InterLibrary Loan (398) or purchased via patron suggestion (686).



## Top 10 in 2019 Circulating Collections

1. Picture Books
2. Adult Fiction: books
3. Adult Nonfiction
4. Children's Nonfiction
5. Children's Fiction
6. Adult Fiction: eBooks
7. Beginning to Read
8. Adult DVDs
9. Chapter Books
10. Graphic Novels (Kids)

# STRATEGIC PRIORITIES

in the coming year

## Provide opportunities to **GIVE BACK**

- Increase FFCL board by 30%
- Streamline processes of SSGS
- Engage community in gift-wrap fundraiser
- Work with FFCL for Scrabble Tournament fundraiser
- Mural contest in STEM room



## **TRADITION MEETS INNOVATION**

- Take collection inventory using RFID technology
- School ID project
- Complete Automatic Materials Handler (AMH)
- Install self-check machines
- Fiction collection "genrefied" for statistics

## **VALUES & NEEDS**

- Create STEM room
- Launch STEM kit collection
- Complete Early Learning Center
- Authority remediation project
- OCLC sync

## **SERVICE CULTURE**

- Create charter and service plan for social media
- Update signage
- Update or create procedures to complement policies
- Complete onboarding of all new staff
- Review and refresh Children's collection

## **Special Projects Plan**