

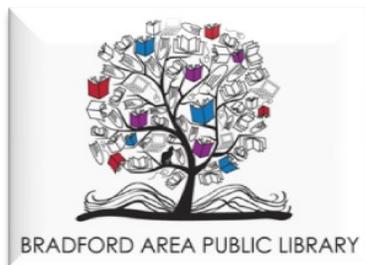
## BOARD OF TRUSTEES

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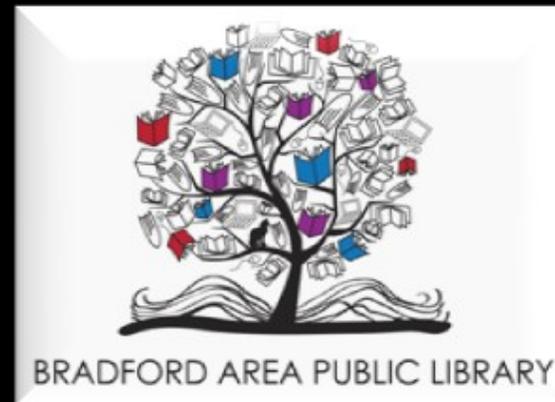
Edwin Pecht

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III

## 2012 Annual Report to the Community



### *Mission*

*To provide the resources to inform, educate and enrich our community in a way that demonstrates:*

- *Literacy*
- *Equal access and diversity*
- *Life-long learning*
- *Fiscal responsibility and integrity*
- *The Library's rich heritage*

### *Vision*

*To be the recognized premier library in service to our community.*



This year was one of providing a new look for the Library....

2012 was an exciting and very productive year for the Bradford Area Public Library. Under Board Chair Maxine Davis and former President & CEO Tamara McIntyre's leadership, we accomplished a great deal—setting the stage for a more stable and optimistic future.

As the new Board Chair, I am confident that we are ready and able to undertake the challenges ahead. So many tasks and changes were accomplished last year that we are now left with a more focused and refined list of needs and activities to address. We were very sad to have Tamara leave us and grateful for her support, enthusiasm and energy with which Katherine, Stephanie and the staff took hold and are helping us to keep the momentum going. That momentum wouldn't be possible if Ed Pecht had not stepped up to serve as interim CEO while we conduct a proper search for Tamara's replacement.

I would also like to thank our Board members, supporters, volunteers, patrons and others who help make our Library a premier community center for the Bradford area.



PS. As you can see in the picture collage below, our programs continue to grow in popularity. From our Mother Goose Hat & Mitten Drive to our Groundhog Day Celebration and Children's Tea, we have increased both the number of programs and attendance. In 2012, we had 8,348 adults, teens and children attend programs!



## A New Look Forward—Rethinking Your Library 2012-2015 Strategic Plan

The trustees and staff developed a three-year strategic plan with goals and objectives in six areas.

### Programs and Services

- Ensure patrons are able to use the library at an optimum level to meet their needs.
- Assure the relevance of programs to the community in order to increase use and to effectively advertise to the community.

### Human Resources – Staff, Board & Volunteers

- Expand BAPL volunteer base by increasing volunteers through meaningful contributions
- Clarify board and staff goals, roles, responsibilities and expectations.

### Resource Development and Marketing

- Implement GiftWorks for tracking donor and market-related data.
- Develop a plan to achieve a \$6 million endowment fund.
- Diversify and increase revenue streams.
- Repair relations with the Friends of the Library.

### Facilities/Space Planning

- Plan to maintain and update the facility to meet BAPL's vision and mission.

### Finance

- Improve the flow of financial information in order to better guide decisions
- Balance income and expenses
- Document and/or develop policies for using funded accounts.

### Technology & Administrative Services

- Create and implement a technology plan that positions BAPL as a lead resource in technology use for the community.
- Identify gaps in administrative management including policies and procedures.

A survey of the community, during the strategic planning process, resulted in 295 completed surveys, with the community selecting the top three services:

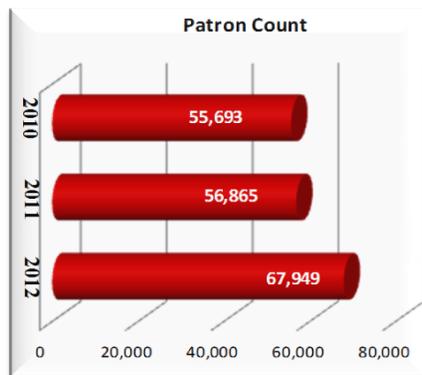
1. Traditional books and materials
2. Activities and programs for children and teens
3. E-books

The full plan is available on the Library website.

## New Look Numbers

### BAPL Patron Count Increases 20%

A concerted effort to increase patrons was highly successful! With more programs and increased materials, BAPL saw its patron count reach 67,949.



### BAPL Expands Community Programs

Fifty six new programs were introduced or expanded at the Library. Under the direction of Stephanie Parsons, Community Outreach and Programming Director. Programs for children were expanded and increased while new programs for tweens and teens are being introduced in 2013. Coming in February 2013 a program to help students with homework will be added to the writing center which is available to all patrons from 3-5pm on Tuesdays.



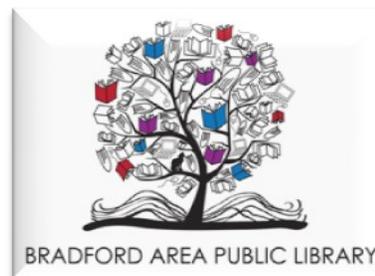
### First Time in Three Years - A Gain from Operations

State funding represents 25% of the Library's annual revenue, yet has decreased 29% in the past three years. In 2012, the Endowment Fund contributed 20% of the Library's Operating Revenue. Even with these challenges, through

frugal management, BAPL saw an operational gain. These funds will be reinvested in technology by helping to fund Phase II of the Library Technology Plan.

## A New Logo...

An open call for logos resulted in five exciting logo options being submitted. Although it was a difficult decision, the Library Logo Selection Committee, selected a design by Allison Ambrose of Divign Creative & Events. The logo depicts a tree growing out of the spine of a book. Part of the tree's foliage



are books, computers and even an appearance by a cat, paying homage to Dr. Seuss and Whispurr. The new logo was unveiled as part of the festivities at the October 17th reception that celebrated BAPL's 21 years in its new building, and thanked the many individuals who are responsible for the success of the Library.

## A Refreshed New Look for the Facility...

Through many generous gifts from the community, the HVAC/Maintenance/Technology upgrade campaign raised \$325,000 which allowed the Library to completely redo its failing Heating, Ventilation and Air Conditioning system, complete the first phase of its Technology Plan (rewiring the facility for high-speed and wireless internet connections and replacing many



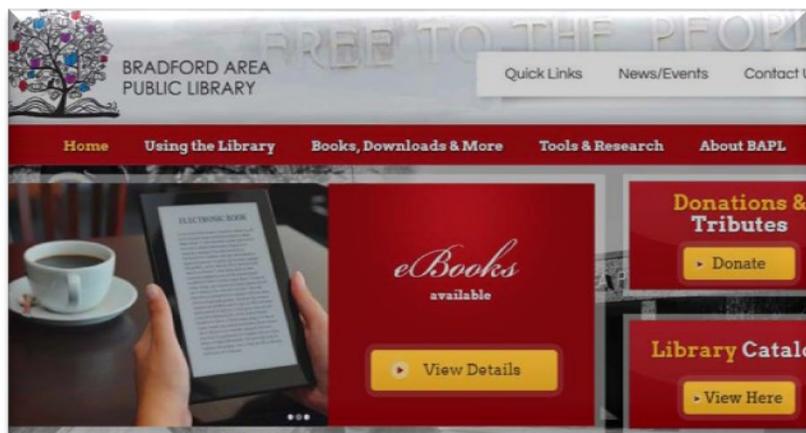
very outdated computers with 10 new public and 3 new staff computers). In addition, the lobby was painted and refurbished.

With the help of Lisa Keck, Dean Bauer and many volunteers, a Memorial Garden with benches was installed adjacent to the parking lot.

## New Look Technology

### Web Site

We were excited to launch our new web site which offers a more modern look and is easier to navigate. We plan to continue to add to and increase the functionality of the web site in 2013.



### New Public Computers with FREE Public WIFI Access

Thanks to the success of HVAC, Building Maintenance and Technology Campaign, BAPL now has new public computers with free public WIFI access.

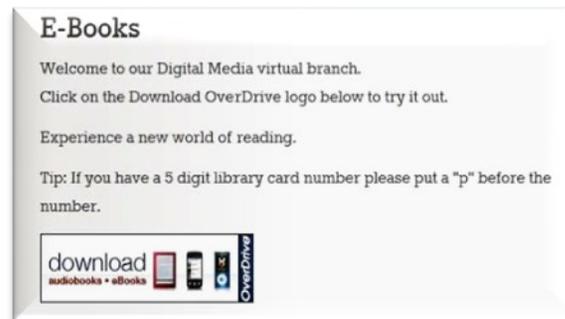


During 2012, BAPL had 7,965 computer log-ons confirming how important public computers are to many who would not otherwise have access to computers or the internet. According to one recent visitor, an out of town attorney who utilized the Library to meet a client, "In my frequent travels, I have not often seen such a beautiful facility in a small community. Bradford is lucky to have such a wonderful library."

## A New Collection—Something for Everyone

### E- Books

In July of 2012, the Library launched an E-book service. Made possible through a collaboration of 15 Seneca District libraries, the OverDrive E-book service is available to patrons' mobile devices and computers. Bradford Area Public Library's participation provides access to a growing collection of over 2,400 e- and audio-books.



In addition to the Seneca District collection, the NEW BAPL web page offers links to thousands of additional free e-books.

Project Gutenberg ([www.gutenberg.org](http://www.gutenberg.org)) offers over 40,000 free high quality previously published e-books that can be downloaded or read online.



Kobo ([www.kobobooks.com](http://www.kobobooks.com)) is one of the world's fastest-growing e-Reading services based on the belief that consumers should have the freedom to read any book, anytime, anyplace – and on any device. Kobo has millions of readers from more than 170 countries and with over 1 million e-books!

The Internet Archive ([archive.org](http://archive.org)), a 501(c)(3) non-profit, is building a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, they provide free access to researchers, historians, scholars, and the general public.

