

# 2017 REVIEW

at the  
County Library





Thank you for your interest regarding our services and your support of the Salt Lake County Library. Certain output measures have changed during the past few years—particularly as compared to several record breaking years during the recession.

There are a number of reasons this is true, including an improved economy, more library staff engagement and outreach outside the walls of the library, online resources and the changing nature of library use.

While this trend is consistent across the nation, we remain one of the busiest and, in my view, one of the best library systems in the country—particularly in terms of traditional measures, such as website usage, library card holders per capita, circulation and physical visits.

At the same time, we continue to look at improved ways to engage our patrons and to capture meaningful measures that reflect the true outcome of our services—such as the positive impacts our services have on early and lifelong learning, as well as overall patron experiences.

As you read through these few pages, within which we have compiled a few of the transforming stories behind those trends, I hope you will feel a swell of joy for the individuals who have changed their lives for the better, as well a sense of pride that such great experiences happened in our own Salt Lake County communities.

Because, after all, the County Library might be able to help facilitate your next success story.



—Jim Cooper  
Library Director







**Summer Reading 2017** was a blast! Across the system, there were 65,476 participants, which was an increase of nearly 20% over 2016.

This year's theme was "Build A Better World," and general attitudes about the program were overwhelmingly positive.

One person surveyed said, "I like the feeling of determination of trying to do lots of reading. The library has been in my life from the time I was very young."

Another said, "My boys loved looking for ways to color in more boxes. My mom took me as a kid and now I take my kids. Love the tradition."

At the Summer Reading Program Kick-Off Party on June 2, an estimated 4,500 people gathered in Veterans Memorial Park outside the West Jordan branch. This was the first year the party was held on a Friday evening instead of a Saturday afternoon, and it was a success any way we looked at it. The event closed with a movie in the park, offered in partnership with West Jordan City.

Almost 8,000 Summer Reading Challenge finishers attended Library Days at the Natural History Museum of Utah for a closeout party in September.



**O.W.L. Camp**, a new County Library program, was received with great enthusiasm from the community.

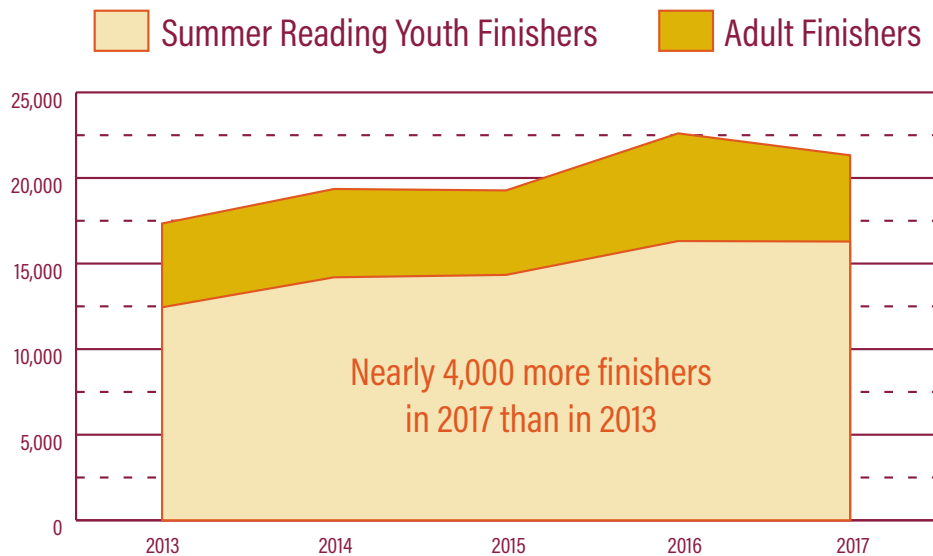
More than 1,000 youths attended one of the wizarding-themed day-long sessions of the six-day camp. The idea was to create a complete immersive experience; youths received admission letters, were sorted into houses, and given the opportunity

to interact with characters, win house points and live their own wizarding school experience.

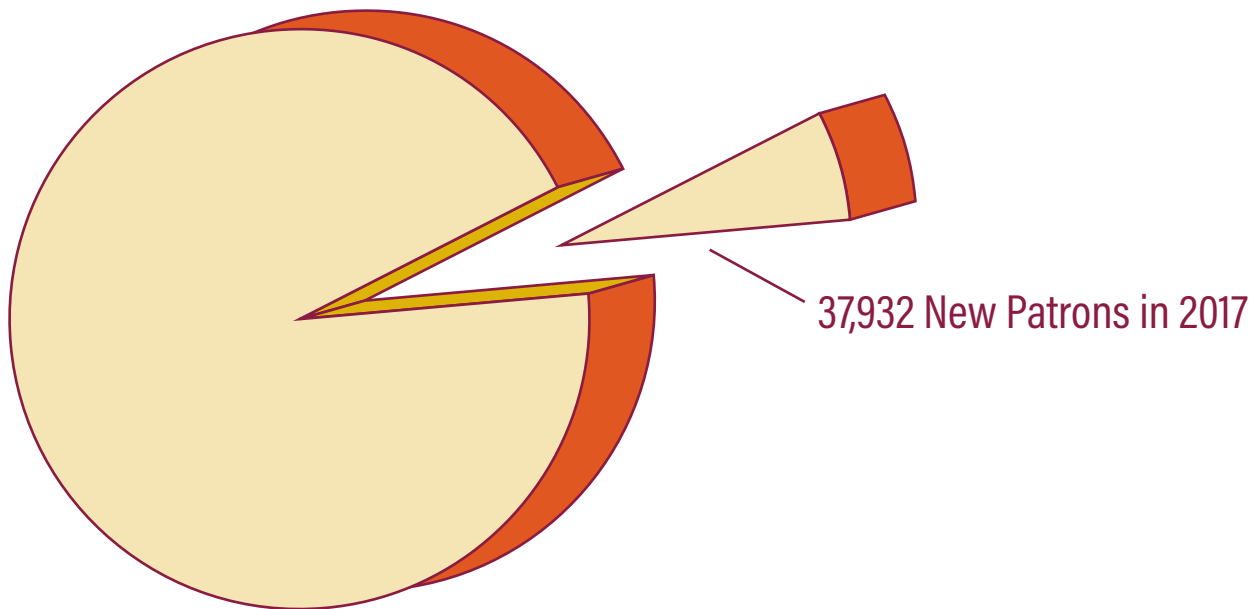
Each day was broken into four classes per day in STEM-spun wizarding subjects, such as potions, astronomy, charms, care of magical creatures, etc.

Parents and teens alike raved about the camp. One parent said, "My daughter struggles with social anxiety and meeting teens that shared her interests was fantastic. She was so excited when she got her acceptance letter—it still hangs on her wall!"

Another said, "Initially, I was nervous about sending my autistic son to O.W.L. Camp, for fear it would be overwhelming. I think staff did a great job of making it fun and inclusive."



## Total County Library Patrons in 2017 = 614,445



**Hazel** entered the Utah State Library's Book Your Summer reading program (with the help of her mother Aubrae) and won a \$1,000 scholarship. Aubrae listed the Taylorsville branch as their home library on the entry, which meant an additional \$500 check for the branch to buy more books! The whole family came in for a photo op and to receive the giant check, much to the delight of everyone at the County Library.



**Autism Awareness Month** at the Draper branch was special for one family, who elected to remain anonymous:

"We've brought all our kids to almost every library activity over the years—our youngest child has autism, and the experiences have been great for socialization. He has had more trouble complying and sitting still, but overall the experiences have been great. Even though he might get up, move around and not pay attention, it still got him out in public, got him used to crowds and got him interacting with

people. Overall it has been a great experience.

"At first he would get up and make noise and the librarians probably thought, 'Oh wow, this kid isn't taught well by his mother because of his behaviors and such.'

"Once they understood what was going on with him, the County Library staff were very understanding and included him in everything. We are very appreciative of all the activities he came to because he couldn't handle being around a lot of people—all the noise and stuff. Coming to the County Library has really helped our son."

Autism Awareness Month was part of the County Library's Year of Inclusion, celebrating patrons from all walks of life.



**Next Chapter Book Club** is a weekly group at the West Jordan branch and the Columbus branch for adults with disabilities to read, learn and laugh with each other—the ability to read is NOT required.

The Next Chapter Book Club at the Columbus branch, which is made up of loyal patrons and County Library volunteers, wrote a book together during the weekly meeting.

We are so proud of these amazing patrons!



**David Woodruff**, an event coordinator at the Library's Viridian Event Center, related the following experience:

"Four years ago at the Teen Yule Ball, I happened upon two 14-year-old boys who were dressed as wizards and pretending to cast spells on each other in the library stacks. Adopting a very stern look, I told them to give me their wands, which they did, thinking that they had lost them for good. My stern look turned to a smile as I struck

a dramatic pose with their wands and recited the spell they were casting. The boys were so happy they were not in trouble, and were more amazed an adult would dress up as a wizard and join in on their make-believe fun.

They sought me out at this year's event and asked for a picture together. They told me about their plans for college and life, and of course their continuing love for Harry Potter. They explained how they had been teased and ostracized by their peers for liking the books, and they were so grateful the County Library hosts the event, which became a safe place for them. Seeing costumed library staff helped them realize they don't have to give up their imagination.



**The Magna branch**

accommodated a mother who asked if we could provide an ASL interpreter at our Toddler Time so she could enjoy the event with her daughter, who is deaf. She was overjoyed and told us she is often met with resistance in such requests.

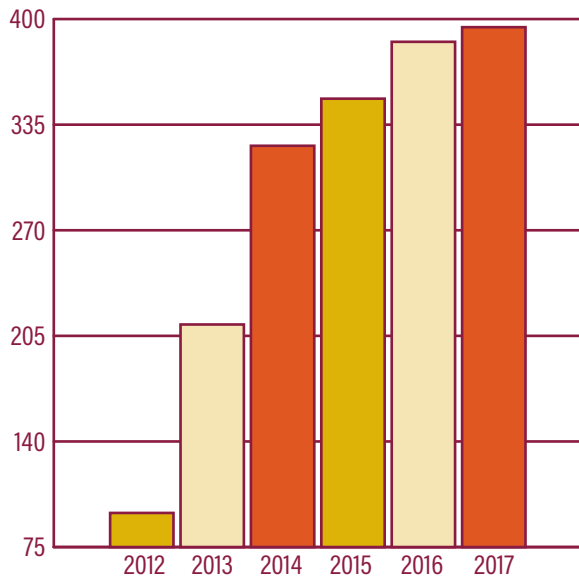
It was beneficial to have hearing-able kids interact with this little girl for more than two months and begin to learn about abilities and differences.



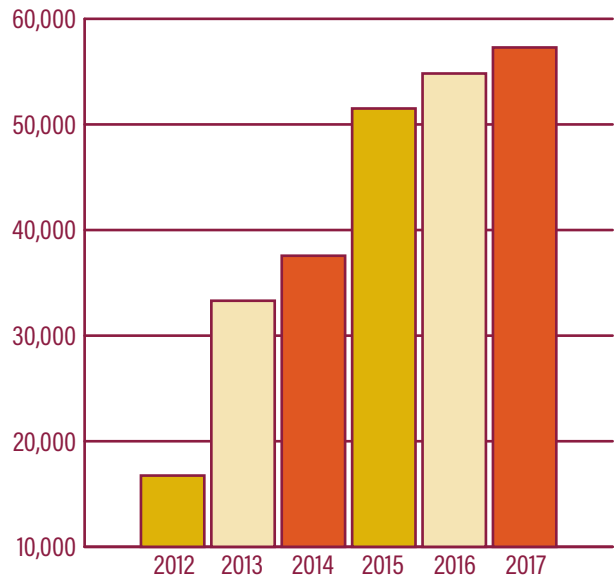
**Mike** is one patron who took tests proctored by County Library team members at the Sandy branch—where more than 1,000 tests are proctored every year. Mike recently graduated from Utah Valley University and left a note at the branch:

"Thank you so much for proctoring me these last few years. I truly believe that without your help and your awesome facility and staff, I could have never done it. Cheers!"

The Library's Viridian Event Center increased its gross rental revenue from \$73,616.41 in 2016 to **\$182,816.49** in 2017



Viridian Events



Viridian Event Attendance





**Kira Elmendorf**, the assistant circulation supervisor at the Hunter branch, helped a family in need:

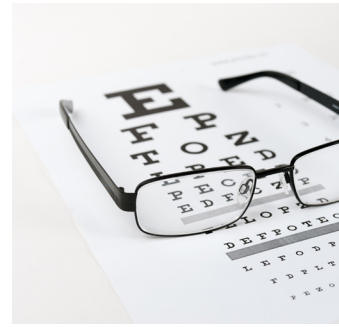
A grandmother came into the library with her grandchildren who had recently entered the country. She was worried

because they didn't speak English well, needed to start school at the end of the summer and didn't know how to use a computer.

Kira asked if the family could come back later that day so the kids could get some snacks at Kids Café and go into the computer class taught in Spanish right after.

As the day ended, Kira waved farewell to the family as they went by—the tearful grandmother beaming as she walked with her arm around a smiling granddaughter.

"Today, in less than six hours, we have made a huge positive difference in the lives of that family," Kira said. "Those kids now know they have somewhere to get food, to hang out and to learn."



**Joan** is a patron at the Smith branch who was having eyesight issues and didn't have the money for a doctor appointment. Worried about an expensive eye surgery, Joan asked for help from Stacy, a County Library team member who found information about the Mobile Clinic. Joan had an eye exam, didn't need surgery after all and purchased new glasses for much cheaper than if she hadn't asked Stacy for help.



**The Tyler branch** hosted regular storytimes at the Road Home. Following one event, two families walked into the branch, having seen a sign for our eLearning tablets. The families signed up for library cards, used the tablets, and wanted more information about other storytimes.

The next day they returned with more families, who all signed up for library cards and utilized the children's area. One mom wished she'd known about the library earlier, because it was so much calmer than the shelter.



**Jane Luke**, the artistic director of Walk-Ons, Inc., wrote this note after renting space in the Library's Viridian Event Center:

"The design of the auditorium/community room is so well thought out, and the sound equipment available for our use was first rate. As a presenting organization that has performed in many facilities throughout Salt Lake City and County, it was so refreshing to be met by a professional building staff

that could be so helpful. Often when we go into a place we are met with limitations and receive more 'noes' to our inquiries about equipment than 'yeses.' The Viridian Team was so courteous and helpful and knowledgeable about the space, platforming and sound equipment we needed. The day of the performance they had everything ready for us and were present for any problem solving that needed to be done... So I am writing to say that the Library's Viridian Event Center is meeting great needs in the community. Arts organizations seldom have adequate equipment and space. Your facilities make it possible for us to bring free theatre, music and visual arts to people who could not otherwise see it."



**Brandon Mull** is a favorite author of one young patron at the Millcreek branch. Her parent told us how thrilled she was at winning one of his books at the branch, winning a spot at the front of the line so Brandon could sign her copy when the award-winning author visited the Library's Viridian Event Center. The entire ride home afterward, she hugged the book and repeated, "I love the library! I LOVE the library!"



**Thompson**, a refugee from South Africa, had a great experience interning as a shelver at the Bingham Creek branch this summer.

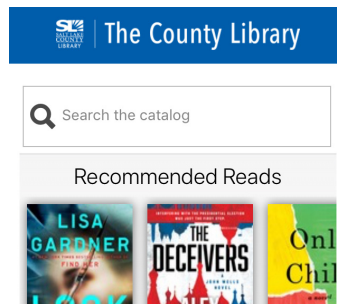
"Thompson had a desire to learn about the library. He taught us humility and made us appreciate our wonderful lives in America as we learned about his difficult life as a young boy."

Thompson is one of 10 summer interns who are also New Americans.

## The Holladay branch

received the following note from an Oregon man who visited Utah in order to help his mother with the business documents during a transition to an assisted-living lifestyle:

"When we entered the branch we were greeted with a smile and how-can-we-help-you-today attitude. We spent two days working and enjoying the services of the Holladay branch and the incredible staff who assisted us in so many ways! As a guest user of County Library facilities, I wanted to say, you are the best! Thank you all a hundred times over for your professionalism and kindness shown to my mother and I."



**Heather Hamilton**, a customer service specialist at the Herriman branch, related the following experience:

"We have a lovely patron who, due to recent medical problems, has memory trouble and asked questions such as how to check books out or what her PIN is.

"After answering her questions verbally, she asked if I could write them down. I sat with her and wrote a list of instructions for each task, especially

how to log out of her home computer and log in again with her brand new card number.

"I asked her if she had a tablet (because she would have to do this process all over again for each device). She did, and did not realize she could download eBooks and other digital materials on her tablet. 'But for that,' I said, 'just bring your tablet in with you and we'll help you set it up.'"

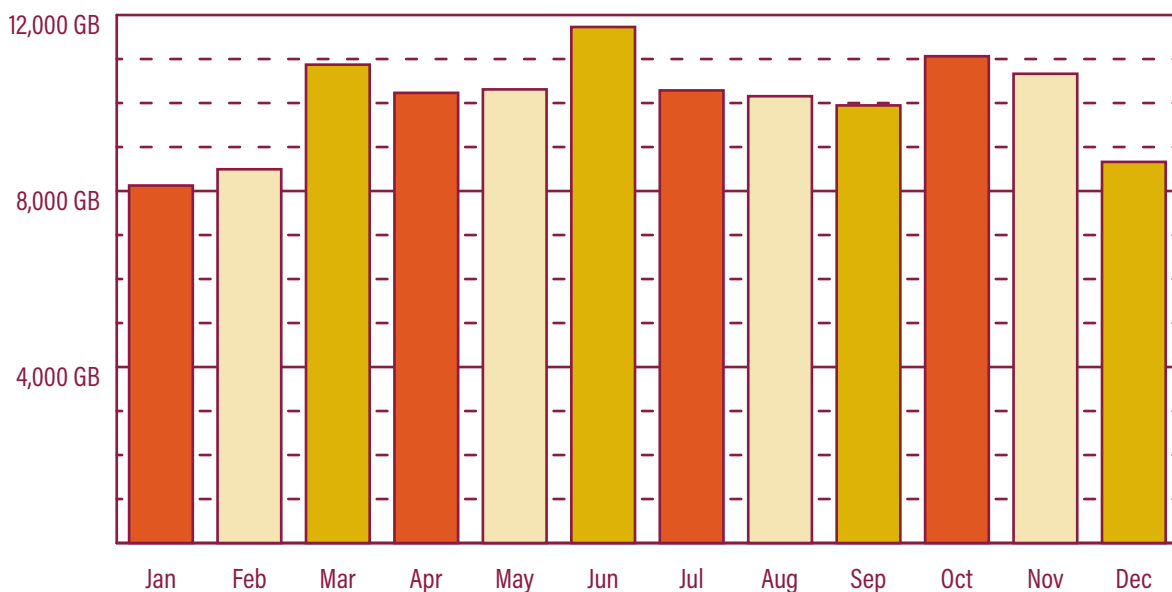
"She took her list in clenched fists and said 'Ooh! Thank you, thank you! I'll be back,' and gave me a big ol' hug!"

The County Library circulated nearly two million digital materials this year, utilizing partnerships with Overdrive, Hoopla, Axis360, Flipster, Tumblebooks and more.



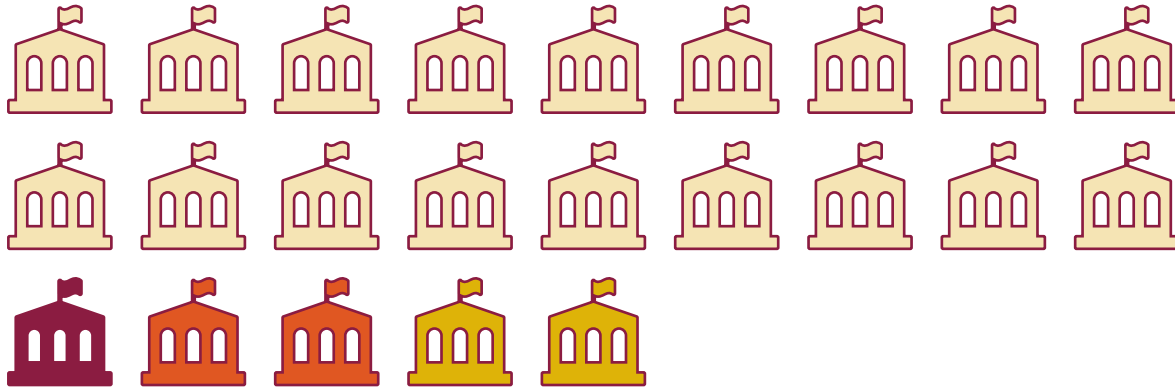
**Lilly Pierson**, a youth service librarian at the Whitmore branch, had a non-verbal little boy in one of her storytime programs who kept making the sign language sign for "more" when she finished reading a story. She made sure he knew he was understood by telling the story again, adding in puppets and having the little boy help with the story.

## 2017 Public Wireless Usage = 120,539 GB during 376,572 sessions





## Number of County Library locations = 23



(Including the Library's Viridian Event Center, reading rooms and jail branches)



**Solar eclipse** madness swept the County in August, and more than 4,000 people flocked to one of our 10 viewing parties across the system to witness this once-in-a-lifetime event, even through northern Utah was just outside the path of totality for the 2017 total solar eclipse. Our librarians and marketing team had a blast helping people find eye wear or craft viewing devices.



**Alton Thacker** is an elderly man who makes and donates large numbers of wooden toy cars to children across the world. Popular TV personality Mike Rowe featured Alton on a show and threw him a surprise parade at the park just outside the West Jordan branch.

County Library team members participated in the parade, with Owlexander and Library Director Jim Cooper making appearances, too. Alton was surprised, and we were happy to help give back to a man who gives so much.



**Facilities** installed a Weather Track system to help monitor water leaks and excess usage across the system, and xeriscaped portions of the landscape at the Sandy and Bingham Creek branches.

These improvements have already helped the County Library save money and conserve water for the environment—similar environmentally friendly solutions are planned for other branches in the near future.



**Brianne Garzarelli** shared an experience working as a customer service representative at the Riverton branch:

"A young patron commented that it is so cool the County Library is taxpayer-funded so everyone can come check out materials. He was impressed with our collection and our inter-library loan agreements. He told me it is so great I get to work here and help people get books. I agree!"



**Kitty Yoga** was a big success at the West Valley branch. Partnering with the West Valley City Animal Shelter, the branch hosted a pair of Kitty Yoga programs taught by Librarian Jessie McKinney, in which cute kittens and cats climbed up the walls and sometimes interacted with participants during yoga poses. One kitten was even adopted by Librarian Ileana Oprea!



**Rosemary Wells**, a bestselling author who has written and illustrated more than 100 children's books, visited the County Library, giving us a great opportunity to throw a big event, complete with STE(a)M activities and chances for parents and children to interact with each other.

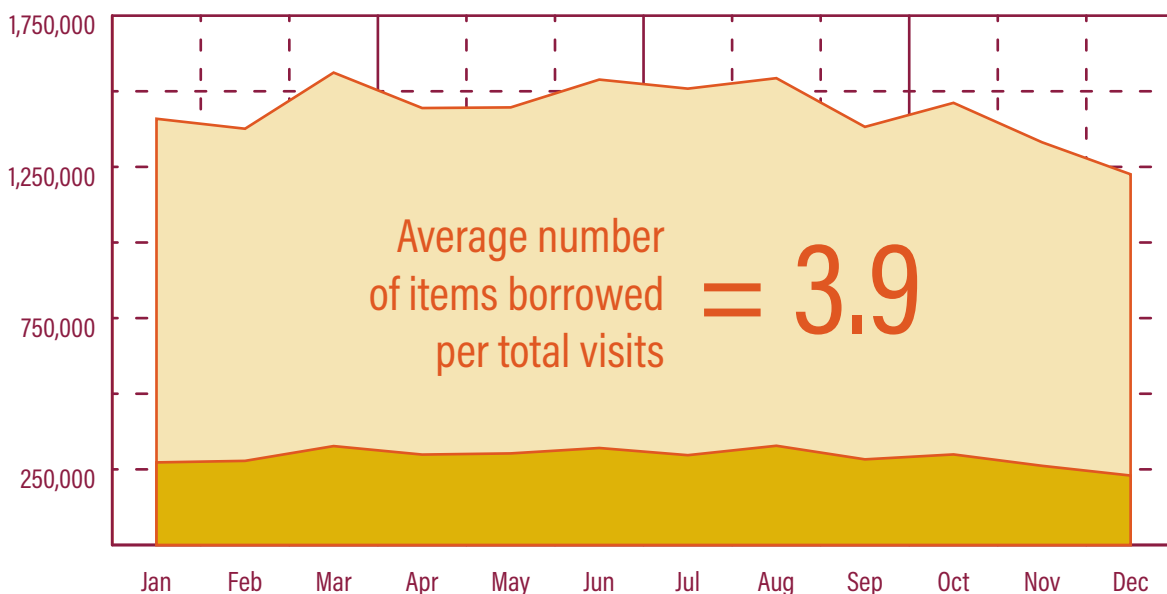


**The Kearns branch** partnered with Karma Bike Shop for Pedal into Fall! Librarian Jenn McKague helped provide helmets and bikes to kids and teens. Not only did we give away at least a dozen bikes and helmets each, we also had cotton candy and a STEM bubble activity courtesy of Librarian Allison Bartus.



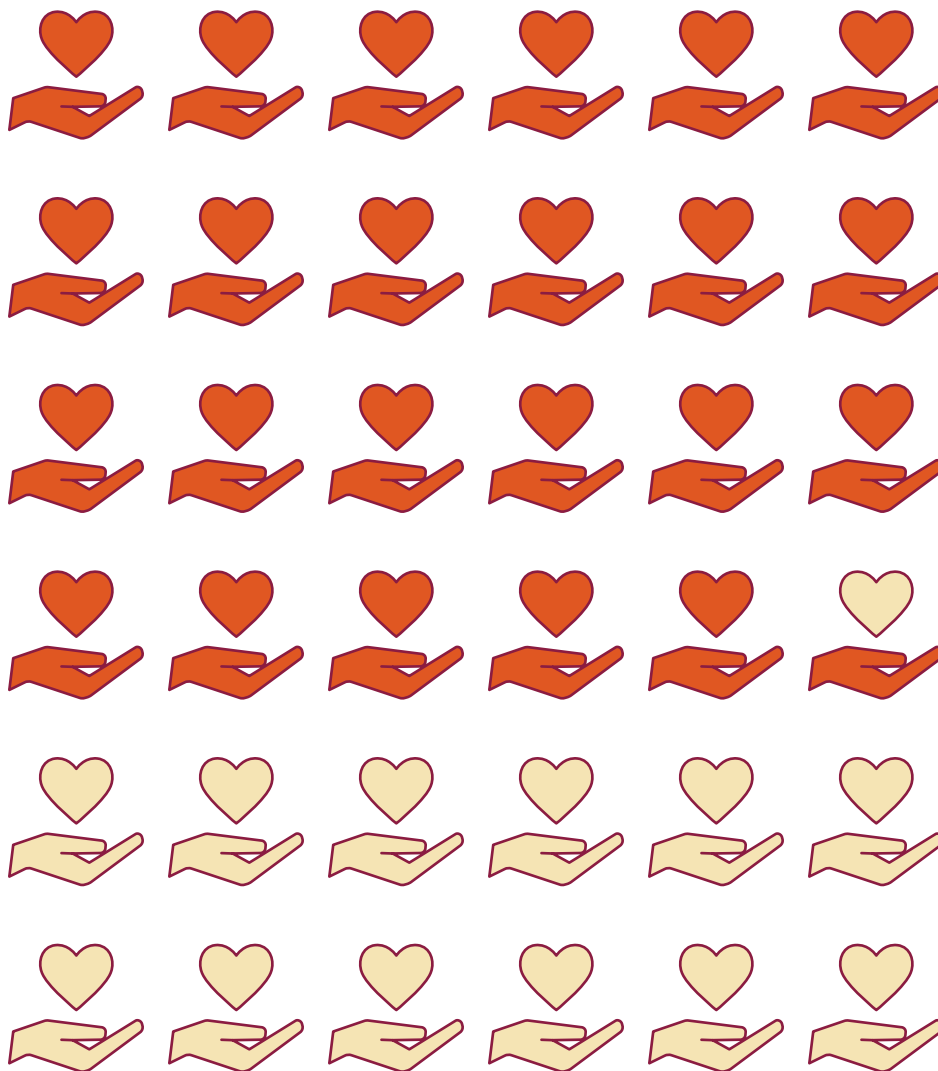
**The Help Desk** proves to be a crucial tool to staff and patrons: One employee said, "Most of the questions we ask the Help Desk are advanced questions, wherein we have used all our other resources. We need someone knowledgeable on the help desk who, if they don't know the answer, is willing to find the answer. We need more employees like Brent Roberts on the Help Desk. I know when I call and get him, he will have the answer or find the answer for me."

2017 Circulation = 13,730,775      2017 Gate Count = 3,498,793



“As of December 21, 2017, **\$35,939.90** has been pledged in donations for Salt Lake County Cares. Of that amount, 74 people from **the County Library** contributed **\$23,633.40!** That is an incredible amount and I want to sincerely thank you.”

—Brittany Clough, Salt Lake County Cares coordinator



Number of donations (per \$1,000) made by County Library employees



### **Salt Lake County Library Services**

Alta Reading Room, Alta Ski Resort Community Center  
Bingham Creek, 4834 West 9000 South

Byington Reading Room at South Main Clinic,  
3690 South Main Street

Columbus, 2530 South 500 East

Draper, 1136 East Pioneer Road (12400 South)

Herriman, 5380 West Herriman Main Street

Holladay, 2150 East Murray Holladay Road (4730 South)

Hunter, 4740 West 4100 South

Kearns, 5350 South 4220 West

Magna, 2675 South 8950 West

Metro & Oxbow Jails, 3415 South 900 West

Millcreek, 2266 Evergreen Avenue (3435 South)

Riverton, 12877 South 1830 West

Sandy, 10100 South Petunia Way (1405 East)

Smith, 810 East 3300 South

South Jordan, 10673 South Redwood Road

Taylorsville, 4870 South 2700 West

Tyler, 8041 South Wood Street (55 West)

West Jordan, 8030 South 1825 West

West Valley, 2880 West 3650 South

Whitmore, 2197 Fort Union Boulevard

Library's Viridian Event Center, 8030 South 1825 West

### **Library Administrative Staff**

James D. Cooper, Library Director

Jennifer Fay, Associate Director of Public Services

April Townsend, Associate Director of Finance and Operations

Kent Dean, Associate Director of Outreach and Programming

Cheryl Mansen,

Head of Collections, Acquisitions and Technical Services

Liz Sollis, Marketing and Communications Manager

Pamela Park, Human Resources Manager

### **Salt Lake County Mayor**

Ben McAdams

### **Community Services Department Director**

Holly Yocom

### **Salt Lake County Council**

Jenny Wilson, At-Large A

Richard Snelgrove, At-Large B

Jim Bradley, At-Large C

Arlyn Bradshaw, District 1

Michael Jensen, District 2

Aimee Winder-Newton, District 3

Sam Granato, District 4

Steve DeBry, District 5

Max Burdick, District 6

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Nancy Thorne, Vice Chair

Cynthia Mecklenberg

Richard H. Nixon

Chelsea DFrancesco

Kristin Covili

Frenchell Hampton

James Jackson III

Aimee Winder Newton, Councilman

Steve DeBry, Councilman

Liam Keogh, Deputy District Attorney

Holly Yocom, Community Services Department