

Seymour Public Library

Serving Brockport-Clarkson-Sweden NY

2022 created opportunities for growth and refinement.

Seymour Library Mission: Lifelong learning and discovery for all.

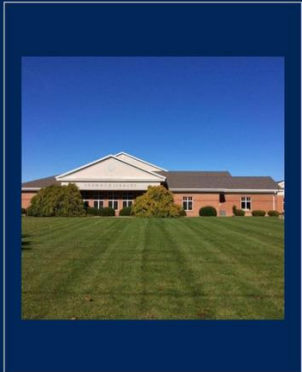
Seymour Library Vision:

Provide a safe and inviting community gathering space in the Library.

Build meaningful community connections.

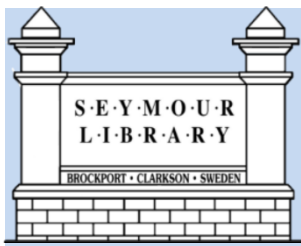
Serve as community technology hub, facilitating access and instruction.

Maintain robust program offerings, increase the size and scope of physical and digital collections.



Be More With
Seymour Library

The library began operating at a more normalized capacity in 2022.



Seymour Library Core Values

Intellectual Freedom

Support intellectual freedom and free inquiry.

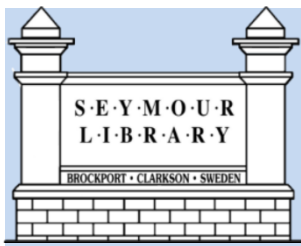
Education, Literacy, and Lifelong Learning

Meet community needs by promoting lifelong learning and literacy in all forms.

Access

All information resources are equitably accessible to all Library users.

- Resources to help patrons discover information for both imposed inquiries and intellectual curiosity.
- Diverse collections and programming to teach new skills using engaging methodology, enhance current knowledge, acknowledge multiple literacies, and begin understanding civic engagement.
- Maintaining the library as an institution of knowledge, wherein the use by one patron does not disrupt or diminish the usage by another.



Seymour Library Core Values

Confidentiality/Privacy

Protect everyone's right to confidentiality and privacy.



Service

Provide the highest level of customer service to all Library users.

Sustainability

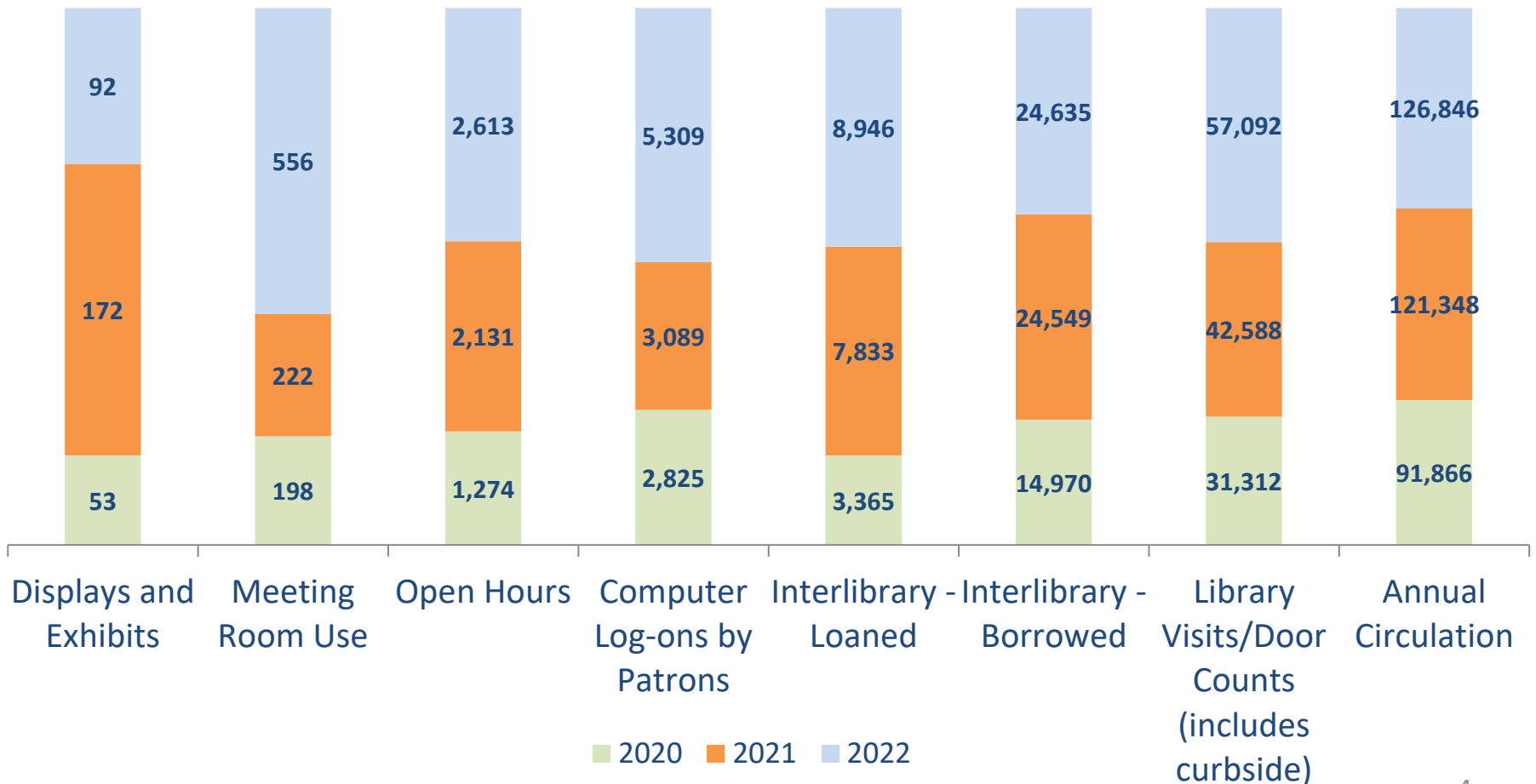
Commitments to practices that are environmentally sound, economically feasible and socially equitable.

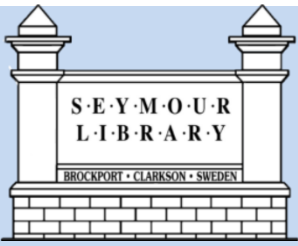


Library Usage Trends

Library Usage Increased in 2022 As Normalization Returned

Note: A 3-year rolling average illustrates the rebound in library usage and circulation post-Covid

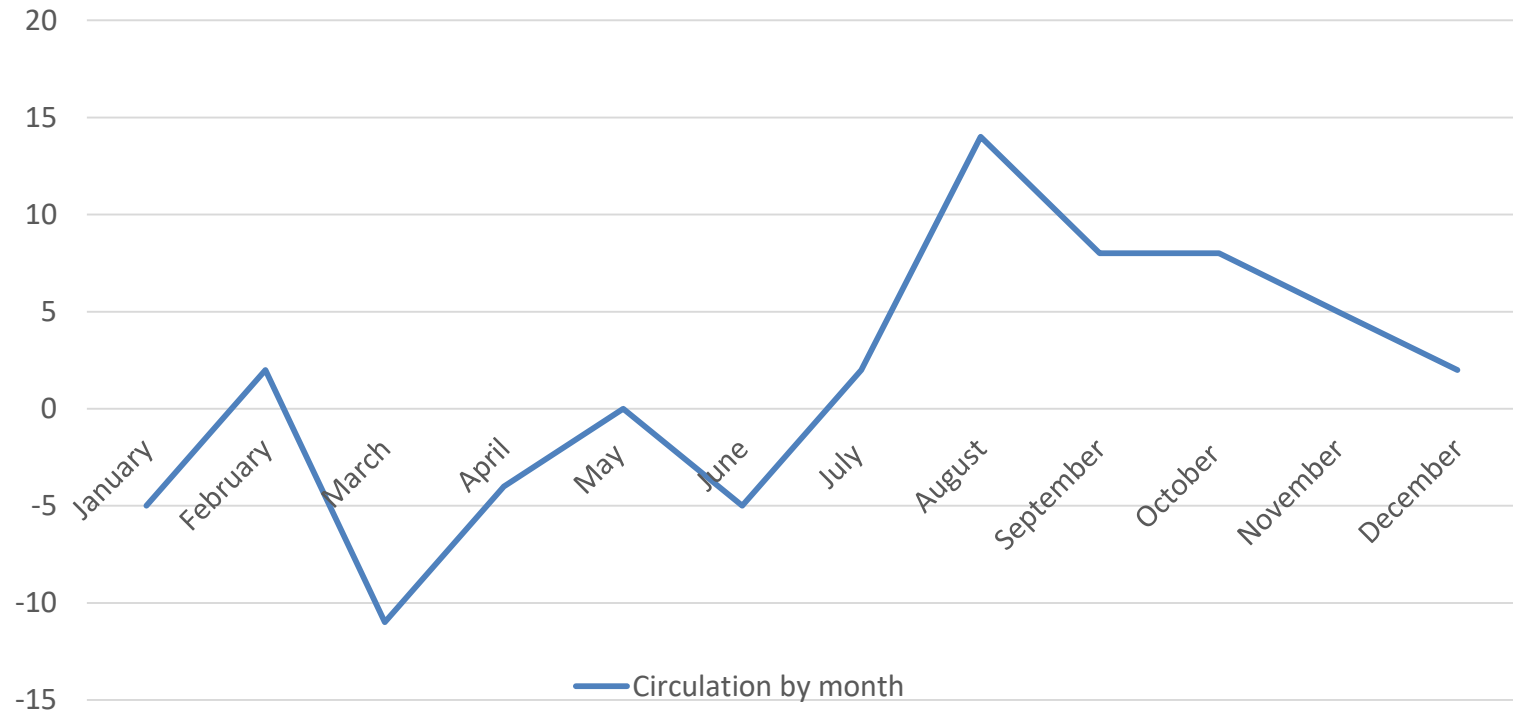




Library Use: Successes in Circulation

Circulation 2022:

The incorporation of professional staff with practical knowledge of collection development made an increase in circulation possible. Percentage change from 2021.

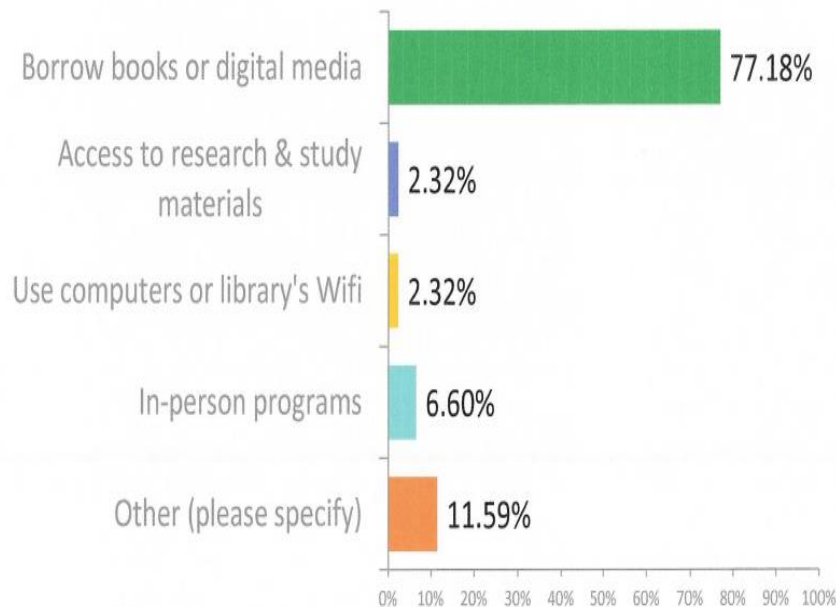




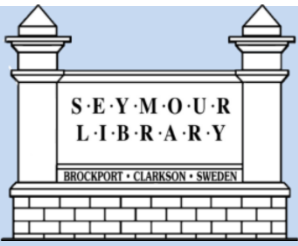
Circulation: What Did We Hear?

Q6: What is the primary reason for visiting the library?

Answered: 561 Skipped: 9



Comments within the survey pointed to favorability in how patrons perceived the library, but overall sought more diversity in the collections with more choice in books.

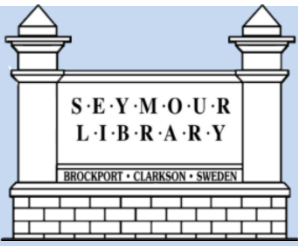


Library Circulation: What Did We Do?

Circulation 2022: Steps We Took

- Emphasis on outreach to bring awareness to collection development. The Oliver Middle School and Brockport High School outreach events netted over 500 interactions with students at each school.
- Consolidation of parts of the Children's collection to increase ease of use and accessibility.
- Creation of the Tween (Middle Grades) collection.
- Hiring of a permanent Adult Services Librarian with a background in developing collections.
- Established the Baby Dragons program and brought 1,000 Books Before Kindergarten to Seymour.





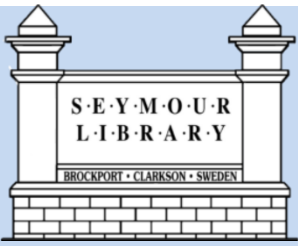
Library Circulation: What Did We Do?

Circulation 2022: A Granular Look

An example of one collection created and curated in 2022. The Middle Grades/Tween collection did not exist before February 2022. It contained a total of 815 items in December 2022. **This represents Tween circulation in 2022:**

February 2022: 19 circulations, 30 items in collection

December 31, 2022: 1,192 circulations, 815 items in collection



Library Use: Door Count/Patron Visits

Door Count by Month 2022:

| Month | Count |
|-----------|-------|
| January | 3212 |
| February | 4204 |
| March | 4632 |
| April | 4856 |
| May | 4204 |
| June | 5338 |
| July | 5601 |
| August | 5752 |
| September | 4290 |
| October | 5455 |
| November | 4444 |
| December | 5104 |

At 57,092 patrons over open 2,613 hours, we served about 22 patrons per hour in 2022.



Library Visits: What Can We Do?

Door Count 2022: Thinking Forward

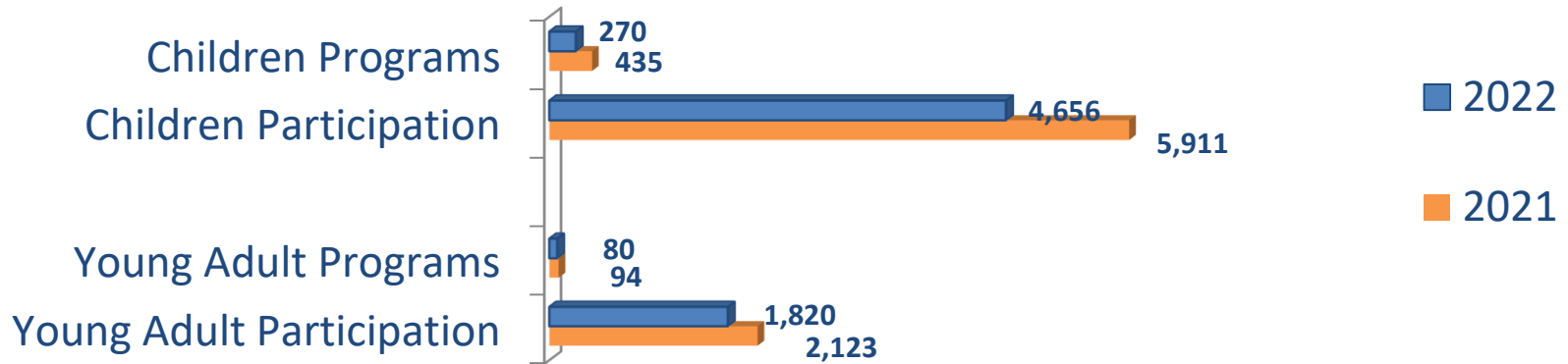
- Find new methods to track patron usage of the building. Uncovering the highest usage days and times will ultimately allow Seymour to tailor hours covering the most demand.
- Create dynamic crossover programs. Bringing diverse groups together under an umbrella program will only serve to increase usage of the library.
- Maintain flexibility at the 53-hour cap. We have staff to accommodate those hours. How we use them can change.
- Continue asking questions. The public and patrons have shown a willingness to respond.



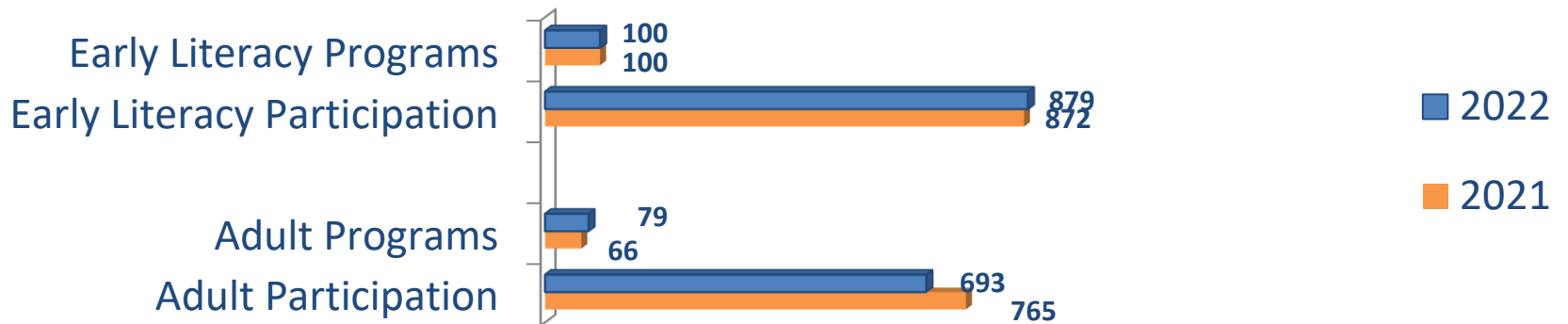


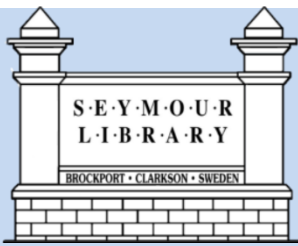
2022 Program Trends

Children and Young Adult Programs/Participation Decreased in 2022



Early Literacy and Adult Programs/Participation Stabilized in 2022

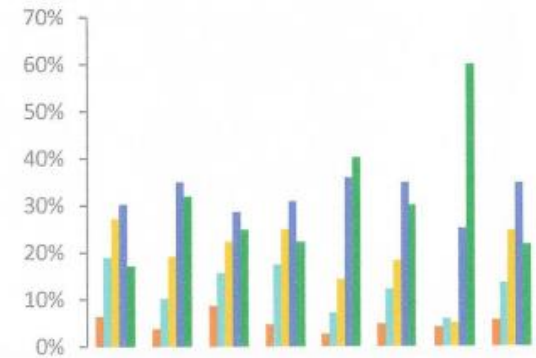




Programming: What Did We Hear?

COMMUNITY NEEDS –EXTREMELY IMPORTANT RANKING

| | |
|-------------------------------------|--------|
| 1. Children & youth programs | 59.86% |
| 2. Education & lifelong learning | 40.11% |
| 3. Technology | 31.90% |
| 4. STEM | 30.00% |
| 5. Access to social services | 24.82% |
| 6. Financial literacy | 22.22% |
| 7. Arts, culture & leisure programs | 21.58% |
| 8. Volunteer opportunities | 17.12% |



The survey data and comments agreed wholeheartedly on the topic of Children's, Tween, and Young Adult programs. The community wants to see the library offer more in the way of fun and educational programming for the youth within our area.

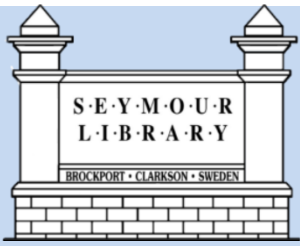


Programming: What Did We Do?



A picture will go here, but in some cases it's better to show than tell.





Programming: Underpinning Literacy



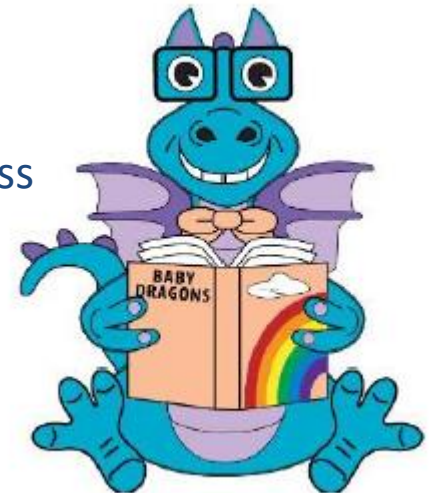
Local author visits and story times kept our youngest patrons engaged with basic reading literacy.

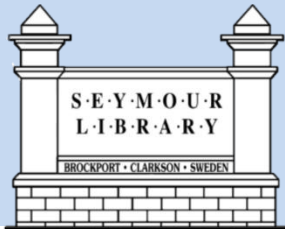
1000 Books Before Kindergarten and Baby Dragons incentivized families to borrow library books and read to, and with, their children.



Digital and technological literacy programs enhanced the knowledge and inquisitiveness of our Teen and Tween patrons.

One on one computer education classes helped start bridging the digital divide within the Seymour community.





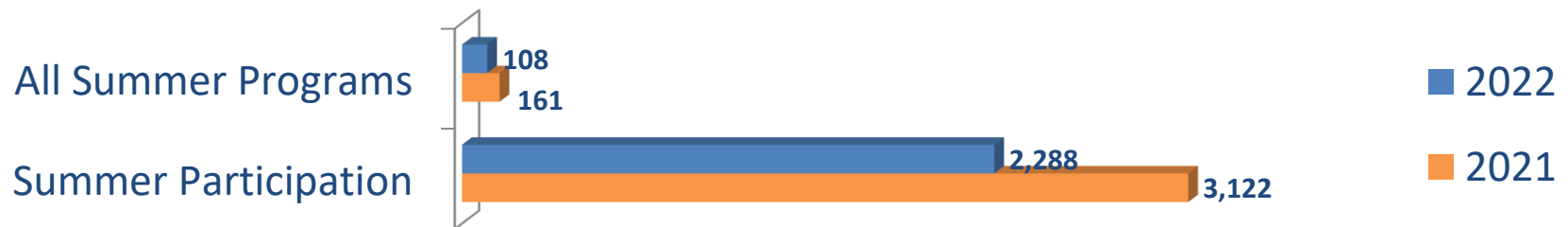
2022 Oceans of Possibilities Summer Program

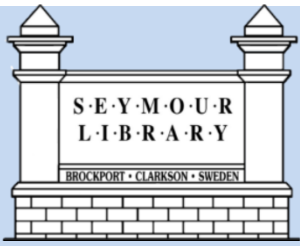
The Seymour Library Reports a Successful 2021 Summer Reading Program for All Ages

This year's theme was "Oceans of Possibilities." Children entering preschool through fifth grade were invited to read over 100 minutes a week to be eligible for prizes. At final count, 523 children registered for the Children's Reading Game, reading a total of **141,318** minutes.

The teen summer reading game drew 176 participants in grades six through twelve reading 342 books!

Adults, ages 18 +, read on their own, wrote book reviews and entered the weekly reading game. Over 70 adults read **for the program**.





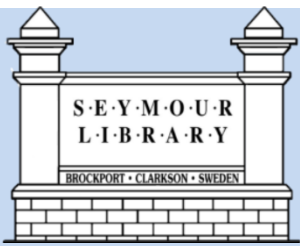
Summer Reading: What Did We Do?

The librarians worked to incorporate multiple learning styles into the summer reading program to stimulate inquiry and build transferable knowledge.

An attempt to reinvent Book Buddies met some resistance by the community, which will bring back a reader pairing program closer to the original in 2023.

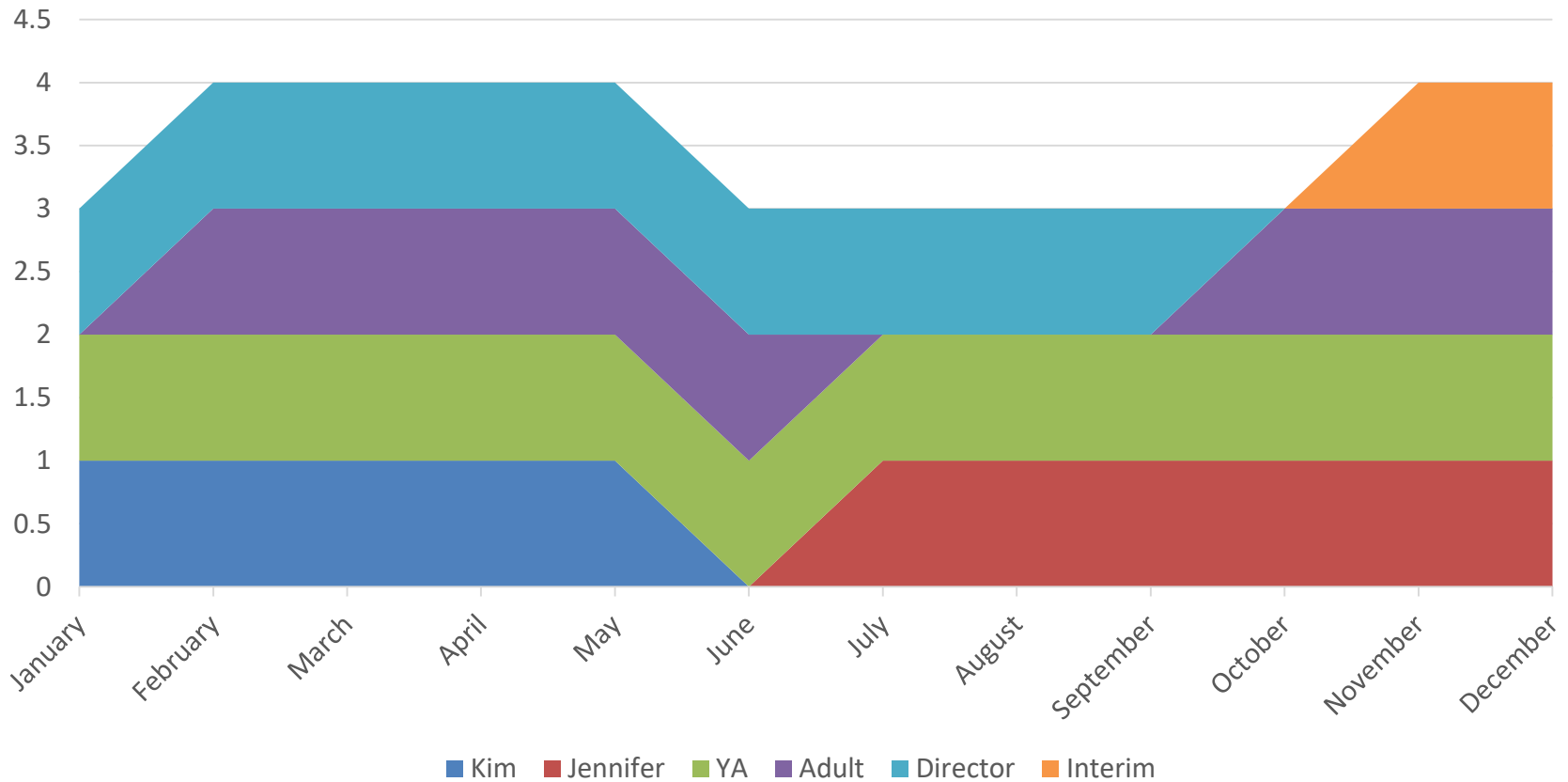


The librarians also collaborated to feature books tying into each week's theme. For instance, Tween/YA did a "survival camp". Books purchased on camping and the outdoors circulated several times after the completion of the program.



Challenges Faced in 2022

Professional Employment FT 2022





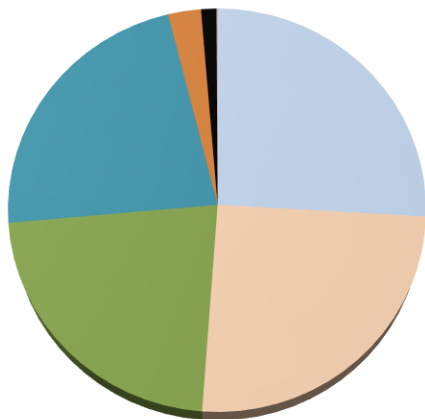
2022 Operating Results

2022 Revenue: \$710,735

- 25.9% - Brockport Funding (\$184,433)
- 25.2% - Clarkson Funding (\$179,255)
- 22.4% - Sweden Funding (\$159,378)

Examples of Other Revenue

- 22.5% - Gifts, Endowments, Donations (\$160,211)
- 2.6% - Fines, Fees (\$18,537)
- 1.2% - State Aid (\$8,193)
- .1% - Interest (\$678)

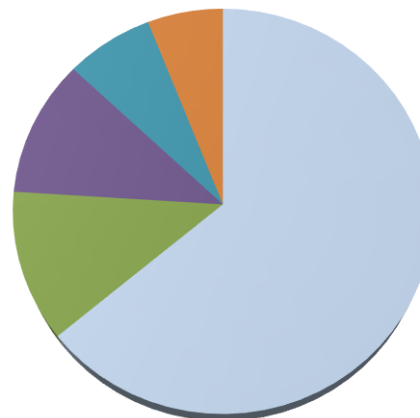


2021 Expenses \$542,202

- 64% - Payroll and Benefits (\$346,527)

Examples of Non-Payroll

- 12% - Operation and Maintenance of Building (\$64,199)
- 11% - Print and Electronic Material, AV, Book Processing (\$61,252)
- 7% - Miscellaneous Expenses, Supplies (\$39,018)
- 6% - MCLS Cost Share (\$31,206)





2022 Goal Accomplishments

Strategic Area One: Develop a Long-term Sustainable Funding Strategy

2022 Goal Accomplishments:

- The Dorcas Michaels bequest netted the library additional revenue above and beyond the anticipated budget. These funds will help develop the library in other strategic areas, though, not necessarily solve the issue of long-term funding.
- As always, the Friends of the Seymour Library and the Seymour Library Foundation went above and beyond in their fundraising efforts to build the library toward a fully operational institution.
- Resetting to 53 hours and stabilizing regular hours also brought back the funding cut in 2021, thereby improving the functionality of the library.
- Relationships with area merchants allowed for the possibilities of future local grants and identifiable needs pinpoint areas where the library can utilize national, federal, and state grant monies most effectively.

2023 Next Steps:

- The 2023-2025 Long-Range Plan seeks to increase the efficiency and utility of all funds received to benefit the community.
- In assessing the success of the previous LRP, we may need to collectively evaluate whether we have a collective funding model that works to bring library expenses and revenue to a net zero.
- Begin grant applications for larger range projects, such as a Makerspace, refurbishing the Children's Room, and finish using the DASNY grant for internal maintenance and upkeep.



2023 Goal Accomplishments

Strategic Area Two: Strengthen Communication with Stakeholders and Community

2022 Goal Accomplishments:

- Engaged the community and community leaders by creating experiences in educational events and celebrations including Summer Reading Program, Kiwanis Bookmark Contest, and Silver Anniversary Celebration.
- Fostered user engagement by scheduling programs and presentations to meet patron needs in both the large meeting rooms and the quiet study rooms.
- Began creating connections with SUNY Brockport in order to draw more patrons in our service area and create stronger connections to the community.
- Formed relationships with the Brockport Merchants' Association and local businesses in each of the municipalities.

2023 Next Steps:

- Continue outreach efforts in elder care facilities and with SUNY Brockport. Expand the outreach efforts to Brockport Central School District and within the municipalities to facilitate connectedness.
- Begin adopting marketing targeted to a wide net of the population, both print and digital.
- Identify the strong points of the Seymour brand and begin leaning into those elements more publicly.
- Use formal and informal feedback from patrons to improve quality of programs and collections in real time.



2022 Goal Accomplishments

Strategic Area Three: Create an Attractive and Welcoming Environment That Fosters Use of a Commons (a community space within the Library for intellectual growth and positive community relationship development)

2022 Goal Accomplishments:

- Jennifer contracted with Safari Landscape to touch up the gravel and vegetation on the property. An excellent start to an issue patrons identified as a need for the library.
- Leslie displays in Adult Collection
- Teen art wall
- J & Teen garden space

2023 Next Steps:

- Continue developing the collections to make the shelves and books more appealing and accessible to the public.
- Internal upkeep projects, including painting, carpeting, and bringing an overall aesthetic of modernization and cleanliness blended with the traditional elements of what makes Seymour unique.
- Maintenance and effective utilization of the grounds to create attractive curb appeal.
- Ensuring patron comfort in furniture arrangement and location to maximize ergonomics and invite patrons to stay in the library.



2022 Goal Accomplishments

Strategic Area Four: Enhance Technology Infrastructure and Accessibility

2022 Goal Accomplishments:

- Began technology programs focused on learning programming languages and basic coding.
- Acquired Raspberry Pi kits from the Central Library to continue offering digital literacy programs to all ages.
- Installed audio-visual information system at the circulation desk for more practical, patron focused digital signage.
- Brought Ancestry Library Edition and PrinterOn software to increase database and printing access for all patrons.
- Developed updates and upgrades to our website.

2023 Next Steps:

- Continue Library's use of emerging technologies to deliver services, focusing primarily on Maker technologies and practical skills.
- Expand Digital Literacy with in-person lecture tech workshops to begin closing the digital divide. Utilizing Ben and Leslie for tech signups one-on-one, drop in, on-demand accessibility.
- Provide promotion and training of electronic services (e.g., Libby Electronic Audio Books)
- Evaluate technology infrastructure and accessibility and determine next steps for delivering quality hardware and software for patron usage.



2022 Success Summary

Though 2022 presented many challenges, overall, it was a successful year!



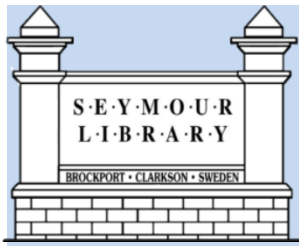
**Fulfilling
the
mission of
the
Seymour
Library in
practice.**



**Created engaging
programming and areas of
interest increasing foot
traffic and circulation.**



**Working with our community
supporters and assets to round
out volunteer opportunities to
increase stakeholder engagement.**



In Closing: Why Do We Do It?



| 2022 Trustees | 2022 Staff | Foundation | Friends |
|---|--|--|--|
| <p>Officers: Bernie LoBracco <i>President</i></p> <p>Marilynn Brown <i>Vice President</i></p> <p>Scott Maar <i>Finance Officer</i></p> <p>Dr. Scott Rochette <i>Secretary</i></p> <p>Trustees: Libby Caruso Dr. Patricia Galinski Dr. Bruce Leslie Kristen Sharpe</p> <p>Treasurer: Kevin Johnson, Town of Sweden Supervisor</p> | <p>Library Director: Jennifer Caccavale through 9/22</p> <p>Children Services Librarian: Kim Whittemore through 6/1/22 Jennifer Silmsen 6/26/22-</p> <p>Teen Services Librarian: Patrick Pittman</p> <p>Adult Services Librarian: Lea Takigawa 2/22-7/22 Leslie Boedicker 10/22-</p> <p>Part Time Library Clerks: Leigh Beabout, Nicole Ferrara, Saraya Garlipp, Mary Gira, Krista Matthews, Shawna Ann McElhenny, Nancy Powell, Jeannine Waldow, Beth Woodruff</p> | <p>Mission: To seek contributions in order to enhance the Seymour Library for patrons; provide a vibrant space to share resources and ideas; and to explore and experience the power and pleasures of lifelong learning.</p> <p>Officers: Carol Gravetter <i>President</i></p> <p>Lynne Gardner <i>Vice President</i></p> <p>Donna Mancuso <i>Secretary</i></p> <p>Mary Marone <i>Treasurer</i></p> <p>Non-Voting Members:</p> <p>Library Director</p> <p>President, Library Board of Trustees</p> | <p>Mission: The Friends advocate for the Seymour Public Library and support library collections, services, programs and staff development. The Friends Provide: Program Refreshments, Fees for the Library Website, Book Page Review Magazine, VIP Discount Passes for Rochester Attractions and Library Equipment.</p> <p>Officers: Lynne Gardner <i>President</i></p> <p>Laura Buckner <i>Vice President</i></p> <p>Barb Gifford <i>Secretary</i></p> <p>John Hamling <i>Treasurer</i></p> |