

---

## ANNUAL REPORTS

Most libraries are required to publish an annual report. The degree to which libraries use this opportunity to provide a glossy, professional promotional piece versus using this vehicle as a simple business tool to report on the year's activities varies dramatically. I am not sure if the degree to which a library spends money and time to "look good" really pays off unless the report is eye-catching, brief on text, heavy on photos, and quick to make the point that what libraries do matters and that libraries should be fully funded. Figures 3.36–3.43 are examples of annual reports that communicate the message effectively.

Some libraries use the annual report to provide information on performance as well as to promote the library all year long. Notepads and calendars are two such methods that can be effective. Along with keeping the library's name in front of people longer (as in a calendar or notepad), you can use the opportunity with such devices to sell the library's importance as well.

As with your newsletter, be sure that you get all the exposure for your library as possible from the annual report. Send it to those who might not think of the library throughout the year but who are influential and you want to cultivate. Again, be sure that you have developed a VIP mailing list and send your annual report to everyone on that list.

## Statistics

### Annual Circulation

Grove City Library	442,963
Westland Area Library	398,015
Bookmobile/Outreach	99,910
<b>System Total</b>	<b>940,888</b>

### Reference Questions

62,505

### Program Attendance

17,545

### Volunteer Hours

In 1993, a total of 70 volunteers worked 3,692 hours. In 1994, a total of 185 volunteers worked 4,924 hours, a 25% increase over 1993. This includes regular volunteers, library shoppe workers, summer reading program teens, community service teens, Girl Scouts, Friends of the Library and Trustees.

An additional 10 volunteers assisted with the Yes & KNOW Committee for the levy campaign in 1994.

## Financial Report

REVENUES	1994 Actual
State Income Taxes	\$2,671,196
General Property Taxes	0
Patron Fines and Fees	85,953
Interest	8,466
Gifts	11,397
Other Income	16,299
	\$2,793,311
EXPENDITURES	
Salaries and Benefits	\$1,708,839
Supplies	\$4,963
Purchased Services	661,932
Library Materials	341,981
Capital Outlay	39,012
Other	3,399
	\$2,810,126

*This is an unaudited statement.*

## From the Director

In our first full year of participation in the Discovery Place consortium, Southwest Public Libraries loaned ten books, videos, recordings and other items for every resident of the South-Western City School District. That million items loaned included more than 50,000 not available from our own collections but obtained through the Discovery Place reserve system. Meanwhile, our librarians answered more than 60,000 questions and assisted thousands of area residents onto the Information Superhighway with the advent of the Greater Columbus FreeNet. Our summer reading program, the biggest ever, involved some 3,500 children and preteens. Overall, it was another year of excellent library service to our community.

Yet, it is difficult to present in a totally positive light, a year when the library was suffering the cumulative effects of eroding state funding, a year when growth in that funding was again so minimal that utilities, insurance and similar operating costs consumed every dollar of increase, leaving little to purchase new library materials, and none to fill vacant staff positions, implement new technologies, or even replace deteriorating equipment; a year when voters turned down a modest request for local tax dollars while continuing to increase demands on the library system for service. Sadly, 1994

ended with plans to trim an already lean budget and curtail a few more basic services in order to begin a new cycle of attempting to do more with less as we respond to our customers' needs.

Frances Black  
Library Director

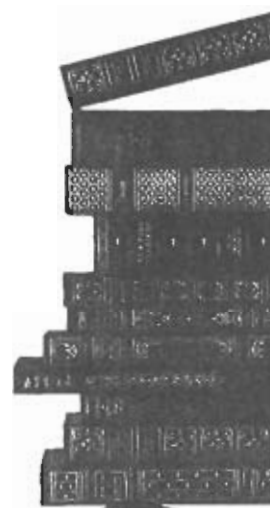
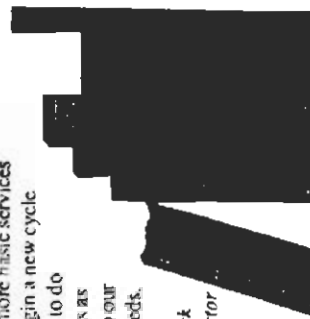


Figure 3.36—Annual report, Southwest Public Libraries, Grove City, Ohio.

This report lets the community know that funding (or that lack of it) has a direct effect on the quality of library services.

“Annual Reports” by Sally Gardner Reed, was reprinted from *Making the Case for Your Library: A How-To-Do-It Manual*, with permission of the publisher. Copyright © 2001 by Neal-Schuman Publishers, Inc.