Strong Communities: People, Places, Potential

Strong communities have strong foundations - places for learning, gathering, working and helping. Libraries have always been part of the foundation of strong communities, and in today’s knowledge-based world, libraries – modern and technology-equipped - are more important than ever, on par with schools, parks, museums, hospitals and social services. They are community places, free and open to all, helping people and communities achieve their aspirations.

The Timberland Regional Library (TRL) serves 27 communities in five counties covering nearly 7,000 square miles. With a central presence in communities throughout this region, libraries play a leading role in helping people navigate a rapidly changing world. Welcoming staff members in each community library, assist people in finding the tools, learning, ideas, inspiration and support to achieve their goals. In 2013, TRL introduced the theme “Strong Communities: Building Our Future.”

IN 2014, TRL REDOUBLED THE COMMITMENT TO STRENGTHEN SUPPORT FOR:

- Families and Youth
- Local Economies
- Libraries as Community Gathering Places
- The Human Experience: History, Arts, and Culture
- Preserving the Past, Building the Future: Collections and Technology

The results of the 2014 Impact Survey gave us evidence that our investments in technology are helping people improve their lives in measurable ways. (Please see results on page 3.)

Together, we will continue to strive, explore and innovate. Thanks to everyone who made 2014 a great year!

Cheryl Heywood
Library Director

Bob Hall
President Board of Trustees, 2014

Supporting Local Economies, Expanding Local Partnerships

The Timberland Regional library is a key partner in the positive economic and community development of the region. In each community, library branches partner with schools - pre-kindergarten through high school - to educate the next generation.

LIBRARIES PROVIDE PROGRAMS AND RESOURCES FOR:

- Career development
- Retraining displaced workers
- Helping military men and women transition to civilian life
- Taking standardized and professional certification tests
- Starting a business; launching the next great idea

Because they are free and open to all, Timberland libraries help bridge opportunity gaps for thousands of citizens: the under or unemployed, low income citizens, parents seeking pre-kindergarten programs for their children, “first-in-family” college-bound students, and immigrants seeking language skills or citizenship education.

RESULTS OF THE 2014 LIBRARY USE IMPACT SURVEY:

- 2,805 people completed the survey
- 2,602 rated library technology very helpful
- 142 people used resources to apply for jobs / 82 interviewed / 48 hired
- 337 people used library resources for exercise / 261 made positive changes

COMMUNITY PARTNERSHIPS:

- School Visits - 170 / 30,519 students.
- Library in the Parks, a partnership with the Grays Harbor Foundation and the Aberdeen School District.
- WorkSource Partnerships – In all five counties, library staff members continued to support WorkSource to help people find employment.
- Joint Base Lewis McChord (JBLM) initiatives – Building stronger relationships with JBLM through workshops and tools for transitioning service men and women.
- Department of Social and Health Services (DSHS): Representatives from TRL attended DSHS’s ‘Monthly Employment Bootcamp’ to talk about library resources that can help DSHS clients conduct successful job searches.
- Lacey loves to Read: This long-standing program is a partnership between TRL, the City of Lacey & North Thurston Public Schools.
- Hands-on Children’s Museum (HOCM) & Sand in the City.
- Mobile Membership - Joint benefits for TRL patrons and HOCM members.

“…I thought the library just checked out books. Your organization is AMAZING! Such a great resource for our community. Thanks again for all of your help.”

- WorkSource staffer Jason Mikkelsen

There were many well-attended programs designed to help people train for jobs, advance in careers, manage finances, start new businesses and become savvy home buyers.
Engaging the Community in the Human Experience: History, Arts and Culture

The concept of “library” has long evoked images of stately repositories for books and documents, set apart from life’s noisy complexity, serene and highly organized, maintained by its own strict decorum. It is a stereotype that modern librarians try to shake off, and modern library patrons know to be passé.

The Timberland Regional Library, like modern libraries everywhere, is a dynamic expression of the human experience. Through programming, partnerships, technology, and creative use of physical space, library staff members strive to reach everyone, bridge gaps, bolster learning and enlarge the meaning of “community.” Like modern libraries everywhere, TRL reaches for the future and invites everyone to come along.

2014 Photo Highlights

In November, over 70% of Winlock’s voters approved joining TRL.
Enhancing Technology and Collections

Timberland libraries provide their communities free and open access to print publications of every kind and to digital learning, creativity and innovation through technology-based classes, databases and networks, and thousands of downloadable books, magazines, music and video.

COLLECTIONS ACQUISITIONS IN 2014:

- Print items purchased and cataloged – 80,283
- Physical audiovisual items purchased and cataloged – 29,266
- Electronic items purchased and cataloged – 5,874

Several branches piloted a “Local Interest Collection,” showcasing material written or produced by a local author, or about the region.

Interlibrary Loan, (allowing patrons to borrow from U.S. and Canadian libraries) filled 18,743 requests in 2014 (17,625 in 2013).

PATRON DOWNLOAD TOTALS:

<table>
<thead>
<tr>
<th>Service</th>
<th>Total Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoopla (video, music, audiobooks)</td>
<td>37,819</td>
</tr>
<tr>
<td>OverDrive – (Books)</td>
<td>347,471</td>
</tr>
<tr>
<td>Freegal (Music)</td>
<td>116,835</td>
</tr>
<tr>
<td>Zinio – (last 5 months only)</td>
<td>10,748</td>
</tr>
<tr>
<td><strong>Total Downloads</strong></td>
<td><strong>512,873</strong></td>
</tr>
</tbody>
</table>

Libraries as Community Gathering Places

Timberland libraries are welcoming places that serve their communities by strengthening social bonds and community identity.

RESPONDING TO COMMUNITY NEEDS

To better serve communities throughout the library district, Timberland Regional Library (TRL) added 58 more total hours among 26 libraries and the Central Reference Ask-A-Librarian service. The extra hours improved access to library services in local communities at no additional cost to TRL.

Library staff carefully reviewed current building open hours, staff schedules and studied use patterns of patron visits, use of computers and the checkout of library materials along with evaluating feedback from public comments in the libraries, at public meetings and from surveys.

This collaborative effort provides consistent, easy to remember opening times and hours especially on Saturdays, when all libraries are open.

TECHNOLOGY:

- Implemented new online public catalog.
- Upgraded to MS Office 2013 on all computers.
- Launched Zinio - unlimited free access to digital editions of popular magazines.
- Upgraded hoopla to allow access for patrons using IOS-based devices.
- Launched wireless printing in all libraries allowing printing from a personal laptop, tablet or smart phone.
- Provided Common Access Card (CAC) readers in all 27 Timberland libraries for use by military-affiliated personnel.
- Added 30 pre-loaded e-readers.
- Purchased new video cameras to increase the recording and distribution of library programs.

SOCIAL MEDIA:

- Launched TRL You Tube channel.
- The number of Facebook page “likes” continued to climb, with heaviest followings in Thurston and Mason Counties. The TRL Facebook site, saw activity rise steadily with increased posting frequency and varied content.
- Twitter trended upward in the last quarter of the year, ending just short of 1,000 followers.
- Teen Tumblr Pilot program (See “Families, Children and Youth”).

FACILITIES MILESTONES:

- Completed audits on all 27 Timberland library buildings.
- Hired TRL’s first Facilities Manager, Bill Wilson.
- Initiated “Bridge the Gap” monthly maintenance program, designed to increase safety and enhance the patron experience.
- Increased frequency of maintenance-related library visits.

Olympia celebrated the 100th anniversary of library service.
Library Mission
Timberland Regional Library invites discovery and interaction with our vibrant collection, services and programs for learning, enrichment, and enjoyment for people of all ages in our diverse communities.

Library Vision
For those who seek – a connection
For those who question – a dialog
For those who create – a palette
For those who imagine – a story
For all – a place to belong

LEADERSHIP: BOARD OF TRUSTEES

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Timberland Regional LIBRARY
www.TRL.org
704-INFO (704-4636) 1-800-562-6022

TOTAL REVENUES - $21,462,019.62
- Property Taxes - 88%
- Other - 3%
- Timber Revenue - 8%
- City Contracts - 1%

TOTAL EXPENDITURES - $20,878,106.62
- Public Services - 61%
- Books & Materials - 16%
- Support Services - 12%
- Administration - 7%
- Capital Expenditures - 2%
- Operating Transfers - 2%

STATISTICS FOR 2014, ALL BRANCHES:
- New cardholders – 28,018, bringing the total to 249,492
- Visitors – 2,492,618 (2,805,253 in 2013)
- Computer sessions – 492,191 (512,761 in 2013)
- Downloads of music, video & books 512,873 (579,212 in 2013)
- Reference questions – 440,544 (433,030 in 2013)

For all – a place to belong with our vibrant collection, services and programs

For those who imagine – a story
For those who question – a dialog
for people of all ages in our diverse communities.