



Annual Report on the Implementation of the Library's Strategic Plan

January – December 2018

The Ketchikan Public Library 2018-2022 Strategic Plan was implemented in January 2018. One objective of the plan is to keep the community informed of the plan's implementation; to that end we submit this annual report for the period January – December 2018.



Larry Jackson bench

Goal 1: The Library is Ketchikan's Town Square: *The Ketchikan Public Library is a welcoming, beautiful, inviting place that is rooted in the community and allows people to be themselves – alone or with each other. The Library fosters a more cohesive, healthy and informed community.*

Larry Jackson bench: Peg Jaeger donated funds for a Library bench in memory of Margie and Raymond Apodaca; local artist Larry Jackson designed, built and delivered the bench in January 2018.

Tree planting: Head of Adult and Technical Services Lisa Pearson worked with Marzette Ellis and CJ Davidshofer on two landscaping programs in March. These programs included hands-on instruction in tree maintenance using the Library's trees. Three weeping cedar trees were planted near the flagpole by Marzette Ellis, CJ Davidshofer and City Public Works crews on June 9. The trees were purchased with funds provided by the Friends of the Ketchikan Public Library.

Children's Community Garden: Children's Library Assistant Rebecca Jackson organized and established the Children's Community Garden. Garden programs started in March and continued through early November. Weekly public garden-tending sessions began on June 21, and SAIL participants held a monthly garden-tending session as well. Several community partners conducted garden programs through the year. The Children's Community Garden was made possible by grants from the Ketchikan Community Foundation, the Friends of the Ketchikan Public Library, and the Alaska State Library. Gregg Poppen designed and built a sign for the Garden, partially funded by IBEW, acknowledging the organizations that helped fund its creation.

Fellowship of the Pen: The Fellowship of the Pen (F.O.P.) writing series was developed by Library Assistant Michelle Lampton to provide ongoing support to established and aspiring Ketchikan writers of all ages. F.O.P. activities began early in 2018 with bi-weekly drop-in sessions on Wednesdays and Saturdays, and monthly programs highlighting some aspect of writing or publishing. Highlights included a June concert by the Ratfish Wranglers, who talked in between songs about the process of songwriting; a talk by Parnassus Books owner Charlotte Glover on writing from a commercial point of view, talks with local authors Biz Robbins and Mike Harpold about the publishing process, and National Novel Writing Month (NaNoWriMo) activities in November.

Geek Fest, an F.O.P. celebration of fan fiction and geek culture, took place on October 13. More than 20 volunteers participated in preparing for and staffing the event. An estimated 250-300 people attended, over and above normal Saturday library attendance.



Leland Hale author talk

Goal 2: The Library Serves the Ketchikan Community: *The Ketchikan Public Library promotes learning, growth and personal enrichment for people of all interests, abilities and needs, in every stage of life. The Library provides services both within the facility and throughout the Ketchikan Gateway Borough for a community of diverse backgrounds, cultures and languages. The Library delivers materials in a variety of formats, and provides updated equipment, Internet access and assistance using digital and online materials.*

Outreach: On June 7, Outreach Librarian Rebecca Fama held a senior book club discussion and movie screening of ‘Murder on the Orient Express.’ Attendees expressed interest in holding future events of this kind. In response to patrons’ comments, Rebecca shifted the large print collection from the bottom shelf, so patrons can more easily access books in the collection.

Teen Advisory Group (T.A.G.): The Teen Advisory Group, with Office Manager Kelly Johnson serving as liaison, organized monthly teen events in the Library, including a celebration of the Lunar New Year, a Night of Bad Poetry, and the annual Not-Quite-Halloween Party. T.A.G. also organized the Teen Summer Reading Program with the theme, ‘Rockin’ Through the Decades,’ with programs on the Beatles, a Dance Trivia Contest, and ‘Future Sounds’. 52 teens participated in the Summer Reading Program.

Adult activities: The Library and Parnassus Books co-hosted author talks by Nancy Lord, Shannon Loudon, Mike Harpold, Peggy Herring, Elizabeth Garber, John Straley, John Tibbets,

Leland Hale, Tom Hunt and Barney Scout Mann. Special events included 'Blind Date with a Book' in February; gardening workshops in March; and Social Security 101 webinars in the fall. In November, Library Advisory Board member Sis Coenen hosted an event, 'Memories from Momma's Cookbook, that included a talk on the history of Betty Crocker and a display of old cookbooks and aprons brought in by members of the audience.

The Adult Summer Reading Program ran from June 9 through July 31, with the theme, 'Libraries Rock!'. The Adult Summer Reading Program had 170 participants this year, 17% more than last year.

Children's activities: The Children's Library conducted weekly Story Craft and Babytime programs throughout the year, and monthly Tween craft programs for children ages 9-12. Special events included magic shows featuring Jeff Evans in July and Alex Zerbe in November, the annual Teddy Bear Picnic on July 14, and a Mad Hatter UnBirthday on September 22. In the spring a staff member loaned the Library four fertilized eggs to incubate at the Children's Desk--two hatched into baby chicks; later in the year the chicks were replaced by an ant farm.

Head of Children's Services Amanda Kiely and Children's Library staff streamlined Children's Summer Reading materials and the program began on June 9 for children ages 0-12. Children too young to read participated in the Little Listeners program, and older children in the Readers program. 560 children participated in the Summer Reading Program this year, which ended with an Ice Cream Sundae Grand Finale party on July 28. The Winter Reading Program began on December 21 and ended on January 5 with 106 participants.

Tax forms and assistance: Library Assistant Shawna Carter arranged for the delivery and display of Alaska Permanent Fund Dividend forms and Federal tax forms in the winter of 2018. AARP Foundation Tax-Aide volunteers held twice-weekly tax preparation help sessions at the Library from February through mid-April.

University of Alaska - Ketchikan Campus Library: Library Assistant Shellie Tabb organized the Ask-UAS program series in the spring and fall of 2018, drawing the public to the campus with engaging speakers and events led by UAS faculty members and instructors.



Zaniac event

Goal 3: The Library Engages With the Community: *The Library effectively markets its services, programs and resources to the Ketchikan community. The Library invites community input and participation in its work, to meet the needs of both currently served and underserved constituencies. The Library works with other partners to pursue goals of community importance.*

Activities included:

- Author John Tibbets and Ketchikan Museums staff created an exhibit at the Library about the 1943 crash of Harold Gillam's Lockheed Electra in Misty Fjords. The exhibit remained at the library through the end of November.
- Lisa Pearson partnered with PeaceHealth's oncology department to set up a hospital resource collection for cancer patients, with funding from a grant received by PeaceHealth.
- Pat Tully participated in Get REAL Financial Reality Fairs, sponsored by Tongass Federal Credit Union, for Kayhi and Revilla students on November 13 and 15.
- Kelly Johnson and the Teen Advisory Group partnered with Gateway Games to promote fun, safe gaming practices.
- Kelly visited Schoenbar Middle School eight times through the school year to update the T.A.G. corner and supplement their collection for various school projects as well as pleasure reading.
- Guest speakers at Storytime included officers of the Ketchikan Fire Department, Ketchikan Police Department, Alaska State Troopers, and the U. S. Coast Guard.
- Amanda Kiely partnered with WISH in March 2018 for a Family Event. The WISH Early Learning Program offered free Hearing and Vision testing for ages 0 to 3 during a December Babytime.
- The Children's Library began using graphics program Canva and social media platform Instagram, to improve the quality of library graphics and to reach out to young adults in the community.

Next: Real Life: The Teen Advisory Group (T.A.G.) sponsored a program series for the 2018-19 school year called 'Next: Real Life', to provide high school seniors with information and skills to succeed in adulthood, whether they go to work, or into business, the military, or college. Revilla, Kayhi and UAS-Ketchikan have participated in developing the series. Programs started in September with *What Are Your Options*, followed through the fall with *College Fair Prep*, *Scholarship Essays*, *Employers Speak*, and *Soft Skills*. Next: Real Life programs begin again in January 2019 with *Time Management & Self-Motivation*. By request, Kelly Johnson reprised several programs at Revilla, and Schoenbar has asked her to present programs for their eighth-graders starting in early 2019.

Small Business Grant: The Library partnered with other Alaska public libraries on a grant-funded project to improve services to local businesses and entrepreneurs. The project began in July with a survey of local businesspeople. In September the Library began a year's subscription, paid for by the grant, to Lynda.com, a business and software training database. On December 5, Pat Tully gave a talk to the Chamber of Commerce on Library business resources.

Friends of the Ketchikan Public Library: The Friends partnered with the Library Advisory Board to hold their annual meeting on April 11, with Ketchikan City Manager Karl Amylon the featured speaker. The Friends had a table at the Blueberry Arts Festival, selling mugs, bags, decorations and books.

The Friends conducted three successful one-day book sales in the Library on in January, May and August. The annual Friends of the Library book sale took place in the Plaza on October 5-7, making over \$10,000 to be used to support Library programs, services and improvements.

In December, the Friends reviewed and approved several funding requests by Library divisions, including acoustical tiles for the small meeting room, support for adult, children, teen and outreach programs, and for the 2019 Geek Fest.



Coast Guard visit

Goal 4: The Library is a Growing, Vibrant Organization: *The Ketchikan Public Library has a culture of outstanding customer service and a commitment to the concept of the Library as a community good. Library managers value and respect all staff members in their pursuit of excellence, and foster support through advocacy, professional development and an atmosphere of creativity and open-mindedness. The Ketchikan Public Library has a nimble organizational culture that adapts to changes in the community of Ketchikan.*

Staff:

- Rebecca Fama stepped down as Outreach Librarian as of August 31. At the end of December, Rebecca Brown was hired to be the new Outreach Librarian, effective January 9, 2019. Pat Tully filled in while the position was vacant.

- Amanda Kiely, Head of Children's Services, went on maternity leave in December. Until her return at the end of March 2019, Ann Marie Meiresonne and Rebecca Jackson are conducting Story Craft, Babytime, and other programs, and substitute staff will provide desk coverage as necessary.
- Library Assistant Tammy Dinsmore serves as IBEW Union Steward for the Library's staff members who belong to the bargaining unit.
- The Library revised its job descriptions in preparation for the City's compensation study.
- In February staff conducted its annual inventory of all collections. At the end of inventory, staff members reorganized storage and work spaces, offering unused equipment and supplies to other departments and moving seasonal displays and collections to off-site storage.
- Library staff from the Ketchikan Gateway Borough School District, UAS-Ketchikan campus, and the Public Library held their annual First City Libraries meeting on October 23 to discuss issues with the shared online catalog and delivery service. After the meeting, Kelly Johnson and Ketchikan High School Librarian Caitlin Jacobson conducted training on cataloging into the First City Libraries catalog. In the afternoon staff training was provided on customer service, ACE training, and dealing with difficult homeless persons.
- Rebecca Jackson attended the Southeast Alaska Gardening Conference in Haines.
- Ann Marie Meiresonne and Pat Tully attended the 2018 Alaska Library Association Conference in Anchorage; Pat's expenses were covered by an Alaska State Library Continuing Education Grant. Ann Marie gave an Ignite! presentation on the Children's Community Garden, and Pat was part of a panel discussion on professional change. Pat also attended the Pacific Northwest Library Association (PNLA) Conference in Kalispell, Montana, in August, giving a presentation on the Library's 2017 community survey. Several staff members took online courses related to their work in the Library.
- On June 7, the Library celebrated two milestones: Kelly Johnson's 26th year of service and Tammy Dinsmore's 20th year of service.

Technology:

- Lisa Pearson changed the duration of patron wifi access codes from one hour to one day; this has been very positively received by Library patrons.
- The Library received a \$1,500 grant from the Alaska State Library's OWL program, to replace three non-working public laptop computers.
- The Library's website was moved to a more secure server, and the site is being redesigned.
- In June the 2018-19 Federal E-rate discounts on Library and First City Libraries' telecommunications services were approved; KPU and Alaska State Library staff were instrumental in the success of these applications.

- The Library prepared a new 3-year technology plan, approved by the Ketchikan City Council in July.

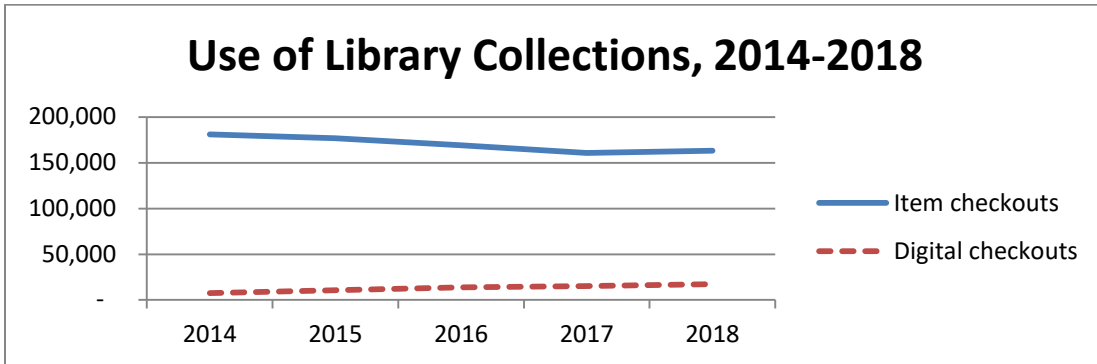
Facilities:

- The Board of the Friends of the Ketchikan Public Library approved funding for acoustical panels in the Library's large meeting room. In August The Friends of the Library purchased, and City Building Maintenance staff installed, 20 acoustical panels in the Library's large meeting room, greatly improving the room's sound quality.
- Public Works improved lighting at the circulation desk.
- In September the Library began scheduling monthly pest inspections and preventative treatments with Alaska Pest Management.
- Library Assistant Gayle Brooks waters and tends the plants throughout the Library, and decorates the lobby and main Library reading room for each major holiday through the year. In the spring and again in the fall, the Teen Advisory Group redecorated the Teen Room. Rebecca Jackson decorates the Children's Library several times a year.

Recognition:

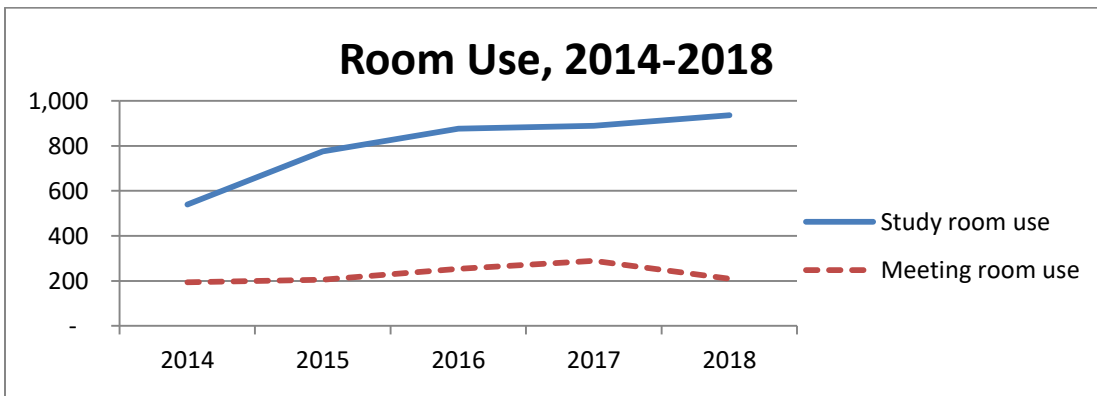
- Ketchikan Public Library was named a finalist for the 2018 Institute for Museum & Library Services' (IMLS) National Medal, but was not awarded the prize. Senator Lisa Murkowski once again nominated the Library for the National Medal in 2019; finalists will be announced early in the year.
 - The Spanish library journal Infobibliotecas selected the Ketchikan Public Library to feature in their Libraries of the United States summer 2018 issue.
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Statistics

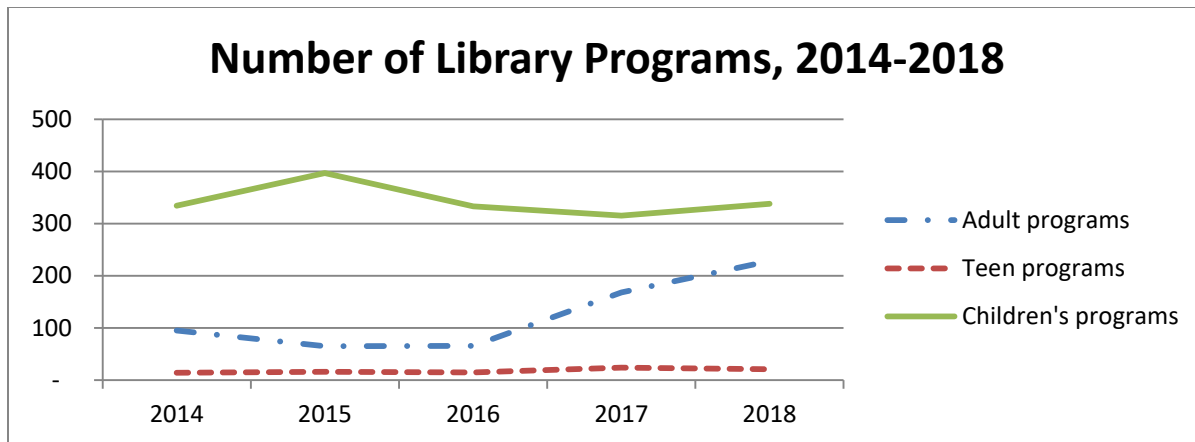


In 2018 the number of physical items checked out from the Library, 163,000, was slightly more than the 160,661 checkouts in 2017. Over a five-year period, however, there has been a 10% decline in the number of physical items checked out of the Library.

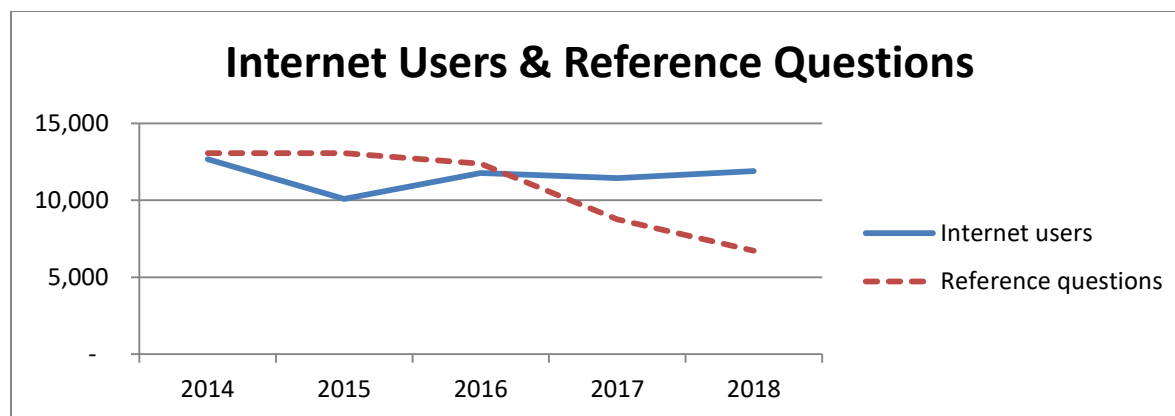
However, the number of digital checkouts from the Alaska Digital Library (ADL) collection has steadily increased each year, from 7,686 in 2014, to 17,240 in 2018. As more of our patrons use Kindles, tablets and phones to read materials, we anticipate this number will continue to increase each year for the foreseeable future.



The use of the Library's two study rooms has increased each year since 2014, with every indication that this trend will continue. Study rooms are used for everything from small meetings, to individual studying, to tutoring, to playing board games. The use of the Library's two meeting rooms by non-profit organizations was down in 2018 compared to 2017, but until 2018 the use of these rooms increased each year. The decrease in meeting room use may in part be due to the increase in Library programs, but the next few years will test this assumption.



The number of Teen programs has increased from 2014 to 2018, from 14 to 21, thanks to the efforts of the Teen Advisory Group and their liaison, Kelly Johnson. Children's programs peaked in 2015, but since then have remained fairly steady between 315 and 338 programs a year. Adult programs have skyrocketed since 2016, when the Head of Adult and Technical Services Lisa Pearson served as interim Director for several months and had much less time to plan programs. In 2017 and 2018 the number of adult programs were 168 and 228, respectively.



The number of public internet uses—via the Library internet computers and wireless access—has remained fairly steady over the past five years, between 10,000 and 12,000 annually. The number of reference questions—research and non-routine inquiries—the Library receives, however, has decreased substantially. This decrease may be due to the patrons becoming more comfortable conducting those inquiries using computers or other devices.

The number of Library visitors in 2018 was 92,928, up from 87,629 in 2017.

Conclusion

With support from the City of Ketchikan, the Ketchikan Gateway Borough, the Friends of the Ketchikan Public Library, the Library Advisory Board, and many, many local organizations and individuals, the Ketchikan Public Library got off to a strong start in meeting the challenges outlined in its 2018-2022 Strategic Plan. Improvements were made to enhance the Library's landscaping, provide greater sound quality in the large multipurpose room and improve public wireless access. Several popular program series were started in 2018—the Children's Community Garden, Next: Real Life, and Fellowship of the Pen—which were more efficient for staff to organize, market and schedule than the same number of individual programs. Many programs and services were made possible by a variety of local partners, a powerful way to extend the Library's reach and visibility in the community. None of this would have been possible without the talents, dedication and teamwork of the Library's outstanding staff members, and the support of the Ketchikan community.

In 2019, the Ketchikan Public Library will continue the work begun in 2018. With our partners in First City Libraries (consisting of the Public Library, the UAS-Ketchikan Campus Library, and the KGBSD libraries) we are preparing a proposal to present to the City and the Borough, to become a member of the Alaska Library Catalog, sharing a catalog and library materials with many of Alaska's public and academic libraries, effective in early 2020. The Library has been awarded a \$1,000 Revisiting the Founding Era Grant from the American Library Association and the Gilder Lehrman Institute of American History, for 2019 history programming with community partners. The redesigned Library website will be made public in the spring. And we will continue to seek advice, support and ideas from the Ketchikan community, to improve Library services, programs and collections.



Library staff, May 2018