Getting More From Your Library

Just a glance at this report will show that Northern Onondaga Public Library (NOPL) branches are changing in exciting ways to serve the residents of our communities.

Because we know that you’re busy and want services that meet your schedule, we added hours and drop-in tech help.

Because we know that you want to read, listen and learn on your PC or mobile device, we added more e-books and new services for downloading audiobooks, magazines, movies and music.

Because we know that you want your libraries to be places to gather, learn and create, we added an outdoor patio and the Discovery Den at NOPL at North Syracuse, expanded Library Farm and Maker Club events at NOPL at Cicero, and added more computers, video games and Lego Club fun for kids at NOPL at Brewerton.

And finally, because we know that you still value what you’ve always found in our libraries: books and more books; engaging programs for children; and most of all, a friendly and knowledgeable staff, we promise that we’ll continue to make them a priority.

If you haven’t been to the library lately, we invite you to stop by and see what all the excitement’s about.

Kate McCaffrey
Director

“All the staff here is always very friendly. I love this library.”
-Ms. Humphrey

STAFF DEVELOPMENT

NOPL staff members add new skills and learn about the latest developments in public libraries through webinars and workshops, and membership in professional organizations. On Staff Development Day in October we toured four Syracuse libraries. At the Central Library we heard from new OCPL Executive Director Susan Mitchell, saw plans for a major renovation, and toured the Local History and Genealogy Department. At our next stop, Petit Branch, we learned how a very small building can support dynamic programming. White Branch, the city’s oldest branch, provides essential services to an ethnically diverse community. Finally, Mundy Branch Library gave us a chance to see a newly renovated interior featuring unique designs and an innovative use of space.

NOPL IMPROVEMENTS

2014 saw improvements to library facilities. Brickwork at our North Syracuse location was restored and repointed. With the installation of a patio on the south side of the building we look forward to outside events and the sight of people enjoying a book or using our wireless Internet access in the summer months. Taking advantage of National Grid’s Small Business Services Program, we replaced outdoor lighting fixtures on the Cicero property to lower utility bills and reduce greenhouse gases. The entrance to NOPL at Brewerton got a facelift, with new tiles and baseboard, painting and cleaning, and the installation of energy efficient lighting. Both the Brewerton project, and the brickwork restoration at North Syracuse were funded in part by grants from the New York Public Library Construction Program.
“I love books and movies, thank you for letting us borrow books and movies.”
-Lyana (Age 4)

MAKER GAINS MOMENTUM
As the maker culture (a DIY culture with a tech-focus) continues to grow, NOPL began looking at ways to expand on the maker-related programs that we first introduced to youth in 2013 when the Maker Club was formed at NOPL at Cicero.

In May 2014, the Maker Club at NOPL at Cicero was the lucky recipient of $1,000 worth of materials from Instructables.com. The funds were used to purchase Arduino kits and host littleBits events, teaching design and coding skills for electronics; additionally, a summer Teen Maker Club program was developed. The maker movement even sprouted in NOPL at Cicero’s LibraryFarm during the summer of 2014 when the Junior LibraryFarm program hosted science-based events focusing on cultivation, biology, and molecular gastronomy.

DISCOVERY DEN IN 2015
Brainstorming for what would become the Discovery Den began in 2014 with the concept of a NOPL mobile-maker lab. The idea was to develop a collection of tools and technology that could be used in conjunction with programs at any of the NOPL locations. As enthusiasm for the project grew, space was found to permanently house the lab at NOPL at North Syracuse. A slide and negative scanner, electronic cutting tool, comb binding machine, and iPad Minis were the first items purchased for the lab, with more to come. The library’s Teen Advisory Board and Senior Advisory Board will be among the first groups to incorporate the equipment into their programming in 2015.

NOPL’s LIBRARYFARM
The LibraryFarm, a half-acre of organic gardening space at NOPL at Cicero, enjoyed another successful year in 2014. A portion of the farm was dedicated to become the Food Pantry Community Garden, with volunteers managing the Garden and yielding more than 170 pounds of food, which was donated to local food pantries. The LibraryFarm also hosted numerous educational programs at NOPL at Cicero, and looks forward to new participation and continued growth in 2015.

NOPL e-NEWS
Over 9,000 patrons received our e-newsletter every month, filled with information about unique events such as live music performances, special announcements and the launch of new services.

BE SOCIAL WITH NOPL
Social media provides a unique way for the library and community to interact. We share upcoming events, interesting articles and websites, photos, new releases, and more with our followers – especially on our Facebook page, where we have a record 900 users following us! NOPL can also be found on Twitter, Pinterest, Flickr and LinkedIn. Connect with us from nopl.org or by visiting your favorite social media site and searching for NOPLibrary.
I compliment you on your Express Collection! This is the only library I have come to where I can continually find the best sellers on the shelf.

-Anonymous

I love the adult book read contest - it has encouraged me to get back into reading (no housework is getting done though!) and rediscovering my favorite authors.

-Anonymous

**NOPL’s DIGITAL BRANCH**

The use of nopl.org continues to climb as more and more patrons discover the wide variety of digital content available through the library’s website, which includes e-books, movies, music, and educational courses. In 2014, there were more than 183,000 visits to nopl.org, a 17% increase over the previous year.

In order to meet our patrons’ growing digital needs, the library launched two new services in 2014. Hoopla, the first of these services, was launched in February, providing instant access to streaming movies, television shows, audiobooks, and music albums.

Zinio is the library’s newest digital service, which launched in October. Zinio provides access to digital magazines by way of a web browser or app. NOPL selected more than 70 titles covering a wide variety of interests for patrons to choose from. Patrons enjoy being able to keep the magazines that they download indefinitely.

Work began in late 2014 to overhaul the current library website with the goal of improving accessibility, reorganizing information, updating the appearance, and enhancing the library’s calendar of events. We look forward to launching the new nopl.org in the coming months.

**TALK ABOUT TABLETS**

Given the popularity of mobile devices, technology programs at NOPL are often in high demand. The workshops ‘Talk about Tablets’ and ‘Don’t Worry, Be Appy’, presented by Al Fasoldt, the technology writer for The Post Standard, along with his wife Nancy, were no exception. Held at both the NOPL at Cicero and NOPL at Brewerton, these well-attended programs were designed to help users get more out of their smart phones and tablets, introducing helpful features and useful apps.

**ROKU: SMART TV KITS**

Roku Kits were among the many new additions to NOPL in 2014. Enabled with both Netflix and VUDU, the kits include all the components necessary for users to stream programs and movies to their televisions over a wireless Internet connection. Roku Kits are available for checkout at each NOPL location.

**NOPL FOR SENIORS**

The Senior Advisory Board was formed in 2014 to provide a way for the community to share their input regarding the types of programs available for seniors at the library. The meetings, which occur monthly at NOPL at North Syracuse, have also incorporated technology instruction, travel films, and guest speakers.

**FRIEND YOUR LIBRARY**

Friends of NOPL in Brewerton and Cicero held successful book sales, raffles, and a traditional Ice Cream Social, now in its 29th year. With the help of our Friends we added outdoor benches and a coffee service at the NOPL at Cicero. In addition, friends planted flowers and provided funds to support concerts, Maker Club Activities, and our Summer Reading Programs. Love your Library? Please consider joining the Friends of NOPL at the Brewerton or Cicero branches.
Northern Onondaga Public Library
at Cicero | 8686 Knowledge Lane | Cicero, NY | 315.699.2032
at Brewerton | 5437 Library Street | Brewerton, NY | 315.676.7484
at North Syracuse | 100 Trolley Barn Lane | N. Syracuse, NY | 315.458.6184

www.nopl.org

BOARD OF TRUSTEES
as of January 2015

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Vice President: Robert Lalley
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Thomas Brooks
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Barbara Irwin
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Frank Laifer
Camille Luteran
Linda Parise
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SHARED RESOURCES
Between the three NOPL branches the library’s collection includes 91,426 books and magazines, 22,294 DVDs and audiobooks, and 60,331 downloadable books, movies and music. In 2014 there were 609,572 items borrowed or downloaded from library collections.

REFERENCE QUESTIONS
Library staff answered 17,004 questions, providing homework help, assistance with resumes and job searches, tax information, technology support, assistance in locating and borrowing materials from other libraries, making reading recommendations, and more!

PROGRAMS
17,986 people attended 1,127 library programs in 2014 – that’s an average of more than 20 programs each week! Programs ranged from story times and book discussions to Yoga classes, films, history lectures, and special events like the “How to Festival”, Beginning Beekeeping, and Gravitational Bull Jugglers.

PUBLIC COMPUTERS
The library has 75 computers, plus laptops and iPads available for public use. There were 44,393 sessions initiated on the public computers, while another 8,717 people made use of the free Wi-Fi available at the library.

SUMMER READING
As part of our Summer Reading Program (SRP), NOPL staff offered 103 programs, attended by over 3,000 children, teens and parents. A total of 502 children and teens took part in the SRP, designed to help them retain crucial skills over the summer months. They reported on 7,078 books – an average of 14 books each!

VISITORS TO OUR LIBRARY
The libraries were open a combined total of 9,216 hours in 2014. During this time, 243,411 visits were logged, with an additional 183,000 visits to our website.

2014 Revenue
89.5% Local Public Funds
2.7% Fines & Fees
4.5% State Funds
3.1% Fund Balance Transfer
0.2% Other (Gifts & Investment Income)

2014 Expenses $2,605,520
6.4% Administrative / Other
12.4% Mortgage
2.1% Capital Improvement
14.1% Facilities - Operation & Maintenance
11.8% Collections, Programs & Technology
53.2% Salaries & Benefits