

## **August 2014 Trustee Tip of the Month**

### **Using the Kentucky Annual Report of Public Libraries to Promote Your Library**

Each year in August, Kentucky public libraries submit an annual report to KDLA as required by Kentucky Statute ([173.370](#), [173.570](#), [173.770](#)). This report gathers information from the previous fiscal year about library revenues, expenditures, services provided, and statistics on usage of library materials, services, and buildings.

As a library trustee, you should receive a copy of your annual report when it is completed. Taking the time to study this information can help you become more familiar with your library while also helping you to make crucial decisions on facilities, budgeting for materials and programming, and long-range planning.

The information gathered in the annual report is vital to advocating for your library in the community, allowing you to quickly reference important statistics on use when discussing the vital role your library plays in your community. Some statistics you may find helpful include:

#### **Patrons Entering the Library/Using Outreach Services**

Knowing how many people entered your library's building(s) and were served by outreach services in the past fiscal year is essential to advocating for your library. These numbers are collected in several areas of the annual report, with bookmobile visits found under **G5**, and total library visitors found at **I16**.

#### **Items Circulated**

Circulation statistics are important to demonstrating your library's value to the community. Whether you wish to emphasize the number of children's books circulated or the number of DVDs checked out, you will find this information on the annual report. Circulation statistics are found under the Circulation subheading **L**, which separates these statistics into categories like juvenile fiction and audio-visual video among others.

#### **Program Statistics**

From Summer Reading to book clubs to bingo, the programs your library offers to your community provide education and entertainment for all ages. You may be surprised by the number of programs your library is offering each year, as well as by the number of people who attend – and so will others in your community. You can find this information under the Programming subheading **O**, which breaks the programs offered into category by age and number of attendees.

#### **Computer and Electronic Resources Use**

Your library's public access computers are an invaluable resource to your community. You can find information about the number of computers accessible to the community under the Technology subheading **Q**. Statistics on the number of users of your library's public access computers are available under the Facility Info subheading at **I24**.

If your library offers wireless internet use, another invaluable resource, information about the number of people using your wifi is available under Technology, as well, at **Q4**.

Offering electronic materials at your library allows your patrons to use library resources like databases, ebooks, newspapers and other periodicals without ever leaving home. You can find statistics on use of electronic materials like ebooks and downloadable audio under **L48**, **M1** and **M2**. Database resource information can be found at **L48**.

#### **Ways to Use Annual Report Statistics**

The statistics compiled in your library's annual report offer a wealth of opportunities for publicizing the organization's importance to the community. Some libraries highlight the year's achievements with an annual report distributed to the public, a return on investment document demonstrating the value of the past year's services, and/or a press release for local media concentrating on some of the year's best programs and services, alongside notable statistics.