



2021 Annual Report



Message from the Director

Dear Friends,

Whether we are getting back to normal, or defining a new normal, I am feeling optimistic about the future of libraries. In-person library use increased by 13.86% and physical item circulation increased by 11.95% from the previous year.

Patrons tell us that though they are grateful for the digital services that got them through the pandemic, they are happy to be back in the branches now. And we are happy to have them back.

Sincerely,
Dave Conklin, Director

About the Genesee District Library

The Genesee District Library (GDL) is a public library system serving the residents of Genesee County, Michigan. Our service area covers all communities within the county with the exception of the City of Flint, which is served by the Flint Public Library.

The GDL system consists of 19 locations, and includes services such as the Robert T. Bolo Business Center (Grand Blanc-McFarlen), the Talking Book Center and Homebound Service (Headquarters), and the Seed Library (Fenton-Winegarten).

In a normal year, over one million visits are made annually to the GDL for books, movies, music, technology and programs. Residents within our service area also have online access to books and music.

The GDL was formed on January 1, 1980 through a partnership between Genesee County and Grand Blanc Township. It is governed by an eight-member volunteer board. Funding is provided through a .7481 county-wide millage (excluding the City of Flint). An additional 0.25 mills was approved on May 2, 2011. The millage was renewed in August of 2016 by a 3-to-1 margin. The remaining revenue comes from fees and fines, state aid, grants and gifts.

Leadership



*Library Director
David Conklin*



*Linda
Ryals-Massey,
Chair*



*Robert Crites,
Treasurer*



*Joan Towarnicky,
Secretary*



*Dale Hostetler,
Trustee*

Not Pictured

*Shari Bennett, Vice Chair
Valaria Conerly-Moon, Trustee
Kris Johns, Trustee
Sylvester Jones, Jr., Trustee*

Genesee District Library CLASS VI LIBRARY

POPULATION SERVED
334,609

Third Largest Library System
in Michigan

SERVING
32
Municipalities

20
GISD Constituent School Districts

103
Separate Buildings in Those Districts

15
Charter Schools

18
Non-Public Schools

136
Schools Total

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Above & Beyond Award

Director Dave Conklin presents Library Assistant Kim Allen with the 2021 Above & Beyond Award at the annual in-service at the Genesys Conference & Banquet Center on October 11.



Years of Service

5 Years
Ryan Tackabury

20 Years
Melissa Daunt

15 Years
Nick Badgley



MLA Rising Star

Youth Services Librarian Marissa Boisclair was the 2021 recipient of the Rising Star Award presented by the Michigan Library Association (the MLA Awards have been compared to the Academy Awards of the library world). Marissa was nominated by Community Relations Manager Kelly Flynn. The Rising Star Award recognizes a librarian who shows leadership early in their career. While new to the profession, they expand the role of librarian by being forward-thinking and moving libraries into the future. Winners of this award are energetic, efficient librarians who push the boundaries of originality and creativity. They will help to establish a library culture that sets high expectations, promotes learning, and creates an understanding of the library as an integral part of the community.

Volunteers Make A Difference

Volunteers are slowly coming back to the branches after the pandemic, and we are happy to have them. The GDL had five active branch volunteers in 2021, and they contributed 70.5 hours.

TAG Volunteers

A Teen Action Group was formed in 2021. TAG is a group of teen volunteers who help with a variety of youth library programming including volunteering at programs (set-up/clean-up, help with crafts and activities, etc.), suggesting teen programs and services, and assisting with the planning of teen programs. TAG had seven active members in 2021 and they contributed a total of 28.25 hours to Genesee District Library.



SRC Statistics

3,748 People Registered	1,938 Active Readers
1,969,963 Minutes Spent Reading	18.43 Average Hours Read by Active Readers
13,712 Activities Completed	1,058 28% Completed the Challenge
826 Book Reviews Submitted	39,751 Badges Earned

Summer Reading Challenge (SRC)

The Tales and Tails Online Summer Reading Challenge ran from June 12 to August 7. There were 3,748 registrations (up 76% from last year), with 1,927 active participants. There were 1,058 completions (up 33.59% from last year). In total, Reading Challenge participants logged **1,968,963 minutes reading** (up 63% from last year). There were 182 prizes for the prize drawings and even more book and rubber duckie prizes given away for completions.

In addition to the Summer Reading Challenge, GDL held a reading challenge in September to celebrate National Library Card Signup Month, and a March is Reading Month Challenge.

Black History Month Brunch

The 20th Annual Black History Month Brunch was cancelled for 2021 due to the pandemic. Instead, Genesee District Library partnered with ABC12 to produce the 20th Anniversary Black History Celebration which aired on Thursday, February 7 at 7 p.m. on ABC12. Though the Brunch typically hosts 400–500 guests, this televised program reached over 23,000 households. Host Matt Franklin touched base with previous honorees to see how their service efforts have evolved. Voices of Service performed their new single, *Let Me Raise My Voice. Over the Rainbow* was performed by the a cappella group Linkin' Bridge. And spoken word artist Dr. Tracie Currie presented an original poem. ABC12 reported that an average audience of 15,993 households were reached, with a max audience at one time of 23,922 households.

National Library Card Signup Month

In 1987, Secretary of Education William Bennett stated: "Let's have a campaign ... Every child should obtain a library card and use it." Since that time, National Library Card Signup Month has been held across the country each September to mark the beginning of the school year and to ensure that every child has a library card.

In that spirit, GDL once again promoted a September campaign to encourage library card signups:

1. Reached out to all Genesee County schools to assist them in obtaining cards for all of their students.
2. Offered a free GDL cloth tote bag, lunch bag or ball cap to anyone who came into the branch to sign up for a card between September 1–30.
3. Entered those people in a drawing to win an Apple iPad.
4. Offered a Virtual Library Tour that schools could access through Beanstack. The video tutorials walked students through the process of signing up for a library card, managing their library account online, borrowing e-books and using library databases.

Several staff members worked hard to get library cards into the hands of students for National Library Card Signup Month.

In September, the Genesee District Library issued 868 new library cards to patrons, compared to the monthly average of 481.

Programming Highlights

403 Grand Total Programs 100,289 Grand Total Patrons Served		176 Total Virtual Programs for Kids & Teens 52,278 Total Viewers				
73 Virtual Story Times	65 Virtual Programs for Kids & Teens	47 Virtual Story Times	34 Virtual Game Nights	30 Virtual Play Dates	7 Outdoor In-Person Story Times	23 Different Take & Make Kits
42,014 Viewers	15,938 Viewers	35,738 Viewers	210 Patrons Served	392 Patrons Served	102 Patrons Served	1,297 Patrons Served

Gifts & Donations

Thanks to the following people and organizations for giving generously to the Genesee District Library in 2021:

Bishop, Barbara
 Brewer, Richard & Carol
 Burk, Patricia
 Carter, Harold
 Chapman, David
 Conn, Marcey & Michael
 Conroy, Mary Ann
 Dingman, Christine
 Dundas, Jean Liming
 Erik Jones Foundation
 Flowers, Allen & Patricia
 Flushing Friends Group
 Follett, Harry & Anne
 Friends of the Burton Memorial Library
 Friends of the Fenton-Winegarden Library
 Friends of the Mt. Morris Library
 Gerdorn, Thomas
 Gibson, Janet
 Givens Family
 Givens, Darrell & Sue/Dawn DesJardins
 Goodell, Todd & Rebecca
 Hansen, Gerald & Betty
 Hilliker, Kevin & Laurel
 Himelhoch, Jeffrey & Kimberly
 Johnson, Jeanine A
 Johnson, Suzanne
 Jones, George
 Jones, George P.
 Joyner, Tracey Robin
 Judd, Kathryn
 Lewis, David
 Linder, Suzanne
 Mikolay, Kristine
 Miller, Tamara
 Millikan, Linda & Donald
 Morrisett, Larry & Carrie
 Motyl, Michelle & David
 Neelands, John & Vicki
 Ososki, Marlene
 Peterson, Lisa
 Pollard, Mischa & Bryan
 Qureshi, Farah
 Santo, David
 Scheidemantel, Marilyn
 Schiel, Jessica
 Spencer, April
 Springbrook Colony Association
 Taylor Jr., William Boyce
 Tennant, Barb
 Tennant, Sherry & Kimberly
 Victoria Dykes
 The Grohoski Family
 Whitehead, Marian
 Whitman, Bruce & Karen

Partnerships

We have many valuable partnerships throughout Genesee County. Some were new, and some are long established:

- Absolute Hospice
- Barhitte Elementary (Bentley Schools)
- Beecher Early Head Start Program
- Carter Elementary–Montrose
- CASES–Community Approaches to Strengthening Economic Supports
- Erik Jones Foundation
- First Student
- Flint & Genesee County Literacy Network
- Flint Community Education Initiative
- Flint Public Library
- Food Bank of Eastern Michigan
- Genesee County Clerk John Gleason
- Genesee County Commissioners
- Genesee County Sheriff Department–IGNITE
- Greater Flint Health Coalition–Connecting Kids to Coverage
- Greater Flint Health Coalition–Flint Water Crisis
- GISD, Genesee County Career and College Access Network
- GISD, Communications & Development, Michigan Leadership Institute
- GISD, Great Start Readiness Program
- GISD Literacy Birth-3rd Grade and School Readiness
- GISD Parent Coalition
- Head Start
- Kindred Hospice
- Linden Summer School
- McMonagle Elementary
- Michigan Financial Wellness Network
- Mott Community College
- Northwood University
- Parents as Teachers
- Perry Center
- Seymour Elementary School (Flushing Schools)
- State Senator Jim Ananich
- State Representative John Cherry
- TALK Text
- US Senator Gary Peters
- US Representative Dan Kildee
- US Census Bureau
- WJRT ABC12

Grant Awards

Genesee District Library was awarded \$49,606 in grant funds in 2021:

MMLC Tech and Innovation

Virtual Programming \$10,000

MMLC COVID-19

PPE Protective Equipment
& Supplies \$5,000

LSTA

Baker Park

Alzheimer's and Dementia
Activity Kits \$1,007

LSTA

Beecher-Vera B. Rison

Early Literacy Kits \$700

LSTA

Burton Memorial

Literacy Kits \$1,132

LSTA

Fenton-Winegarden

Sanitizing/Display Charging
Station \$1,800

LSTA

Genesee-Johnson:

Literacy Kits \$1,132

LSTA

Genesee Valley Center:

Retro Media Station \$1,446

LSTA

Montrose-Jennings

Early Literacy Kits \$1,174

LSTA

Mt. Morris

Early Literacy Kits \$888

LSTA

Swartz Creek-Perkins

Video Game & Book Club \$1,477

MCACA

Capital Improvement

William F. Delaney
Headquarters Branch
Roof \$23,850

MCACA–Michigan Council for Arts and
Cultural Affairs

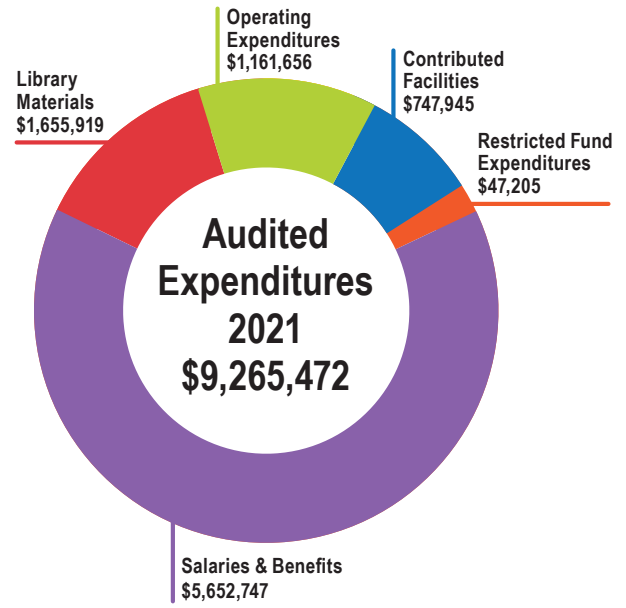
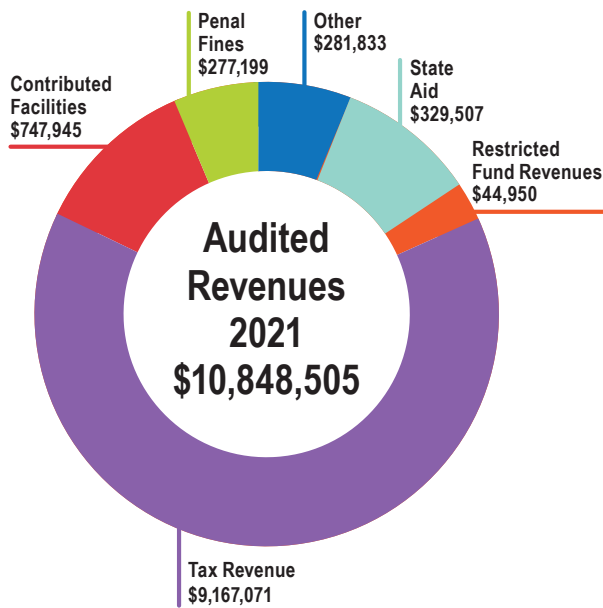
MMLC–Midwestern Michigan Library
Cooperative

LSTA–Library Services & Technology Act

Literacy Partnership with Nascar Driver Erik Jones Foundation

Erik Jones, Nascar Driver of the #43 Richard Petty car, created a philanthropic foundation and honored GDL with the first donation. Jones, who grew up in Byron, Michigan, made the announcement at Back to the Bricks in Flint on August 20, and awarded GDL a check for \$2,500. The money is to be used for prize books for the 1,000 Books Before Kindergarten program. Foundation leaders created a gift sticker that will be placed inside each book given to a child.





Return on Investment (ROI)

	Circulation/Use	Estimated Value	Cost
Print Books	399,485	\$28.50	\$11,385,323
Magazines	4,622	\$7.50	\$34,665
Audiobooks	7,056	\$30.00	\$211,680
DVD/Blu-ray	165,897	\$24.00	\$3,981,528
Playaway View	53	\$79.00	\$4,187
Playaway Launchpad	608	\$110.00	\$66,880
PC usage	42,910	\$12.00	\$514,920
eBooks	233,076	\$15.00	\$3,496,140
eMagazines	13,190	\$5.00	\$65,950
Database Search	260,376	\$21.00	\$5,467,896
eMusic	113,016	\$1.29	\$145,791
eVideo	6,760	\$3.99	\$26,972
eAudio	171,171	\$30.00	\$5,135,130
Interloan Requests	22,806	\$30.00	\$684,180

Total \$31,221,242

Operating Budget

\$9,250,913

ROI Summary

For every \$1 spent on the library it provides \$3.37 in services.

GDL vs. Peer Libraries

Library	Service Population	Branches	Hours Open	FTEs	Millage Rate	Per Capita Spending	Annual Budget
KDL	395,660	18	49,894	220.93	1.28	\$57.00	\$22,722,956
GDL	332,567	19	43,188	81.95	0.9981	\$26.00	\$8,542,984
CADL	238,859	14	35,493	139.13	1.56	\$48.00	\$11,448,745
FPL	102,434	1	2,214	28.39	4	\$33.00	\$3,353,337
Class VI Average	124,253	5	11,412	59.33	1.22	\$47.00	\$5,588,955

(KDL – Kent District Library, CADL – Capital Area District Libraries, FPL – Flint Public Library); 2019–2020 State Aid Report data

Circulation

BRANCH	2021	2020	%
Baker Park	20,900	18,073	15.64%
Beecher-Vera B. Rison	12,885	10,660	20.87%
Burton Memorial	24,868	23,251	6.95%
Clio Area	40,536	36,011	12.57%
Davison Area	82,713	71,629	15.47%
Fenton-Winegarden	55,399	50,753	9.15%
Flint Township-McCarty	15,466	17,188	-10.02%
Flushing Area	38,076	33,585	13.37%
Forest Township	17,705	16,532	7.10%
Gaines Station	2,562	1,967	30.25%
Genesee-Johnson	14,086	12,906	9.14%
Genesee Valley Center	16,890	18,515	-8.78%
Goodrich	14,344	12,104	18.51%
Grand Blanc-McFarlen	110,937	87,819	26.32%
Linden	22,012	17,479	25.93%
Montrose-Jennings	19,809	18,795	5.40%
Mt. Morris	22,210	20,819	6.68%
Swartz Creek-Perkins	22,469	20,370	10.30%
Talking Book Center	38,229	37,490	1.97%
William F. Delaney Headquarters	34,117	33,418	2.09%
Physical Items Total	626,213	559,364	11.95%
eDatabases	260,376	231,677	12.39%
eAudio	171,171	157,956	8.37%
eBooks	233,076	246,547	-5.46%
eVideo	6,760	8,536	-20.81%
eMusic	113,016	123,656	-8.60%
eMagazines	13,190	22,100	-40.32%
Digital Items Total	797,589	790,472	0.90%
Grand Total	1,423,802	1,349,836	5.48%

Visits & Access

BRANCH	2021	2020	%
Baker Park	18,453	15,804	16.76%
Beecher-Vera B. Rison	10,509	10,119	3.85%
Burton Memorial	20,066	18,796	6.76%
Clio Area	23,518	22,836	2.99%
Davison Area	39,523	38,062	3.84%
Fenton-Winegarden	44,169	39,996	10.43%
Flint Township-McCarty	15,592	15,664	-0.46%
Flushing Area	28,450	23,462	21.26%
Forest Township	13,587	12,436	9.26%
Gaines Station	947	793	19.42%
Genesee-Johnson	9,805	10,185	-3.73%
Genesee Valley Center	31,367	30,345	3.37%
Goodrich	15,245	13,232	15.21%
Grand Blanc-McFarlen	81,645	64,085	27.40%
Linden	17,455	13,576	28.57%
Montrose-Jennings	14,294	12,938	10.48%
Mt. Morris	15,607	13,040	19.69%
Swartz Creek-Perkins	28,515	19,017	49.94%
William F. Delaney Headquarters	28,467	27,157	4.82%
Physical Visits Total	457,214	401,543	13.86%
Virtual Visits Total	649,968	387,758	67.62%
Grand Total	1,107,182	789,301	40.27%
PC Usage (Logins)	61,173	60,028	1.91%
PC Usage (Hours)	42,910	38,890	10.34%
Wifi Logins	40,112	42,009	-4.52%

19 BRANCHES to SERVE You!



Baker Park



Beecher-Vera B. Rison



Burton Memorial



Clio Area



Davison Area



Fenton-Winegarten



Flint Township-McCarty



Flushing Area



Forest Township



Gaines Station



Genesee-Johnson



Genesee Valley Center



Goodrich



Grand Blanc-McFarlen



Linden



Montrose-Jennings



Mt. Morris



Swartz Creek-Perkins



William F. Delaney
Headquarters