

GENESEE DISTRICT LIBRARY

2022 Annual Report

Message from the Director

Dear Friends,

The Genesee District Library remains committed to leveraging the latest technologies to bring modern library services to our residents, as well as doing our best to maintain traditional library roles for those who expect them.

Unfortunately, sometimes these goals run contrary to each other as programs for kids and a quiet place to read don't always mix well. Still, we are committed to serving all patrons and if you find that on one day one of our branches isn't meeting your needs, rest assured that we have 18 others and I'm confident that at least one of them will.

Albert Einstein once said, "The only thing that you absolutely have to know, is the location of the library." We've got 19 for you to choose from. Discover one that suits you.

Sincerely,
David Conklin, Director

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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 three seed libraries (Fenton-Winegarden, Forest Township, Montrose-Jennings).

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 .9981 county-wide millage (excluding the City of Flint). 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.

Friends of the Library

Generous. Enthusiastic. Dedicated. The Genesee District Library is fortunate to have several wonderful Friends groups that support our libraries in dozens of ways. We are grateful for their dedication and service:

- Baker Park Friends Group
- Vera B. Rison Library Friends
- Friends of the Burton Memorial Library
- Friends of the Clio Area Library
- Fenton Library Board
- Friends of the Fenton-Winegarden Library
- Friends of the Flushing Area Library
- Friends of the Forest Township Library
- Friends of the Johnson Library
- Friends of the Goodrich Library
- Friends of the Grand Blanc-McFarlen Library
- Linden Library Board
- Friends of the Montrose-Jennings Library
- Friends of the Mt. Morris Library
- Friends of the Perkins Library

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
Sylvester Jones, Jr., Trustee*

Above & Beyond Award

Library Assistant Eileen Button was presented with the 2022 Above & Beyond Award at the annual In-service at Genesys Conference & Banquet Center on October 10.



Years of Service

5 Years

Cristen Jackson
Jean Morris
Vaughn Mortimer

Pete Ponzetti III

15 Years

Michale Fecher

20 Years

Colleen Cain
Bob Gorney



Left to Right: Jean Morris, Vaughn Mortimer, Pete Ponzetti, Cristen Jackson, Michale Fecher, Colleen Cain, Bob Gorney, Sheila Pychon

It's Picture Day!

At the Branch Librarians' Meeting on June 2, librarians were photographed for the website location page of their branch. After posing for individual headshots, a group photo was taken.



Left to Right Front: Sally-Adrina Taylor, Bob Gorney, Chris Heron, Alger Newberry, Cristen Jackson, Shari Suarez, Marya Gutek.

Middle: Kara Kvasnicka, Amy Houser, Katie Badgley, Heather VanFleet, Roy Soncrant, Les Rout, Nancy Abbey.

Back: Kara Yater, Brian Cutter, Nick Badgley, Ryan Tackabury, Ivan Smith, Kevin Collins, Nick Eisengruber, Jason Bias.

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 four active branch volunteers in 2022, and they contributed 110.20 hours.

TAG Volunteers

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), suggesting teen programs and services, and assisting

with the planning of teen programs. TAG had eight active members in 2022 and they contributed a total of 40 hours to Genesee District Library.

SRC Statistics

2,892 People Registered

1,715 Active Readers

2,028,646
Minutes Spent Reading

1,195 Activities Completed

963
(33%) Completed the Challenge

1,520 Book Reviews Submitted

29,754 Badges Earned

Black History Celebration

The 21st Annual Black History Month Brunch was cancelled for 2022 due to the pandemic. Instead, Genesee District Library partnered with ABC12 to produce the 21st Annual Black History Celebration which aired on Thursday, February 24 at 7:30 p.m. on ABC12. Though the Brunch typically hosts 400–500 guests, this televised program reached 29,131 households. Host Matt Franklin emceed the virtual event. Awards of Excellence were presented to April Cook-Hawkins, Danielle Green, and Lisa Horne. The Partner in Progress Award was presented to the Sarvis Park Neighborhood Organization led by Ladel Lewis. Four Washington performed three original songs.

**Genesee District Library
Class VI Library**Population Served:
300,000 – 500,000Third largest Library System
in Michigan Serving:
32 Municipalities

20 GISD Constituent School Districts

103 Separate Schools in Those Districts

15 Public School Academies

18 Non-Public Schools

136 Schools Total

Reading Challenges

The Oceans of Possibilities Summer Reading Challenge ran from June 11 to August 6. There were 183 total prizes given away in prize drawings and 965 books 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, a Winter Reading Challenge, and a March is Reading Month Challenge.

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.” 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.

In September, the Genesee District Library issued 789 new library cards to patrons, compared to the monthly average of 668.

Programming Highlights

Number of Virtual Programs—114

Number of Viewers
of Virtual Programs—53,332

Number of In-Person Programs—732

Number of Attendees at
In-Person Programs—15,903*Number of Different
Take & Make Kits—30*Number of Patrons Served with
Take & Make Kits—1,339Virtual Programs for Adults—52
Viewers—45,750

*Counted Take & Makes as in-person programs

Virtual Programs for Kids & Teens—62
Viewers—7,582Virtual Story Times—8
Viewers—812Virtual Game Nights—12
Patrons Served—74Virtual Play Dates—21
Patrons Served—289**Grand Total Programs—846****Grand Total Patrons Served—69,235**

In 2022, 2,586 Niche Academy tutorials were viewed on our website, making it easier than ever for patrons to access our digital services.

Gifts & Donations

Thanks to the following people and organizations for giving generously to the Genesee District Library in 2022:

- Barker, Kacey (Willa)
- Blanford, Dalene & Patti Clontz
- Brazell, Stephen R.
- Burk, Patricia
- Burton Memorial Library Friends
- Chapman, David
- Donar, Daniel & Patricia
- Flushing Women's Club
- Friends of the Goodrich Library
- Friends of the Grand Blanc-McFarlen Public Library
- Friends of the Mt. Morris Library
- Gardiner, Donna
- Girl Scout Troop #77403
- Grand Blanc Care & Library Bridge-A-Rama
- Harroun, Hugh & Deborah
- Hodges, Lois
- Jamrog, Susan
- Langdon, Mary & Daniel Rasmussen
- May, Meredith
- Mt. Morris Historical Society
- Naber, Anne
- Nilsson, Lena
- O'Brien, Nan & Richard
- Open Gate Garden Club
- Pougnet, Barbara
- Reed Jr., Dr. Donald N.
- Richardson, Angela
- Scheidemantel, Marilyn
- Schwalbach, Kathleen
- Wallace, Tracy
- Ward, Patti
- Young, Curtis & Hannah

Partnerships

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

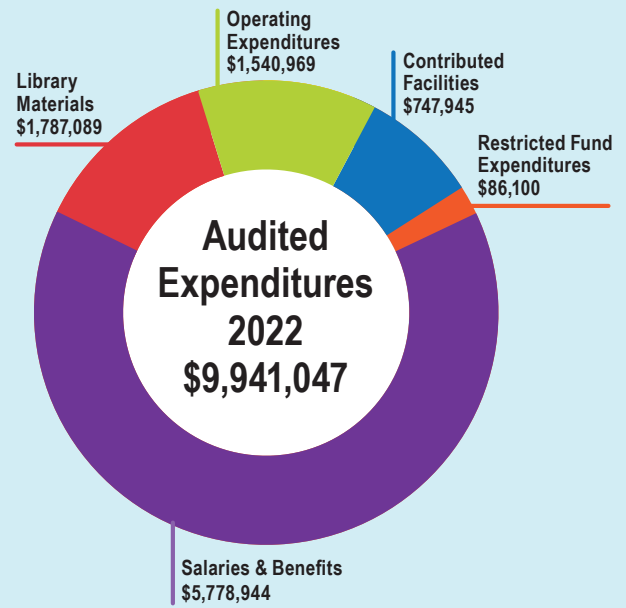
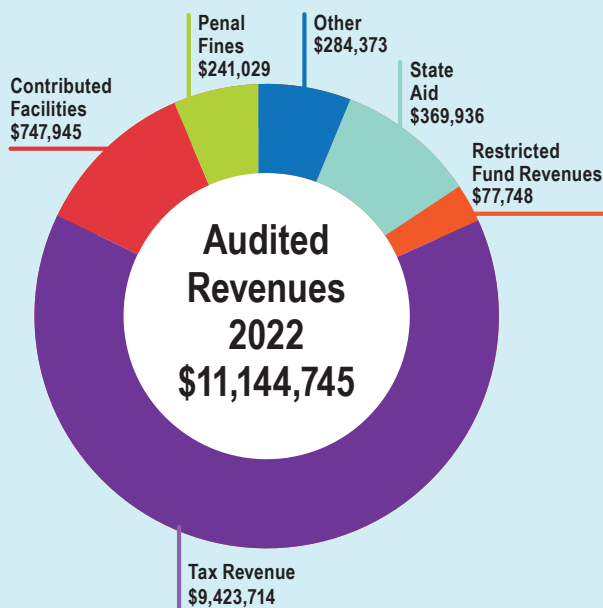
- Absolute Hospice
- State Senator Jim Ananich
- Atherton Elementary
- Barhitte Elementary (Bentley Schools)
- Beecher Early Head Start Program
- Burton Senior Center
- Carman-Ainsworth Early & Head Start
- Carman-Ainsworth Senior Center
- Carter Elementary—Montrose
- CASES—Community Approaches to Strengthening Economic Supports
- State Representative John D. Cherry
- Erik Jones Foundation
- Flint and Genesee County Literacy Network
- Flint Community Education Initiative
- Flint Public Library
- Food Bank of Eastern Michigan
- GCCARD Head Start
- Genesee County Board of Commissioners
- Genesee County Parks & Recreation
- Genesee County Sheriff Department
- Genesee Health System
- Grand Blanc High School
- Greater Flint Health Coalition—Connecting Kids to Coverage
- Greater Flint Health Coalition—Flint Water Crisis
- Great Start Collaborative and GISD Center for County-Wide Programs
- 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
- Grand Blanc Christian School
- Grand Blanc Community Schools
- GSRP and Parents as Teachers
- Hamilton Community Health Network
- Congressman Dan Kildee
- Kindred Hospice
- Linden Elementary
- Linden Summer School
- McMonagle Elementary
- Michigan Arts & Culture Council
- Michigan Department of Health and Human Services
- Michigan Financial Wellness Network
- Michigan State University Extension
- Mott Community College
- NCG Cinema
- Northwood University
- Parents as Teachers—Grand Blanc
- Pawsitive Changes Therapy Dogs, Inc.
- Perry Center
- Seymour Elementary School (Flushing Schools)
- TALK Text
- United Way of Genesee County
- US Senator Gary Peters
- US Representative Dan Kildee
- WJRT ABC12
- World of Wonder—Fenton

Genesee District Library was awarded \$57,996 in grant funds in 2022.

Grant Awards

| | |
|---|----------|
| MMLC Tech and Innovation | |
| Story Walk Trail | \$15,000 |
| LSTA—Clio Area | |
| Podcast Recording Studio | \$1,652 |
| LSTA—Fenton-Winegarden | |
| Retro Station..... | \$2,000 |
| LSTA—Flushing Area | |
| 3D Printer | \$2,000 |
| LSTA—Grand Blanc-McFarlen | |
| Podcast Recording Kit—Business Center | \$1, 652 |
| LSTA—Montrose-Jennings | |
| Cricut Crafting Station | \$2,000 |

| | |
|--|----------|
| LSTA—Mt. Morris | |
| Science Kits..... | \$1,997 |
| LSTA—Swartz Creek-Perkins | |
| Teen Video Game Tournament | \$2,000 |
| LSTA—William F. Delaney Headquarters | |
| Resin 3D Printers | \$1,870 |
| MACC Capital Improvement— | |
| William F. Delaney Headquarters Branch | |
| Carpets..... | \$27,825 |
| MACC—Michigan Arts and Culture Council | |
| MMLC—Mideastern Michigan Library Cooperative | |
| LSTA—Library Services & Technology Act | |



Return on Investment (ROI)

| | Circulation/Use | Estimated Value | Cost |
|---------------------|-----------------|-----------------|---------------------|
| Print Books | 446,498 | \$28.50 | \$12,725,193 |
| Magazines | 4,250 | \$12.25 | \$52,063 |
| Audio Books | 6,394 | \$30.00 | \$191,820 |
| DVD/Bluray | 173,690 | \$24.00 | \$4,168,560 |
| Playaway View | 59 | \$79.00 | \$4,661 |
| Playaway Launch Pad | 720 | \$110.00 | \$79,200 |
| PC usage | 53,136 | \$15.00 | \$797,040 |
| eBooks | 228,790 | \$18.00 | \$4,118,220 |
| eMagazines | 12,572 | \$7.75 | \$97,433 |
| Database Search | 66,239 | \$21.00 | \$1,391,019 |
| eMusic | 95,725 | \$1.29 | \$123,485 |
| eVideo | 5,924 | \$3.99 | \$23,637 |
| eAudio | 171,171 | \$30.00 | \$5,135,130 |
| Interloan Requests | 22,146 | \$30.00 | \$664,380 |
| | | Total | \$29,571,841 |
| Total | | | \$29,571,841 |

ROI Summary

For every \$1 spent on the library it provides \$2.97 in services.

Operating Budget

\$9,941,047

GDL vs. Peer Libraries

| Library | Service Population | Branches | Hours Open | FTEs | Millage Rate | Per Capita Spending | Annual Budget |
|---------|--------------------|----------|------------|--------|--------------|---------------------|---------------|
| KDL | 439,194 | 18 | 49,894 | 220.93 | 1.28 | \$57.22 | \$25,133,217 |
| GDL | 334,609 | 19 | 43,188 | 81.95 | 0.9981 | \$24.49 | \$8,197,862 |
| CADL | 244,451 | 14 | 35,493 | 139.13 | 1.56 | \$46.63 | \$11,397,764 |
| FPL | 81,252 | 1 | 2,214 | 28.39 | 4 | \$38.72 | \$3,146,416 |

(KDL – Kent District Library, CADL – Capital Area District Libraries, FPL – Flint Public Library); 2021 State Aid Report data

Circulation

| BRANCH | 2022 | 2021 | % |
|---------------------------------|------------------|------------------|----------------|
| Baker Park | 20,512 | 20,900 | -1.86% |
| Beecher-Vera B. Rison | 15,613 | 12,885 | 21.17% |
| Burton Memorial | 28,450 | 24,868 | 14.40% |
| Clio Area | 47,380 | 40,536 | 16.88% |
| Davison Area | 90,056 | 82,713 | 8.88% |
| Fenton-Winegarden | 63,823 | 55,399 | 15.21% |
| Flint Township-McCarty | 17,300 | 15,466 | 11.86% |
| Flushing Area | 42,714 | 38,076 | 12.18% |
| Forest Township | 18,884 | 17,705 | 6.66% |
| Gaines Station | 2,151 | 2,562 | -16.04% |
| Genesee-Johnson | 16,587 | 14,086 | 17.76% |
| Genesee Valley Center | 14,703 | 16,890 | -12.95% |
| Goodrich | 14,765 | 14,344 | 2.94% |
| Grand Blanc-McFarlen | 121,933 | 110,937 | 9.91% |
| Linden | 23,408 | 22,012 | 6.34% |
| Montrose-Jennings | 21,947 | 19,809 | 10.79% |
| Mt. Morris | 23,434 | 22,210 | 5.51% |
| Swartz Creek-Perkins | 24,047 | 22,469 | 7.02% |
| William F. Delaney Headquarters | 36,045 | 34,117 | 5.65% |
| Talking Book Center | 40,226 | 38,229 | 5.22% |
| Physical Items Total | 683,978 | 626,213 | 9.22% |
| eDatabases | 66,239 | 260,376 | -74.56% |
| eAudio | 189,730 | 171,171 | 10.84% |
| eBooks | 228,790 | 233,076 | -1.84% |
| eVideo | 5,924 | 6,760 | -12.37% |
| eMusic | 95,725 | 113,016 | -15.30% |
| eMagazines | 12,572 | 13,190 | -4.69% |
| Digital Items Total | 598,980 | 797,589 | -24.90% |
| Grand Total | 1,282,958 | 1,423,802 | -9.89% |

Visits & Access

| BRANCH | 2022 | 2021 | % |
|---------------------------------|------------------|------------------|---------------|
| Baker Park | 20,980 | 18,453 | 13.69% |
| Beecher-Vera B. Rison | 16,600 | 10,509 | 57.96% |
| Burton Memorial | 24,433 | 20,066 | 21.76% |
| Clio Area | 28,915 | 23,518 | 22.95% |
| Davison Area | 48,510 | 39,523 | 22.74% |
| Fenton-Winegarden | 52,150 | 44,169 | 18.07% |
| Flint Township-McCarty | 16,314 | 15,592 | 4.63% |
| Flushing Area | 34,305 | 28,450 | 20.58% |
| Forest Township | 15,481 | 13,587 | 13.94% |
| Gaines Station | 970 | 947 | 2.43% |
| Genesee-Johnson | 10,160 | 9,805 | 3.62% |
| Genesee Valley Center | 33,064 | 31,367 | 5.41% |
| Goodrich | 16,679 | 15,245 | 9.41% |
| Grand Blanc-McFarlen | 90,390 | 81,645 | 10.71% |
| Linden | 23,014 | 17,455 | 31.85% |
| Montrose-Jennings | 19,713 | 14,294 | 37.91% |
| Mt. Morris | 14,738 | 15,607 | -5.57% |
| Swartz Creek-Perkins | 29,718 | 28,515 | 4.22% |
| William F. Delaney Headquarters | 31,862 | 28,467 | 11.93% |
| Physical Visits Total | 527,996 | 457,214 | 15.48% |
| Virtual Visits Total | 904,793 | 649,968 | 39.21% |
| Grand Total | 1,432,789 | 1,107,182 | 29.41% |
| PC Usage (Logins) | 72,213 | 61,173 | 18.05% |
| PC Usage (Hours) | 53,750 | 42,910 | 25.26% |
| Wifi Logins | 36,747 | 40,112 | -8.39% |



Montrose-Jennings



Clio Area



Forest Township



Mt. Morris



Genesee-Johnson



Beecher-Vera B. Rison



Flushing Area



William F. Delaney
Headquarters Library



Flint Township-McCarty



Genesee Valley Center



Swartz Creek-Perkins



Baker Park



Burton Memorial



Grand Blanc-McFarlen



Goodrich



Gaines Station



Linden



Fenton-Winegarden

19
BRANCHES
TO SERVE
YOU!

In Genesee County

