

Sequoyah Regional Library System

REFUELING
STATION



ANNUAL REPORT 2019-20

The community's
dynamic destination
for discovery



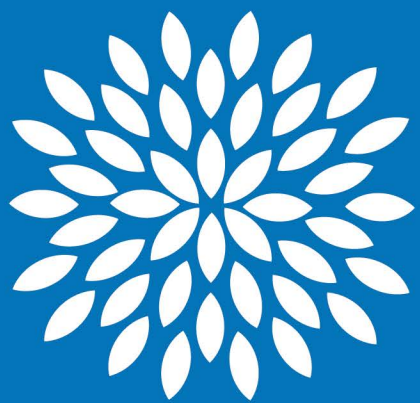
770-479-3090



sequoyahregionallibrary.org



116 Brown Industrial Parkway
Canton, GA 30114



Message from the Executive Director

We are excited to share with you what has been happening over the past year in the Sequoyah Regional Library System. Although the pandemic's arrival forced us to imagine and learn new ways to fulfill our mission, we have held strong to our values, and we continue to be guided by our strategic plan.

As we face the challenge of operating in a 'new normal,' the library staff remains committed to providing convenient, intuitive, purposeful, and engaging library experiences for the population we serve. The pandemic has demanded even greater dependence on digital resources and has heightened public awareness of the 'digital divide' that exists in our world. The public library is perfectly positioned to bridge this divide by providing community access to technology, internet, and digital resources.

SRLS added more electronic materials, expanded parking lot WiFi, increased internet bandwidth, and implemented virtual programming. During the coming year, we hope to add more technology and self-service options at all locations. Plans have begun for expansions and renovations at two of our library locations: Pickens County Library and Hickory Flat Public Library. We also will continue to strengthen our partnerships with local school systems to provide greater and more seamless access to public library resources for students.

About 82% of SRLS funding in Georgia comes from local sources. Local government funding of the Sequoyah Regional Library system averages \$9.67 per capita. The most recent data from the Georgia Public Library Service shows that an average family of four who takes advantage of library materials and resources saves more than \$1,743 per year. The return on investment for public libraries in Georgia is estimated to be at least \$6 for every \$1 spent.



Message from the Executive Director



Since 1958, the Sequoyah Regional Library System has served the citizens of Cherokee, Gilmer, and Pickens Counties. By sharing our resources, the communities served by the system capitalize on economies of scale, resulting in greater effectiveness, improved quality, and access to more services and materials.

We hope that you find this report informative. Your continued support is critical to the library's success, so we invite you to contact us with any questions, comments, suggestions, or concerns. This report only touches on the highlights, so we are very happy to provide more detailed data or information on any of the topics included here.

Executive Director,
Anita Summers



SRLS Locations



R.T. JONES (HQ)
116 Brown Industrial Parkway
Canton, GA 30114



ROSE CREEK
4476 Towne Lake Parkway
Woodstock, GA 30189



BALL GROUND
435 Old Canton Road
Ball Ground, GA 30107



LAW LIBRARY
90 North Street Suite 250
Canton, GA 30114

SRLS is a three-county library system with seven branches and a law library. Gilmer and Pickens each have one branch in their county. Cherokee has five branches and a law library at the courthouse.

The Sequoyah Regional Library System is governed by a Board of Trustees composed of nine members from the local county boards. Appointments to the Regional Board include five members from the Cherokee Board, two members from the Pickens Board and two members from the Gilmer Board.

The County Boards oversee the operations of the local library or libraries and report to the Regional Board.



WOODSTOCK
7735 Main Street
Woodstock, GA 30188



PICKENS
100 Library Lane
Jasper, GA 30143



GILMER
268 Calvin Jackson Drive
Ellijay, GA 30540



HICKORY FLAT
2740 East Cherokee Drive
Canton, GA 30115



Sequoyah
Snapshot

Over **31,500** people attended
2,421 programs.

This year we offered programs in **person** and **online**.

Sequoyah Snapshot



**OVER
400,519
VISITORS
THROUGH OUR
DOORS**



99,343 COMMUNITY MEMBERS
**HAVE A
LIBRARY CARD!**



We introduced Sidewalk Service where patrons can conveniently arrange for curbside pickup of materials placed on hold, by reserving a pick up time at any of our library locations.



OVER 4,000 PATRONS UTILIZED THIS SERVICE BETWEEN MARCH AND JUNE.

**Sequoyah
Snapshot**

80,255



**QUESTIONS
ANSWERED**

69,372



computers
accessed

and **82,434**
wireless users

390,294

YOUTH MATERIALS
BORROWED



7,589



COMMUNITY AND
COLLABORATION
ROOM USES



814,744

TOTAL CHECK OUTS

Programming Going Virtual

Sequoyah Regional Library System enjoys the company of numerous families who frequently visit for weekly storytime sessions. While social distancing at home during the COVID-19 pandemic, these families began to miss visits to the library, which many had cited as the highlight of their week. Offering virtual programming allowed library staff and patrons to reconnect online with digital storytimes. Within the first week, many regular storytime attendees were commenting frequently on SRLS social media posts with messages from their children saying they missed the library and loved being able to participate in programming again. Being able to connect in a socially-distanced environment gave staff and patrons comfort.

Contact-Free Sidewalk Service

The library offers numerous materials and services for senior citizens in the community with mobility issues, but some of these patrons have reported difficulty browsing the shelves to find titles to borrow. After being introduced to a variety of new contact-free and curbside services offered by the library, including the online catalog, staff reading recommendations, and Sequoyah Sidewalk Service, these patrons have expressed more excitement to use the library now that they can place titles on hold and pick them up with no struggles.

A Friendly Face

While sheltering in place, patrons of all ages have contacted the library to check on the wellbeing of staff and express how much they miss their librarians. While conducting an online storytime, one SRLS library received a message from an excited patron and her two children. This patron shared how much joy it brought her family to see the library staff during virtual programming and, although her children don't recognize celebrities or many other faces, they always recognized their favorite librarian and included a photo of her family gathering around to watch storytime online.



Sequoyah Accomplishments



Library renovation funding secured for Hickory Flat Public Library and Pickens County Library.



Virtual and contactless services implemented in the wake of the Covid-19 Pandemic.



Cherokee County School System EZ Student Access program was established, ensuring that students would be able to access library materials with their student ID in the Fall of 2020.



Improved the Patron Experience with a new customer service plan meant to empower staff in service consistency and put our words into action. This customer service plan is made up of four components: solution-oriented, responsive, listeners, and seekers.

Improved WiFi, expanding access into our parking lot and increasing bandwidth at all locations.

Discovering New Ways to Serve During Covid-19



Virtual Programming:

SRLS offered two types of virtual programming, synchronous and asynchronous, allowing staff to connect with attendees in real time on social media.

Distanced Assistance:

As library doors were closed, staff remained available to answer questions, offer guidance, and recommend titles to patrons via email, phone, and online chat.

Online Appointments:

Using virtual conferencing tools, patrons interacted with library staff members for eReader setup, club meetings, and dedicated one-on-one help sessions.

Digital Catalog:

Sequoyah Regional Library System expanded the shelves of its e-Library with additional eBook titles and databases for patrons as they shifted to remote learning.

Sidewalk Service:

Patrons browsed, requested, and borrowed titles without leaving their vehicles with the debut of the library's socially-distanced curbside pick-up initiative.

Revenues and Expenditures



TECHNOLOGY IMPROVEMENTS AND UPGRADES FOR PUBLIC LIBRARIES STATE GRANT ALLOWED SRLS TO PURCHASE **\$64,225.04** IN PATRON FOCUSED TECHNOLOGIES.

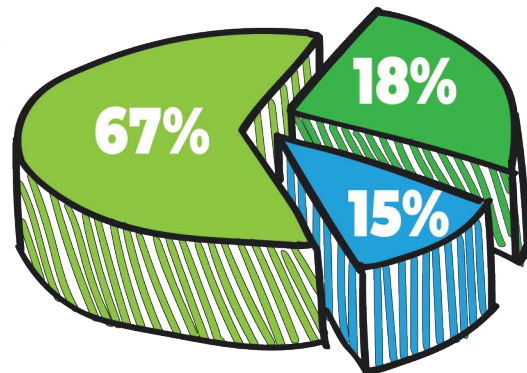
SRLS OPERATING FUNDS

67% Local Governments

18% State Government

15% Other Sources

(fines, fees, donations, federal grants)





- Did you borrow the latest best seller?
- Check out a DVD for your kids?
- Load an eBook to your device?
- Over time, the value of your library card adds up!

Have you ever wondered how much is saved on these services and resources?

- 145,026 youth materials borrowed is an estimated retail value of **\$2,465,442**
- 35,028 eBooks loaned out is an estimated retail value of **\$875,700**
- 13,520 DVDs borrowed is an estimated retail value of **\$67,464**

Revenue Sources

We appreciate all the financial support we receive and consider it a privilege to serve the community.

We are able to impact the community because of funding from:

Cherokee County Commissioners | Gilmer County Commissioners | Pickens County Commissioners
City of Canton | City of Woodstock | City of Ball Ground | City of Waleska | City of Holly Springs
City of Ellijay | City of East Ellijay | City of Jasper | Town of Talking Rock | Gilmer County Board of Education
City of Nelson

We appreciate additional funding from:

Friends of Cherokee County Public Libraries, Inc
Friends of the Pickens Library
Friends of the Gilmer County Library
Ellijay-Gilmer Library Foundation, Inc.





